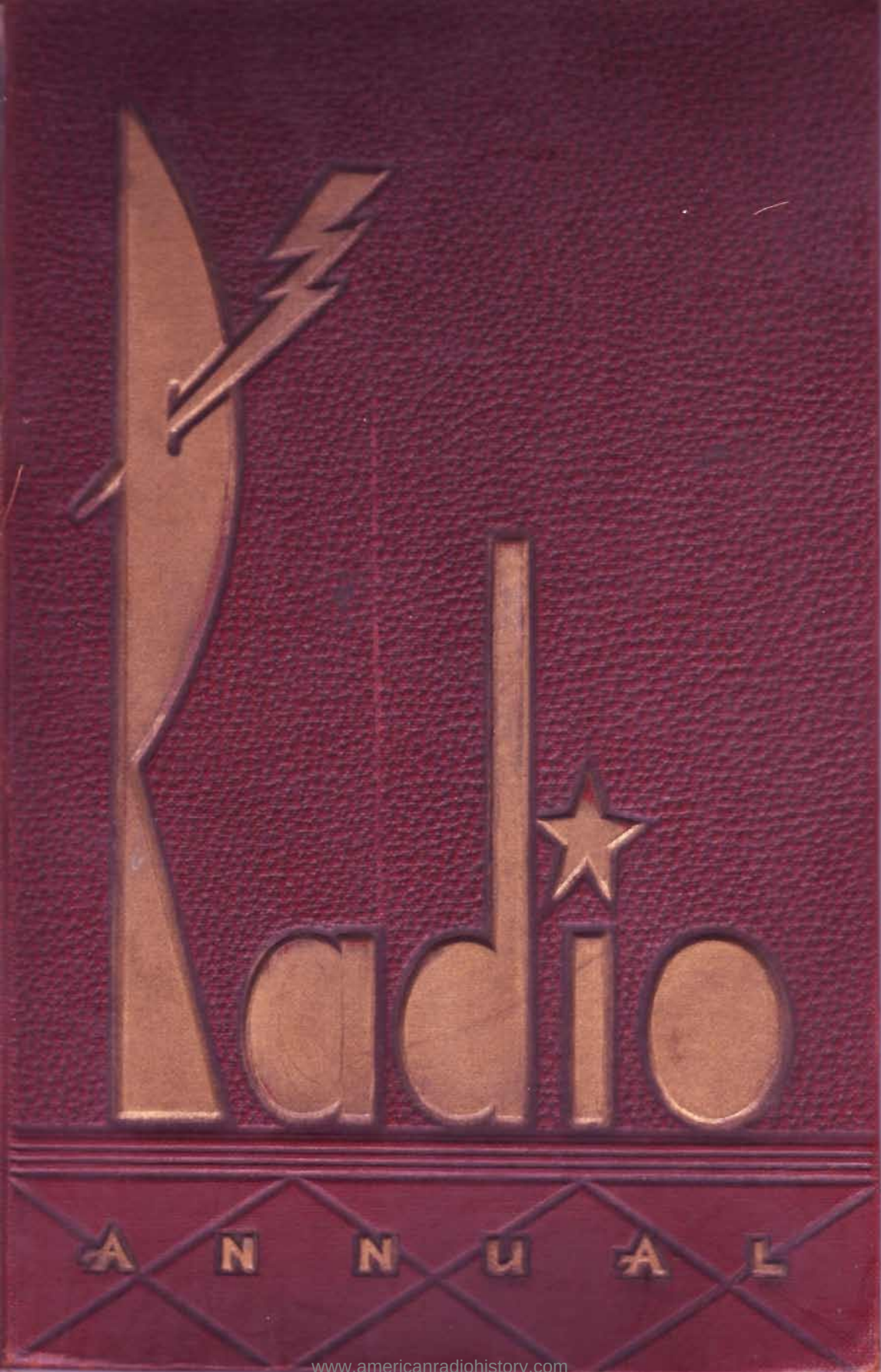

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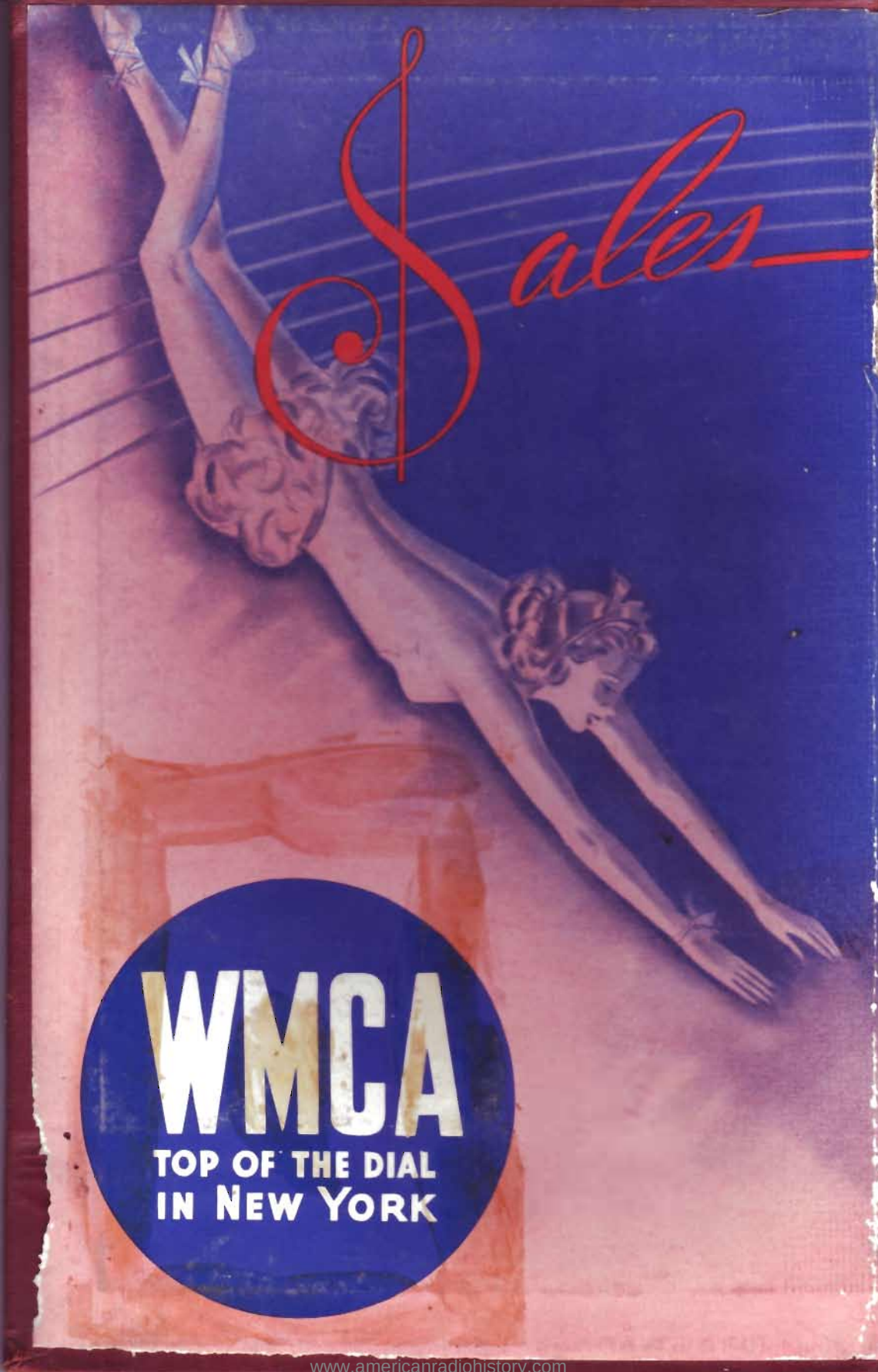

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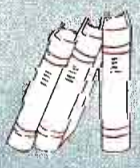

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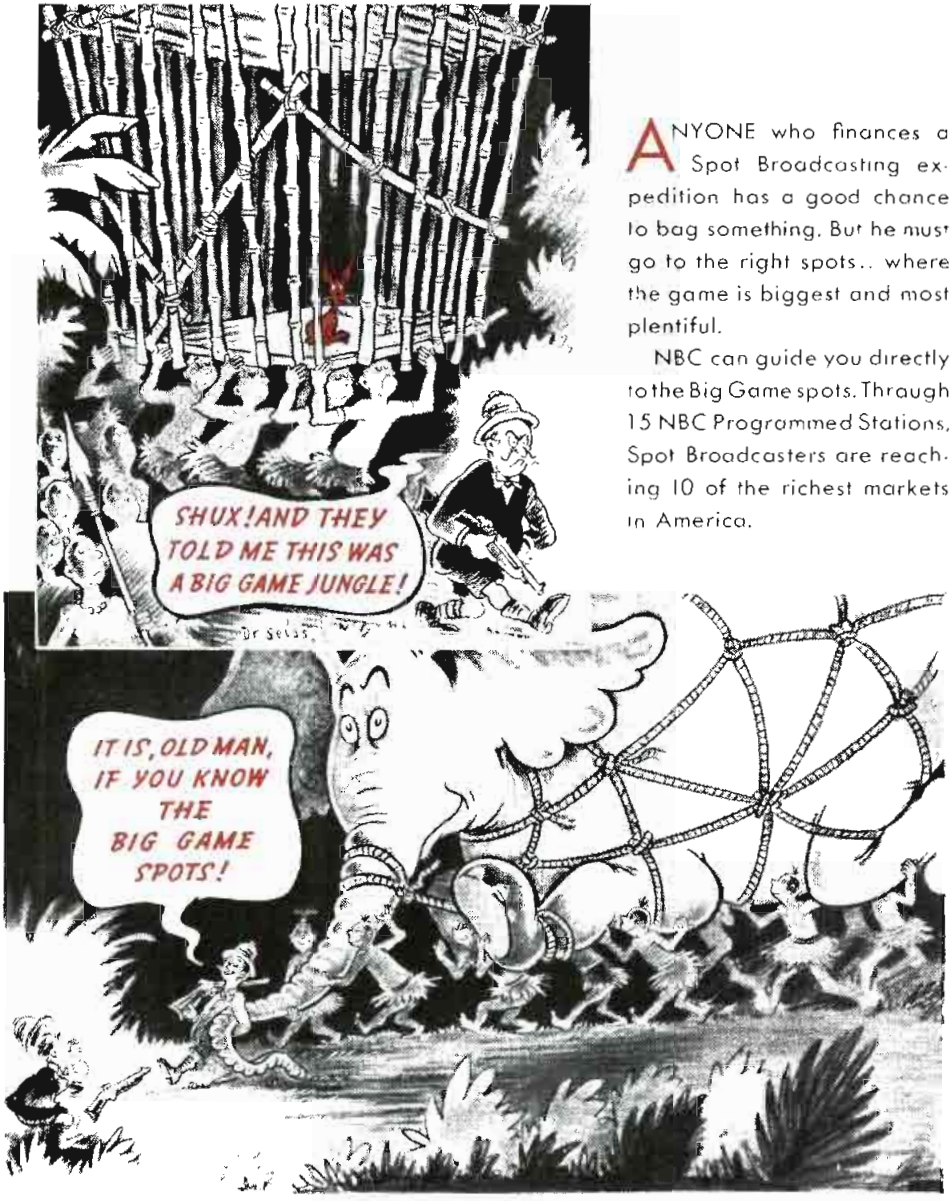

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INTRODUCTION

By THE EDITOR

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FOREWORD As a vast, dynamic, compelling industry, radio plays an important part, every day, in the lives of us all. Some prefer to call it an art. Whether art or industry, its place in the sun has long since been firmly established. Alert personalities, representing the extreme swing of the mental pendulum, yet all working in a perfect harmony of precision, form the spokes of the great radio wheel. The effervescent artist, the dreaming script writer, the practical advertising man and station rep, and the highly specialized engineer, each play their mighty parts in the daily drama of the mike.

AND SO -- with the idea of providing for its subscribers in every branch of the industry an efficient practical everyday working guide to radio and all of its colorful branches RADIO DAILY, the daily newspaper of Radioland, hereby presents the second edition of Radio Annual. It has been a full year in the making and represents the combined efforts of the entire staff of RADIO DAILY and its many correspondents throughout the country.

RADIO DAILY is proud to play its modest part in the progress of the great radio industry. In presenting this volume it is happy to dedicate its contents to the most powerful and wholesome force for educational enlightenment and entertainment the world has ever known.

APPRECIATION In the preparation of the near thousand pages that follow, RADIO DAILY has had the complete and enthusiastic cooperation of every branch of radio. To the many government departments in Washington and New York, to the Federal Communications Commission, the Federal Trade Commission, the National Association of Broadcasters, the Columbia Broadcasting System, the National Broadcasting System, Mutual Broadcasting System and to the hundreds of others who have helped to make the accuracy and comprehensiveness of the following pages possible, the editor takes this opportunity of expressing his sincere appreciation.

Jack Alicoate.

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EDITORIAL INDEX 1939

1939

— A —

Acoustical Products and Service..... 804
Activities of the FTC..... 725
Actors and Their Work in 1938..... 611
Actors' Equity Association, Personnel... 898

ADVERTISING:

Advertising Volume in 1938, Article by Dr. L. D. H. Weld 730
Agencies, Address, Personnel, etc..... 749
American Association of Advertising Agencies, Personnel, etc..... 743
Billings, Network, to Agencies 722-724
Conditions for Spot Broadcasting..... 745
Contract for Spot Broadcasting..... 747
Expenditures, Network, by Agencies and Sponsors 720-722
Federal Trade Commission:
Activities, Article 725
Procedure in Radio Cases..... 847
Review of Commercial Continuities.. 505
National Advertiser and Spot Radio, Article by C. E. Midgley..... 729
Standards of Practice of AAAA..... 743
Time Buyer Looks At Station Representative, Article by Francis H. Conrad 733
Advertising Agencies, Personnel, etc..... 749
Advertising Federation of America, Personnel 898
Aeronautical Radio Equipment..... 804
Agency Network Expenditures 1938-37-36. 720
Agents and Managers, New York, Los Angeles, Chicago 527
Alabama:
Estimated Radio Homes..... 778
Newspaper Affiliated States..... 421
Radio News Editors..... 877
Stations 183
Alabama Network, Personnel, Stations.... 155
Alaska:
Newspaper Affiliated Stations..... 428
Stations 414
Alberta:
Estimated Radio Homes..... 434
Newspaper Affiliated Stations..... 455
Radio News Editors..... 883
Stations 434
Alicoate, Jack, Introduction..... 3
American Association of Advertising Agencies:
Personnel, Address, etc.....743 & 898
Conditions Governing Spot Contracts... 745
Order Form for Spot Broadcasting.... 747
Standards of Practice..... 743
American Association of Baseball Broadcasters, Personnel 898
American Communications Association (C.I.O.), Personnel 898
American Council on Education, Personnel 899
American Federation of Actors, Personnel 899
American Federation of Musicians, Personnel 899
American Federation of Radio Artists:
Clarification of the AFRA Code..... 711
Code of Fair Practice..... 707
Personnel 899
American Guild of Musical Artists, Personnel 899
American Guild of Radio Announcers and Producers, Personnel 900
American Marketing Assn. Personnel..... 900
American Red Cross, Script Exchange of 910
American Society of Composers, Authors and Publishers:
Forward by John G. Paine..... 551
Members, Publisher 551
Personnel 900
American Dramatists, Personnel..... 899
Amplifiers 804
Analysis of New Principles of the Law of Radio, Article by Louis Nizer..... 821
Angell, Dr. James Rowland, Article..... 41
Announcement of Call Letters, FCC Rule.. 532
Announcers and Their Work in 1938.... 665
Antennas 805
Antenna Masts 805
Application Regulations of FCC for Broadcast Stations 417
Argentine, a Survey..... 935
Arizona:
Estimated Radio Homes..... 778
Newspaper Affiliated Stations..... 421
Radio News Editors..... 877
Stations 187
Arizona Network, Personnel, Stations, etc. 155
Arkansas:
Estimated Radio Homes..... 778
Newspaper Affiliated Stations..... 421

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EDITORIAL INDEX

Radio News Editors 877
Stations 189
Artists and Their Work in 1938 611
Associated Actors and Artistes of America, Personnel 901
Associated Northwest Broadcasters, Personnel, Stations, etc. 155
Association of National Advertisers, Inc., Personnel 901
Association of Radio Transcription Producers of Hollywood, Personnel 901
Associations 897
Attenuators 805
Australia, a Survey 936
Authors' Club, Hollywood, Personnel 901
Authors' Guild, Personnel 902
Authors' League, Personnel 902

— B —

Back Stage With Radio Production 489
Bahamas, a Survey 936
Band Leaders and Their Work in 1938 641
Bar Association, Federal Communications, Members, Officers 857
Bartlett, Kenneth L., Article 912
Batteries 806
Behind the Mike 609
Belgium, a Survey 937
Bells-Chimes, Musical and Electrical 806
Benson, John A., Article 744
Bermuda, a Survey 936
Bibliography of Copyright Publications by Herman Finkelstein 860
Billings:
Agencies 722
Network, for 1935-36-37-38 718
Binding Posts 806
Books and Pamphlets on Radio 890
Books on Television 895
Brady, John B.:
Article on 1938 Govt. Radio Contracts 67
Article on Radio Patents in 1938 800
Brazil, a Survey 937
British Broadcasting Corp., Publications of 896
British Columbia:
Estimated Radio Homes 436
Newspaper Affiliated Stations 455
Radio News Editors 883
Stations 436
British India, a Survey 938
Broadcast Equipment 806
Bryson, Lyman, Article 909
Bulgaria, a Survey 938
Business Side of Radio 717
Business Side of Radio During 1938, Article by Benn Hall 719
Buying Guide 803

— C —

Cabinets, Metal Panel and Racks 811
Cables 806
Cairo International Conference, Article 65
Calendar of Leading Holidays and Events 558
California:
Estimated Radio Homes 779
Newspaper Affiliated Stations 421
Radio News Editors 877
Stations 193
California Radio System, Personnel, etc. 155
Call Letters, FCC Regulations Regarding Announcements 532

CANADA:

Canadian Association of Broadcasters, Personnel, Address, etc. 902
Canadian Broadcasting Corp., Personnel, Stations, Address, etc. 160
Canadian Performing Right Society, Personnel 902
Networks 160
Newspaper Affiliated Stations 455
Station Representatives 735
Stations, Alphabetical List by Call Letter 431
Stations, by Province, Personnel, etc. 434
Surveys ..... 433 & 939
Carpets 806
Cathode Ray Oscillographs 807
Cathode Ray Tubes 807
Catholic Actors' Guild of America, Inc., Personnel 902
Catholic Writers' Guild of America, Inc., Personnel 902
Cells, Photo-electric 813
Central States Broadcasting System, Personnel, Stations, etc. 156
Chicago Telephone Numbers 83
Chile, a Survey 940
Chokes, Filter 807
Clubs 897
Coaxial Cables 806
Code of Fair Practice, AFRA 707
Cohan, E. K., Article 796
Coils 807
Colleges and Universities Offering Courses in Radio Broadcasting 916
Colonial Network, Personnel, Stations, etc. 156
Colorado:
Estimated Radio Homes 779
Newspaper Affiliated Stations 421
Radio News Editors 877
Stations 208

COLUMBIA BROADCASTING SYSTEM:

Article 131
Commercial Programs in 1938 574
Enters Television, Article by Peter C. Goldmark 472
Establishes Institute for Teachers 910
Gross Billings by Agency for 1938 722
Network Billings for 1938, 1937, 1936 and 1935 718
Network Map 136-137
Personnel 138
Publications 895
Sponsor Expenditures, 1938 720

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EDITORIAL INDEX

Stations Owned and Operated, or Leased By 140
Sustaining Programs in 1938..... 589
Comite International de la Radioelectricite, Personnel 902
Commentators:
News, and Their Work in 1938..... 685
Sports, and Their Work in 1938..... 691
Commercial Continuities, Review of, By the FTC, Article..... 505
Commercial Programs of the Networks.... 574
Condensers, Electrolytic 807
Condensers, Fixed and Variable..... 808
Conductors, Orchestra, and Their Work.. 641
Conferences:
Cairo International 65
Pan-American 75
Connecticut:
Estimated Radio Homes 779
Newspaper Affiliated Stations 422
Radio News Editors 878
Stations 213
Connecticut Broadcasting System, Personnel, Stations, etc. 156
Conrad, Francis H., Article..... 733
Consulting Engineers 799
Contracts, Government Radio, In 1938, Article by John B. Brady..... 67
Cooperative Research Advances, Article by John A. Benson..... 744
Corn Belt Wireless Group, Personnel, etc. 156
Costa Rica, a Survey..... 940
County Breakdown of Joint Committee's Report on Estimated Radio Homes. 778
Coupling Equipment 808
Cuba:
Stations of 456
A Survey 941
Cultural and Educational Side..... 907

— D —

Data on RADIO DAILY'S Second Annual Poll of Radio Editors..... 540
Delaware:
Estimated Radio Homes 779
Newspaper Affiliated Stations 422
Stations 216
Denmark, a Survey 941
Department of Commerce:
Activities Regarding Radio, Article by John H. Payne 933
Radio Abroad, Article 55
Export Market Survey..... 935
Dials and Knobs 808
Disc Recorders 814
District of Columbia:
Estimated Radio Homes 779
Newspaper Affiliated Stations 422
Radio News Editors..... 878
Stations 216
Dominican Republic, a Survey..... 942
Dominion Broadcasting Co., Personnel, Stations, etc. 160
Don Lee Broadcasting System, Article.... 473
Don Lee Broadcasting System, Personnel, Stations, etc. 156
Doors, Fireproof and Sound-Retarding.... 809
Dramatic and Variety Artists and Their Work in 1938 611

— E —

Ecuador, a Survey 942
Editors, Radio, and Writers of Newspapers in the United States and Canada 877
Education:
American Council on Education, Personnel 899
CBS Establishes First Radio Institute for Teachers 910
Colleges and Universities in U. S. Offering Courses in Radio Broadcasting 916
Concrete Experiments in Educational Broadcasting, Article, by Lyman Bryson 909
Non Commercial Educational Broadcast Stations 911
Radio Glossary 922
Trends in Education by Radio, Article by Dr. J. W. Studebaker..... 47
Education via Radio, Article by Kenneth L. Bartlett 912
Educational Radio Division, Personnel. 902
National Advisory Council on Radio in Education, Personnel 904
National Association of Educational Broadcasters:
Personnel 904
Stations 908
National Committee on Education by Radio, Personnel 905
Educational and Cultural Side..... 907
Egypt, a Survey 942
Electrical Measuring Equipment 809
Electrolytic Condensers 807
Engineers, Consulting 799
Engineers, Institute of Radio, Personnel, History, etc. 798
Engstrom, E. W., Article..... 466
Equalizers 809
Equipment, Broadcast 806
Equipment, Electrical Measuring 809
Equipment Buying Guide 803
Estimated Radio Homes, Report of Joint Committee 775
Experimental Broadcast Stations..... 429
Export Market Survey..... 935

— F —

Facsimile:
Experimental Broadcast Stations..... 482
FCC Regulations 463
Facsimile and the World's Fair, 1939, Article by Dr. John S. Young..... 476
Facts and Figures from RADIO DAILY.... 43
Fan Publications 865

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EDITORIAL INDEX

Farrier, C. W., Article 501
Federal Communications Bar Association:
Officers 857
Members and Personnel 903

FEDERAL COMMUNICATIONS COMMISSION:

Announcement of Call Letters, Rule 532
Applications Regulations 417
Facsimile Regulations 463
International Broadcast Stations' Rules and Regulations 931
Operation (Production) Regulations for Broadcast Stations 493
Personnel 115
Political Broadcasting Regulations 532
Proposed RMA Television Standards 470
Television Regulations 463
Federal Theater, WPA, Radio Division, Personnel and Work 556
Filter Chokes 807
Filters, Interference 809
Financial Advertisers' Assn. Personnel ... 903
Fireproof Doors 808
Fireproof and Sound-Retarding Doors 809
Fixed Condensers 808
Floor Coverings 809
Florida:
Estimated Radio Homes 779
Newspaper Affiliated Stations 422
Radio News Editors 878
Stations 218
Foothills Network, Personnel, Stations, etc.. 160

FOREIGN: (See Dept. of Commerce)

Cairo International Conference, Article .. 65
Foreign Language Market, Article by N. G. Natirbov 731
Pan American Conference 75
Publications 865
Radio Abroad, An Article 55
Television Abroad 483
Foreign Section 929
France, a Survey 943
French Morocco, a Survey 943
Frequency Control Units 809
Fuses 810
Future Trends, Article by David Sarnoff ... 49

— G —

Generators 810
Georgia:
Estimated Radio Homes 780
Newspaper Affiliated Stations 422
Radio News Editors 878
Stations 225
Georgia Network, Personnel, Stations, etc.. 157
Germany, a Survey 944
Glossary, Radio 922
Goldmark, Peter C., Article 472
Government Radio Contracts in 1938, Article by John B. Brady 67
Greece, a Survey 944
Gross Billings by Agency and Network ... 722
Guatemala, a Survey 945
Guilds 897

— H —

Haiti, a Survey 945
Hall, Benn, Article 719
Hard of Hearing Devices 810
Hardware, Radio 810
Hawaii:
Newspaper Affiliated Stations 428
Radio News Editors 883
Stations 415
Headlines of 1938 from RADIO DAILY 884
Headphones 810
Heinecke, Paul, Forward 553
High Frequency Broadcast Stations 430
History Makers, Radio in 1938 85
Honduras, a Survey 946
Hong Kong, a Survey 946
Horns and Speakers 810
Hungary, a Survey 946

— I —

Idaho:
Estimated Radio Homes 780
Radio News Editors 878
Stations 229
Illinois:
Estimated Radio Homes 781
Newspaper Affiliated Stations 422
Radio News Editors 878
Stations 231
Indiana:
Estimated Radio Homes 781
Newspaper Affiliated Stations 422
Radio News Editors 878
Stations 243
Instantaneous Recording, Article by M. M. Pochapin 705
Institute for Teachers, CBS Establishes 910
Institute of Radio Engineers:
Article on History 798
Personnel 903
Instrumentalists and Their Work in 1938 .. 655
Insulation 811
Inter-City Broadcasting System, Personnel, Stations, etc. 157
Interference Filters 809
International Broadcast Stations in U. S... 930
International Broadcasting Union, Personnel 903
International Conference, Cairo, Article .. 65
International Short Wave Club, Personnel. 903
Interoffice Communication Systems 811
Introduction by Jack Alicoate 3
Iowa:
Estimated Radio Homes 782

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EDITORIAL INDEX

Newspaper Affiliated Stations..... 423
Radio News Editors..... 878
Stations 248
Iowa Network, Personnel, Stations, etc..... 157
Ireland, a Survey..... 947
Italy, a Survey..... 947

— J —

Jacks and Plugs..... 811
Jamaica, a Survey..... 947
Japan, a Survey..... 948
Joint Committee on Radio Research Report on Estimated Radio Homes..... 775

— K —

Kaltenborn, H. V., Article..... 45
Kansas:
Estimated Radio Homes..... 782
Newspaper Affiliated Stations..... 423
Radio News Editors..... 878
Stations 254
Kentucky:
Estimated Radio Homes..... 783
Newspaper Affiliated Stations..... 423
Radio News Editors..... 879
Stations 259

— L —

Lambs, The, Personnel..... 903
Law:
Article on Analysis of New Principles of the Law of Radio by Louis Nizer... 821
Federal Communications Bar Association, Officers and Members..... 857
Illustrative Copyright Publications and Bibliography by Herman Finkelstein.. 860
Legislative Digest of Radio Laws of the 75th Congress 849
Law of Radio, Article..... 821
Leaders, Orchestra, and Their Work..... 641
Legal Bibliography by Herman Finkelstein 861
Legal Side 819
Legislation, Bills Introduced in Congress During 75th Sessions..... 849
Legislative Digest 849
Library, Your Radio..... 890
Lighting 811
Lighting, Television, Article by J. G. Saltzman 487
Literary Side 863
Lloyd, Ted, Promotion Digest..... 561
Lohr, Lenox R., Article on NBC..... 145
Los Angeles Telephone Numbers..... 78
Loud Speakers 811
Louisiana:
Estimated Radio Homes..... 783
Newspaper Affiliated Stations..... 423
Radio News Editors..... 879
Stations 261
Lubcke, Harry R., Article..... 473
Luxemburg, a Survey..... 948

— M —

Magazines in Radio Field..... 865
Magnetic and Crystal Pickups..... 813
Maine:
Estimated Radio Homes..... 784
Newspaper Affiliated Stations..... 423
Radio News Editors..... 879
Stations 265
Market Survey, Export..... 935
Manchuria, a Survey..... 949
Manitoba:
Estimated Radio Homes..... 439
Radio News Editors..... 883
Stations 439
Market Research Council, Personnel..... 904
Market Survey, Export..... 935
Markets, Foreign Radio..... 935
Maryland:
Estimated Radio Homes..... 784
Newspaper Affiliated Stations..... 423
Radio News Editors..... 879
Stations 267
Mason-Dixon Radio Group, Personnel, Etc. 157
Masquers, The, Personnel..... 904
Massachusetts:
Estimated Radio Homes..... 784
Newspaper Affiliated Stations..... 423
Radio News Editors..... 879
Stations 271
Master of Ceremonies and Their Work.... 811
McCosker, Alfred J., Article on MBS..... 141
McNinch, Frank R., Article..... 37
Measuring Equipment, Electric..... 809
Meters 811
Mexico:
Stations of 458
A Survey 949
Mica 812
Michigan:
Estimated Radio Homes 784
Newspaper Affiliated Stations..... 423
Radio News Editors..... 879
Stations 277
Michigan Radio Network, Personnel, Stations, etc. 157
Microphones 812
Midgley, Jr., C. E., Article..... 729
Miller, Chester H., Article..... 547
Miller, Neville, Statement..... 915
Minnesota:
Estimated Radio Homes..... 785
Newspaper Affiliated Stations..... 424
Radio News Editors..... 879
Stations 282
Mississippi:
Estimated Radio Homes..... 785
Newspaper Affiliated Stations..... 424
Radio News Editors..... 879
Stations 287
Missouri:
Estimated Radio Homes..... 786
Newspaper Affiliated Stations..... 424

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EDITORIAL INDEX

Radio News Editors 879
Stations 289
Modulation and Frequency Monitors 812
Montana:
Estimated Radio Homes 786
Newspaper Affilated Stations 424
Stations 296
Motion Picture Daily Radio Poll 715
Motors 812
Music by Wire, Article 545
Music Publishers, A Nationwide Listing ... 537
Music Publishers' Protective Association, Personnel 904
Musical Directors of Stations and Their Works in 1938 661
Musicians and Their Work in 1938 655

MUTUAL BROADCASTING SYSTEM:

Article by Alfred J. McCosker 141
Commercial Programs in 1938 574
Gross Billings by Agency for 1938 723
Network Billings for 1938-37-36 718
Network Map 142-143
Personnel 144
Policies and Facilities for Origination and Production 144
Publications 896
Sponsor Expenditures, 1938 721
Sustaining Programs in 1938 591

— N —

National Advertiser and Spot Radio, Article by C. E. Midgley, Jr. 729
National Advisory Council on Radio in Education, Personnel 904

NATIONAL ASSOCIATION OF BROADCASTERS:

Personnel, Board of Directors, etc. ... 121 & 904
Conditions Governing Spot Contracts ... 745

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS:

Personnel 904
Stations 908
National Association of Performing Artists, Personnel 904

NATIONAL BROADCASTING COMPANY:

Article by Lenox R. Lohr 145
Commercial Programs in 1938 574
Gross Billings by Agency for 1938 724
Network Billings for 1938-37-36-35 718
Network (Red) Map 148-149
Network (Blue) Map 150-151
Personnel 152
Publications 896
Sponsor Expenditures, 1933 721
Stations Owned, Managed or Programmed by 154
Sustaining Programs in 1938 592
National Committee on Education by Radio, Personnel 905
National Industrial Advertisers Association, Inc., Personnel 905
National Research Council of Japan, Personnel 905
National Variety Artists, Inc., Personnel .. 905
Natirbov, N. G., Article 731
Nebraska:
Estimated Radio Homes 786
Newspaper Affiliated Stations 424
Radio News Editors 880
Stations 298
Needles, Phonograph and Recording 812
Netherlands, a Survey 950
Netherlands Indies, a Survey 951
Netherlands West Indies, a Survey 951
Nevada:
Estimated Radio Homes 787
Newspaper Affiliated Stations 425
Stations 301
New Brunswick:
Estimated Radio Homes 440
Newspaper Affiliated Stations 455
Stations 440
New Hampshire:
Estimated Radio Homes 787
Radio News Editors 880
Stations 302
New Jersey:
Estimated Radio Homes 787
Radio News Editors 880
Stations 303
New Mexico:
Estimated Radio Homes 787
Newspaper Affiliated Stations 425
Radio News Editors 880
Stations 306
New York:
Estimated Radio Homes 787
Newspaper Affiliated Stations 425
Radio News Editors 880
Stations 308
New York Telephone Numbers 76
New Zealand, a Survey 952
Newfoundland, a Survey 951
News Commentators and Their Work 685
News Editors of Stations and Their Work .. 697
News Events of 1938, Ten Outstanding ... 39
News Headlines of 1938, RADIO DAILY. 884
News Services, Radio 531
Newspaper Owned or Affiliated Station in United States 421
Newspaper Radio Editors and Writers ... 877
Network Affiliates, Alphabetically, Listed by City 177
Network Billings for 1938-37-36-35 718
Network Resume, Article 161
Networks, Canada 160

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EDITORIAL INDEX

Networks, Commercial Programs, 1938.... 574
Networks, National and Regional..... ... 129
Networks, Regional 155
Networks, Sustaining Programs, 1938..... 589
Nicaragua, a Survey 952
Nizer, Louis, Article..... 821
Non Commercial Educational Broadcast Stations, Article 911
North Carolina:
Estimated Radio Homes 788
Newspaper Affiliated Stations 425
Radio News Editors 880
Stations 324
North Dakota:
Estimated Radio Homes 788
Newspaper Affiliated Stations 425
Radio News Editors 881
Stations 329
Northwest Triangle Chain, Personnel, Etc. 153
Norway, a Survey 953
Nova Scotia:
Estimated Radio Homes 441
Newspaper Affiliated Stations 455
Radio News Editors 883
Stations 441

— O —

Obligation of American Radio, Article by Dr. James Rowland Angell..... 41
Ohio:
Estimated Radio Homes 789
Newspaper Affiliated Stations 425
Radio News Editors 881
Stations 331
Oklahoma:
Estimated Radio Homes 789
Newspaper Affiliated Stations 426
Radio News Editors 881
Stations 345
Oklahoma Network, Personnel, Stations.. 158
Ontario:
Estimated Radio Homes 442
Newspaper Affiliated Stations 455
Radio News Editors 883
Stations 442
Operation of Radio Broadcast Stations, FCC Rules and Regulations..... 493
Orchestra Leaders and Their Work in 1938 641
Order Form of the AAAA for Spot Broadcasting 747
Oregon:
Estimated Radio Homes 789
Newspaper Affiliated Stations 426
Radio News Editors 881
Stations 351
Organizations 897
Organs 813

— P —

Pacific Advertising Clubs Assn., Personnel 905
Pacific Broadcasting Co., Personnel, Stations, etc. 158
Palestine, a Survey 953
Panama, a Survey.. 953
Pan American Conference, Article..... 75
Paraguay, a Survey 954
Payne, John H., Article..... 933
Pennsylvania:
Estimated Radio Homes 790
Newspaper Affiliated Stations 426
Radio News Editors 881
Stations 355
Periodicals 865

PERSONNEL:

Advertising Agencies 749
AAAA 7 3
Associations, Clubs, Guilds, Unions... 898
Columbia Broadcasting System..... 138
Federal Communications Bar Assn..... 851
Federal Communications Commission.. 115
Institute of Radio Engineers..... 798
Mutual Broadcasting System 144
National Association of Broadcasters.. 121
National Broadcasting Co. 152
Networks in Canada 160
Periodicals 865
Program Producers 509
RADIO DAILY 81
Radio Manufacturers Association 906
Radio News Services 531
Regional Networks 155
Research Organizations 727
Stations in Canada 434
Station Representatives 735
Stations in United States 183
Television Stations 477
Transcription Firms 509
Peru, a Survey 954
Philippine Islands, a Survey 955
Photoelectric Cells 813
Photoelectric Tubes 817
Pickups, Crystal and Magnetic..... 813
Pochapin, M. M., Article..... ... 705
Poland, a Survey 954
Political Broadcasting Regulations of FCC.. 532
Polls, 1938:
RADIO DAILY, Second Annual..... 71
Data on RADIO DAILY's Second Annual Poll of Radio Editors..... 540
Motion Picture Daily 715
World-Telegram Radio Editors..... 713
Portugal, a Survey 955
Potentiometers 813
Power, Ralph L., Article..... 540
Prince Edward Island:
Estimated Radio Homes 449
Radio News Editors 883
Stations 449
Procedure in Handling of False and Misleading Radio Advertising by FTC... 847
Producers and Their Work in 1938..... 697
Producers, Program 509
Producers, Transcription 509

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The Following Excerpts Were Taken From The **"Red Apples For Teacher"** *Series Which Appeared In The* **New York World-Telegram** *During The Week Of February 6th, 1939.*

AN ALERT RADIO PRODUCER

. . . Roger White, who has a long list of successful broadcasts to his credit, is a rosy-cheeked, cherubic individual with a taste for pink shirts and super-modern art. His office in Radio Center, at 1270 Sixth Avenue, is filled with objects which he believes represent modern art. They make a characteristic background for the pink shirts.

. . . Mr. White started his theatrical career as an orchestra leader, which might explain a good deal. He played jazz into a microphone in the days when radio studios were backrooms and when the sandpaper sounds were piped infrequently into your homes on crystal sets. Mr. White remembers with a certain malevolent glee that he once tried to persuade his sponsors to increase his budget $10 a week so he could retain a very special tenor who would have been glad to sing for that sum.

. . . The sponsor thought ten bucks was money and told him to tell the tenor to go peddle his voice elsewhere. This the tenor did, with much success, and today Frank Parker gets $2,250 a broadcast. Just one broadcast.

. . . In 1933 Mr. White begged a certain Broadway character named Fred Allen to go on the air.

"Fred didn't want to write his own stuff. He didn't think he was funny." Mr White chuckled today. "He ran off to some place in Maine and we couldn't get him. I had to argue him into believing he was actually funny."

. . . Mr. White was the alert producer who first saw the possibilities of Phil Spitalny's all-girl band, he said, and he felt that there also ought to be a woman announcer. He listened to forty or fifty voices, and then selected Arlene Francis, and started to train her for the job.

. . . Another new performer being trained by Mr. White is Boh Carol, a former delivery boy with a striking baritone voice. Mr. Carol tried to sing like Bing Crosby with a moderate success, but Mr. White ruled that out.

He lowered his pitch and cleared up his enunciation, and taught Mr. Carol to sing in a more robust driving manner. Mr. Carol, as a result, was immediately signed to a commercial program and is now heading his own show.

. . . Mr. White once engaged a young unknown writer to do some work for him. The writer was Irwin Shaw. He also picked up a young man and engaged him to read poetry on a program. The man was Orson Welles.

. . . "Watch what happens to Arlene and Bob," he said today with a grin. He looked down and regarded his shirt. The grin became a broad smile, a happy one.

Roger White
Radio City
New York

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EDITORIAL INDEX

PRODUCTION:

Announcement of Call Letters, FCC Regulation Regarding 532
Announcers and Their Work in 1938.. 665
Article by Norman S. Weiser..... 491
Back Stage Section 489
Books, Pertaining to 893
FCC Regulations Regarding Operation (Production) of Broadcast Stations.... 493
FTC Review of Commercial Continuities. 505
Managers and Agents, New York, Los Angeles, Chicago 527
Music by Wire, Article..... 545
Musicians and Their Work in 1938..... 655
Music Publishers, a Nationwide Listing. 537
News Services, Addresses, Personnel.. 531
Political Broadcasting, FCC Regulations. 532
Program Producers 509
Promotion Digest, Compiled by Ted Lloyd 561
Radio Glossary 922
Script Libraries 533
Showman's Calendar 558
So Your Clients "Going Transcription," Article by Chester H. Miller..... 547
Tape Transmissions, A History..... 534
Television Production, Article by C. W. Farrier 501
Transcription Firms 509
What Australians Like in American-Made Transcriptions, Article by Ralph L. Power 542
Program Directors and Their Work in 1938. 697
Program Producers 509
Programs, Network Commercials in 1938. 574
Programs, Pet Shows of Broadcasting Stations in United States and Canada... 593
Programs of 1938 573
Programs, 1938 Sustaining 589
Progress in Broadcasting, Article by Frank R. McNinch 37
Promotion Digest, Compiled by Ted Lloyd. 561
Proprietary Association, The, Personnel.. 905
Public Address Systems 813
Publication, Trade, Fan, Foreign, General. 865
Publications of the BBC..... 896
Publishers, Music 537
Puerto Rico, Stations..... 416

— Q —

Quaker Network, Personnel, Stations, etc. 158
Quartz Crystal and Accessories 814
Quebec:
Estimated Radio Homes 449
Newspaper Affiliated Stations 455
Radio News Editors 883
Stations 449

— R —

Radio Abroad, An Article..... 55
Radio and the News, Article by H. V. Kaltenborn 45
Radio, 1938 and 1939, Article..... 35
Radio Artist, Article by Kate Smith..... 59
Radio Broadcast Engineers and Technicians, I.B.E.W., Personnel 906
Radio Club of America, Personnel..... 906

RADIO DAILY:

Data on Program Winners in Second Annual Poll of Radio Editors..... 540
Facts and Figures from..... 43
Headlines in 1938..... 884
Personnel 81
Second Annual Poll..... 71
Radio Editors and Writers of Newspapers in United States and Canada..... 877
Radio Glossary 922
Radio History Makers of 1938..... 85
Radio Homes, By State and County..... 778
Radio Manufacturers' Association:
Personnel 906
Proposed Television Standards..... 470
Radio Manufacturers' Association of Canada, Personnel 906
Radio Patents in 1938, Article by John B. Brady 800
Radio-Television and the World's Fair, Article by Dr. John S. Young..... 61
Radio Writers' Guild of the Authors' League of America, Personnel..... 906
Recorders, Disc 814
Recording Equipment and Accessories.. 814
Recording, Instantaneous, Article by M. M. Pochapin 705
Rectifiers 815
Regional Networks 155
Regulations of FCC:
Applications 417
Call Letter Announcement..... 532
International Broadcast Stations..... 931
Operations 493
Political Broadcasting 532
Television and Facsimile..... 463
Regulators, Voltage 818
Relays 815
Representatives, Personnel, Addresses and Stations 735
Research Organizations, Personnel and Addresses 727
Resistors 815
Resume of Networks, Article 161
Rheostats 815
Rhode Island:
Estimated Radio Homes..... 790
Radio News Editors 881
Stations 367
Rules and Regulations of FCC Regarding Operation of Broadcast Stations..... 493
Rumania, a Survey 956

— S —

Saltzman, J. G., Article..... 487
Saltzman, Samuel M., Article..... 474

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EDITORIAL INDEX

Sarnoff, David, Article on Future Trends.. 49
Saskatchewan:
Estimated Radio Homes 453
Newspaper Affiliated Stations 455
Radio News Editors 883
Stations 453
Script Exchange of the American Red Cross 910
Script Libraries 533
Services, Radio News 531
Shapiro, M. H., Article on 1938 Radio.. 35
Showman's Calendar 558
Sign Language of Radio Studios..... 928
Singers and Their Work in 1938..... 629
Smith, Kate, Article on the Radio Artist... 59
So Your Client's "Going Transcription," Article by Chester H. Miller..... 547
Society of European Stage Authors and Composers, Inc.:
Forward by Paul Heinecke..... 553
Members, Publishers 553
Personnel 906
Society of Jewish Composers, Publishers and Song Writers, Personnel 906
Sockets 815
Sockets, Vacuum Tube 818
Solder 815
Sound Effects Apparatus 816
South Carolina:
Estimated Radio Homes..... 790
Newspaper Affiliated Stations..... 426
Radio News Editors 882
Stations 368
South Dakota:
Estimated Radio Homes 790
Newspaper Affiliated Stations 427
Radio News Editors 882
Stations 371
Spain, a Survey 956
Special Events, Importance of, Article by Paul White 69
Sponsor Network Expenditures for 1938... 720
Sports Commentators and Their Work.... 691

SPOT BROADCASTING:

Conditions Governing Contracts..... 745
National Advertiser and Spot Radio, Article by C. E. Midgley 729
Standard Order Blank for..... 747
Standard Conditions of the NAB and AAAA Governing Spot Contracts.... 745
Standard Stations of the United States, Alphabetically by Call Letters..... 165
Standards of Practice of AAAA..... 743
Stands, Microphone 812
State and Sectional Summary of the Joint Committee's Report of Radio Homes. 776

STATIONS:

Canada:
Alphabetically by Call Letters..... 431
Geographically, with Detailed Information Listed by Provinces..... 434
Cuban 456
Experimental Facsimile Broadcast 482
High Frequency 430
International Broadcasting in the U. S.. 930
Mexican 458
National Association of Educational Broadcasters 908
Newspaper Owned or Affiliated:
Canada 455
United States 421
Owned and Operated, or Leased by CBS 140
Owned, Managed or Programmed by NBC 154
Standard Broadcasting, Detailed Information and Listed by States..... 183
Television:
U. S. Alphabetical List by Call Letters.. 165
U. S. Alphabetical List by Cities..... 177
Stations Section 163
Stations with Major Network Affiliations, Alphabetically by Cities 177
Studebaker, Dr. J. W.:
Article on Trends in Education by Radio; Foreword to Article on Education via Radio 47
Studios, Sign Language Used in..... 928
Surveys, Antenna 805
Sustaining Programs of the Networks..... 589
Sweden, a Survey 956
Switches 816
Switzerland, a Survey 957

— T —

Talent Managers and Agents..... 527
Tape Transmission, a History 534
Technical Advances in Broadcasting for the Year 1938, Article by E. K. Cohan 796
Technical Books on Radio 894
Technical Side 795
Telephone Numbers:
Chicago 83
Los Angeles 78
New York City 76
Washington 79

TELEVISION:

Books on 895
Broadcasting Stations .....462 & 477
CBS Enters Television, Article by Peter C. Goldmark 472
Facilities and Personnel of Stations.... 477
FCC Regulations 463
Foreign 483
Historical Resume of the Don Lee Broadcasting System Television Station W6XAO, Article by Harry R. Lubcke. 473
History 468
Improvements in Lighting, Article by J. G. Saltzman 487
Production, Article by C. W. Farrier... 501
Proposed RMA Standards 470

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EDITORIAL INDEX

Radio-Television and the World's Fair, Article by Dr. John S. Young 61
Stations ..... 462 & 477
Television Abroad, Article 483
Television, 1938-1939, Article by E. W. Engstrom 466
Television for the Home, Article by Samuel M. Saltzman 474
Television Abroad, Article 483
Temperature Control Units 816
Ten Outstanding Radio News Events 39
Tennessee:
Estimated Radio Homes 791
Newspaper Affiliated Stations 427
Radio News Editors 882
Stations 373
Texas:
Estimated Radio Homes 791
Newspaper Affiliated Stations 427
Radio News Editors 882
Stations 378
Texas Quality Network, Personnel, Etc. 158
Texas State Network, Personnel, Stations. 158
Time Buyer, Looks at Station Representatives, Article by Francis H. Conrad .. 733
Trade Publications 865
Transcription Producers 509
Transformers 817
Transmission, Tape, Article 534
Transmission Lines 817
Trends in Education by Radio, Article by Dr. J. W. Studebaker 47
Tubes:
Cathode Ray 807
Photoelectric 817
Receiving 817
Rectifying 817
Transmitting 817
Turkey, a Survey 957
Turn Tables 818

— U —

Union of South Africa, a Survey 958
Union of Soviet Socialist Republics 958
Unions 897
United Kingdom, a Survey 959
Universities and Colleges in United States Offering Courses in Broadcasting 916
University Broadcasting Council, Personnel 906
Uruguay, a Survey 960
Utah:
Estimated Radio Homes 793
Newspaper Affiliated Stations 428
Radio News Editors 882
Stations 392

— V —

Vermont:
Estimated Radio Homes 793
Newspaper Affiliated Stations 428
Radio News Editors 882
Stations 394
Vertical Radiators 818
Vibrators 818
Virginia:
Estimated Radio Homes 793
Newspaper Affiliated Stations 428
Radio News Editors 882
Stations 397
Virginia Broadcasting System, Personnel .. 159
Vocalists and Their Work in 1938 629
Voltage Regulators 818

— W —

Washington:
Estimated Radio Homes 793
Newspaper Affiliated Stations 428
Radio News Editors 882
Stations 401
Washington Telephone Numbers 79
Weiser, Norman S., Article 491
Weld, Dr. L. D. H., Article 730
West Virginia:
Estimated Radio Homes 794
Newspaper Affiliated Stations 428
Radio News Editors 882
Stations 407
West Virginia Network, Personnel, etc. 159
White, Paul, Article 69
Wire 818
Wired Music, Article 545
Wisconsin:
Estimated Radio Homes 794
Newspaper Affiliated Stations 428
Radio News Editors 883
Stations 409
Wisconsin Radio Network, Personnel, etc. . 159
World-Telegram, Radio Editors' Poll 713
World's Fair 1939:
Facsimile and the World's Fair, Article by Dr. John S. Young 476
Radio-Television and the World's Fair, Article by Dr. John S. Young 61
WPA Federal Theater Radio Division 556
Writers and Radio Editors of Newspapers in United States and Canada 877
Writers and Their Work in 1938 649
Wyoming:
Estimated Radio Homes 794
Radio News Editors 883
Stations 414

— Y —

Yankee Network, Personnel, Stations, etc. 159
Young, Dr. John S.:
Article on Facsimile 476
Article on Radio-Television, 1939 61
Yugoslavia, a Survey 960

— Z —

Z Network, Personnels, Stations, etc. 159

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ADVERTISING INDEX 1939

A

A. A. Recording Studios. 508
Abbott, Bud 622
Air Features, Inc. 496
Albert Lea-Austin Broadcasting Co. 282
Aldin, Jimmy 654
Allen, Mel 690
Allyn, Rita 626
American Federation of Radio Artists 608
American Television Corp. 460
Anders, Jerry 670
Andrews Sisters 628
Anthony, Earle C., Inc... 196
Associated Music Publishers, Inc. 98
Associated Recorded Program Service 98
Ayers-Prescott 492

B

Bacher, Bill 104
Backus, Jim 624
Baker, Phil 54
Barnes Printing Company, Inc. 546
Barrie, Clyde 636
Barron, Blue 14
Beloin, Ed 649
Benny, Jack 42
Berch, Jack 636
Bergen, Edgar 62
Bernie, Ben 642
"Betty Lou"....Facing Page 1
Billboard, The 866
Bixby, Carl 648
Blane, Ralph 630
Block, Hal 104
Block, Martin 30
Bogert, Vin 652
Breen, May Singhi 632
Brinckerhoff, E. V. 6
Broadcast Producers of New York, Inc. 514
Broadcasters Mutual Transcription Service, Inc... 86
Broadcasting Abroad, Ltd. 724
Broadcasting Business .. 870
Bryan, Arthur Q. 648
Burdick, Hal 653
Burn, Walter P. & Associates, Inc. 728
Burns, Bob 610
Burton, Kenneth 498
Butterworth, Wally 620

C

CHNS 440
CKLW 448
Cherniavsky, Josef 654
Chidnoff Studio 548
City Photo Engraving.... 536
Clark, Buddy 630
Collins, Ted 8
Colonna, Jerry 618
Columbia Broadcasting System .....132 & 133
Columbia New England Network 135
Columbia Pacific Network 135 & 192
Consolidated Radio Artists, Inc. 28
Conte, John 670
Costello, Lou 622
Courtney, Alan 614
Crosby, Lew 668

D

Daniels, Helene 636
D'Artega 644
Demling, Bill 110
De Rose, Peter 632
Devitt, Alan 625
Dictograph Inter-Communicating Telephone Systems 506
Dinsdale, A. ("Dinny").. 496
Don Lee Broadcasting System 128
Duchin, Eddy 645

E

Edwards, Ralph 88
Einstein, Harry 620
Electrical Digest 864
Elman, Dave 642
Emery, Bob 622
Empire Broadcasting Corp. 510
Ennis, Skinnay 68
Evans & Salter.....44 & 46

F

Federal Recorder Co., Inc. 84
Federal Transcribed Programs, Inc. 114
Fields Brothers 112
Finch Facsimile System.. 465
Finch Telecommunications Laboratories, Inc. 465
Fiorito, Ernie 647
Fitzgerald, Ella 119
Fizdale, Tom, Inc...614 & 654
Fletcher, Tex 632
Forjoe & Company..... 734
Fox, Templeton 626
Frost, Alice 618

G

Gale, Inc. .....118 & 119
Gallop, Frank 666
Garde, Betty 624

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ADVERTISING INDEX

Gardner, Ed 616
Garr, Al 634
Gart, John 644
Georgia Broadcasting System 224
Gernannt, William 58
Gill, Frank Jr. 110
Goodman, Benny 643
Gordon, Dorothy 624
Gordon, Gray 640
Gorin, Igor 46
Grombach, Jean V., Inc.. 82
Grombach Productions, Inc. 82
Gross, Walter 644
Grouch Club, The 650

H

Hadley, Hap 560
Hamilton-Weir, V. 356
Hansen Associates 516
Heatter, Gabriel 684
Heffelfinger Radio Features 488
Heywood-Wakefield 32
Hicks, Billy 646
Hiken, Nat 650
Himber, Richard 748
Hodek, Frank 646
Hoff, Carl 646
Hooper-Holmes Bureau, Inc. 90
Hope, Bob 56
Howard, Bob 638
Hull Hotels 504

I

International News Service 34

J

Johnson, Parks 620
Johnston & Natirbov..... 732
Jolson, Al 52

K

KATE 282
KDKA 2
KDYL 393
KERN 130
KFAB 298
KFBK 130
KFEL 208
KFI 196
KFWB 10
KGKO 384
KGO 2
KITE 290
KMBC 292
KMJ 130
KMOX 135
KNX 135
KOA 2
KOH 130
KOIL 300
KOY 236
KPO 2
KSCJ 252
KTUL 350
KVOD 210
KVOO 348
KWG 130
KYW 2
Kasper-Gordon, Inc. 496
Kelley, Mary 626
Kemp, Hal 68
King-Trendle Broadcasting Corp. ..... 16 & 17
Knight & Day 612
Kurtzman, Sam 651

L

Lasky, Jesse L..... 100
Latimer, Ed 622
Lavin, Jack 12
Lehr, Lew 612
Lescoulie, Jack 650
Lester, Jeanne 626
Levy, Estelle 620
Linwood, Lucille 634
Loffredo, Giuseppe 650
Lombardo, Guy 38
Lyons, A. & S., Inc..... 74

M

Mahoney, Wilkie 652
Major, Jack 126
Manners, Zeke 623
Manning, Knox 684
Marchelli 646
Market Data Service, Inc.. 728
Marks, Garnett 18
Marks, Larry 652
Martin, Harry, Enterprises 494
Martini, Nino 44
Mauro, Augusto 652
Mayo, John 716
McCarthy, Charlie 62
McClatchy Broadcasting Company 130
Meakin, Jack 647
Mertens & Price, Inc..... 498
Michigan Radio Network 16 & 17
Miller, George, Productions, Inc. 122
Mirror Record Corporation 516
Mitchell, Albert 616
Modern Advertising 872
Morris, William, Agency, Inc. 106
Morrow, Bill 649
Motion Picture Daily..... 868
Murray, Lyn 645
Muzak Corporation 716

N

National Broadcasting Company.....2, 146 & 147
NBC Transcription Service 102

O

Okun, Lilian, Inc..... 490
Onondaga Radio Broadcasting Corp. 320

P

Paige, Raymond 60
Palange, Angelo 664
Parkyakarkus 620
Pearce, Al 610
Pearl, Jack 94
Penner, Joe 50
Perrin, Sam 653
Perry, Bill 636
Peterson, Donald 496

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ADVERTISING INDEX

Pitt, Merle 654
Post, Roy 652
Postal Telegraph Facing Page 960
Program Suggester 862

Q

Quigley Publications 868
Quiz, Professor..... 58

R

Radio Sales.....134 & 135
RCA.....Back Cover
RCA Broadcast Equipment 80
Remsen, Alice 623
Rhodes, Doris 638
Riggs, Tommy Facing Page 1
Robinson, Edward G..... 48
Rockwell O'Keefe 72
Rose Marie 118
Ross, Charles, Inc..... 802
Ross, David 666
Ross Federal Research Corp. 500
Rossi, Pat 638

S

Salter, Harry 642
Saltzman, J. G., Inc..... 108
Sears & Ayers, Inc..... 734
Sharbutt, Del 664
Shaw, Artie 40
Shaw, Stan 618
Sherman, Floyd 638
Shields, Marcella 622
Smith, Kate 8
Society of European Stage Authors & Composers, Inc. 22
Souvaine, Henry, Inc. 490 & 612
Stafford, Gene 651
Standard Rate & Data Service 124
Stevens, Leith 616
Storm, Michael 668
Strong, Edwin, Inc..... 24

T

Tighe, C. R..... 862
Transamerican Broadcasting & Television Corp.. 4
Transcription Service (NBC) 102
Transcriptions, Inc. 512
Transradio Press Service. 26

U

United Broadcasting Company 340
United Press 36
United States Recording Company 516

V

Vandel, George 498
Van Rooten, Luis..... 624
Van Steeden, Peter..... 644
Viking Radio Productions 120
Viola, J. Franklyn & Company 731

W

WAAT 304
WABC 135
WABI 264
WABY 308
WADC 332
WATL 224
WAVE 258
WBAL 266
WBAP 384
WBAX 366
WBBM .....135 & 232
WBEN 310
WBIG 326
WBNX 164
WBNY 311
WBRE 366
WBRY 214
WBT 135
WBZ-WBZA 2
WCCO 135
WCKY 338
WCLE 340
WCOP 272
WDAS 358
WDBO 220
WEAF 2
WEEI .....135 & 270
WENR 2
WEVD 314
WFAA 380
WFAS 323
WFBL 320
WFIL 360
WFTC 327
WGN 234
WGPC 224
WGY 2
WHAM 319
WHAS 260
WHIO 342
WHK 340
WHOM 315
WIND 238
WIOD 220
WIP.....Inside Front Cover
WIS 369
WJAS 362
WJAX 218
WJJD 237
WJSV 135
WJZ 2
WKRC .....135 & 336
WLAC 377
WLAW 274
WLEU 356
WLS 236
WLW.....334 & 335
WMAL 2
WMAQ 2
WMBG 398
WMCA....Inside Front Cover
WMFF 318
WNEW 316
WOAI 390
WOKO 308
WOPI 373
WOR 162
WOV-WBIL-WPEN Inside Back Covers
WOWO 244
WRBL 224
WRC 2
WROK 240
WRVA 396
WSM 376
WSUN 222
WSYR 322
WTAM 2
WTIC 212
WTOL 344
WWL 262
WXYZ .....16 & 17
Walpole, Helen 92
Waring, Fred 66
Warner Brothers' Broadcasting Corp. 10
Wayburn, Ned 502
Webb, Chick 119
Webster, Charles 625
Weist, Dwight 618
Weymann, Carol 634
White, Roger 20
Wilson, Roy ..Facing Page 1
Wilson, Powell & Hayward, Inc. 494
Wolf Associates, Inc..... 492
WOV Artists, Inc. 96

Z

Zerbe, Lawson 620

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To the right, a distinctive Heywood chair suited to use in radio theatres. It was created by Raymond Loewy, famous modern designer.

FOR THE *Radio Theatre*

Heywood-Wakefield Seating lends style, class, and comfort to the Radio Theatre. These modern seats are available in attractive upholsteries that enhance acoustics, yet create charming ensemble effects. May we tell you in detail why these modern chairs may prove the correct and economical answer for *your* radio theatre?

We shall be pleased to send you copy of our Theatre Seating Catalogue. It shows a wide variety of chairs suitable to use in Radio Theatres.

HEYWOOD-WAKEFIELD

Established 1826

Public Seating Division

GARDNER, MASSACHUSETTS

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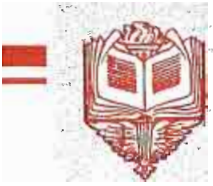
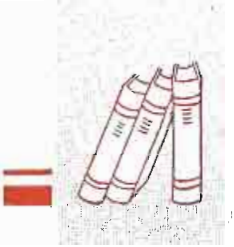


THIS IS THE SECOND EDITION OF

RADIO ANNUAL

1939

Designed to cover radio completely, for distribution shortly after the first of each year, and issued to Radio Daily subscribers as part of Radio Daily Service.



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An advertisement written by our clients

Excerpts from the correspondence files of International News Service

Joseph T. Connolly, WFIL, Philadelphia "Keeping 'First on the Air with the News' is an easy job when we get the kind of service that INS delivers here in Philadelphia. For the past three and a half years, WFIL has lived up to that slogan, mainly through the alertness and cooperation of INS."

INS

E. W. Meyer, KLZ, Denver "At the present time our news service is completely sold."

—INS

Will Thompson Jr., Manager, KROY, Sacramento, Calif.—"We sincerely appreciate the interest displayed by your office in assisting us both in making our news more valuable to us financially and from a program standpoint."

INS

Neal A. Smith, Commercial Manager, WCOL, Columbus, Ohio "For your information, INS news was sold to the Dunn-Taft Company, a local department store in May, 1937. This contract was renewed on the basis of four 15-minute periods per day with news flashes that come to us over your wire. INS ties up with their business as it is a very reliable service."

INS

A. S. Foster, General Manager, WIW, St. Louis, Mo. "I know you will be pleased to know that we just signed up Pevely Dairy Company on exclusive use of International News Service dispatches for a three-year period."

INS

Lewis Allen Weiss, General Manager DON LEE BROADCASTING SYSTEM—"Perhaps the most dramatic story of our success with INS news that we can give you is reflected in the latest Crossley Survey which shows that our nine o'clock evening news broadcast for Alka Seltzer holds the crest of popularity during the seven nights of the week. Since we use INS service exclusively, a generous portion of our success with our evening news broadcast must be credited to your organization."

INS

William C. Bryan, Program Director, KTSA, San Antonio "International News Service offers us so much that we find opportunities to present many programs a week taken from the news files for different sponsors."

INS

S. Clark Fulks, News Editor and Production Manager, WACO "INS service has meant a lot to our station, and we are never in want of up-to-the-minute news material. And better still, everything is just as adaptable to radio broadcast as it is to the newspaper."

INS

R. E. Dunville, Sales Manager, WLW, Cincinnati—"We want to thank you for your fine cooperation."

INS

Edward Hoffman, General Manager, WMIN, Minneapolis "You might be interested in knowing that Koppers Coke is sponsoring all our hourly news broadcasts."

INS

Bill McCain, News Editor, WBRC, Birmingham "We have been very successful in keeping our INS news periods sponsored and we find that news sponsors are generally the ones that stay with us longest. WBRC feels it doesn't have to take a back seat to any station in the South in news coverage and presentation."

INS

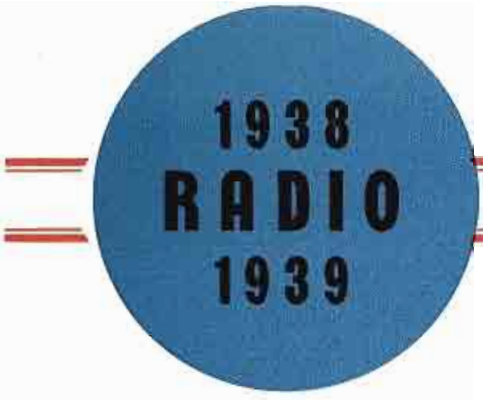
James E. Hopkins, Manager, WJBK, Detroit "We have been using the full INS service now for approximately four months and I am sure you will be glad to know that during this time we have been able to sell more news broadcasts than during any previous eighteen month period."

INTERNATIONAL NEWS SERVICE

235 East 45th Street New York, New York

"The service of news scoops that pay dividends"

www.americanradiohistory.com



By M. H. SHAPIRO

Editor, Radio Daily

PROGRESS of a high order characterized the business of broadcasting during the year 1938. Financially, the aggregate total of local and national business was the best in radio history, and for the first time exceeded advertising billings of the nation's magazines.

Power increases for affiliated and independent outlets expanded coverage of markets as well as the potential circulation of radio families. When it appeared that the record-breaking revenue of 1937 might mean an approach to the saturation point, the networks deemed it advisable to further expand their list of affiliates and thus insure additional time sales. Results achieved definitely won the stamp of approval for the move.

From the cultural viewpoint, broadcasters forged ahead in giving their audiences the best in classic, romantic and contemporary music apart from the popular types of composition. Educational features were heavily scheduled with speakers of all walks of life being given ample opportunity to be heard throughout the country. Sports received its usual large quota, while the efforts to serve the public at all costs to the complete disruption of commercial schedules won radio its major honors of all time.

The extraordinary efforts and determination of the American broadcaster to bring to the world every possible light on the European crisis gave rise to no idle jest—"Radio averted a war."

For the ensuing months of 1939 the broadcasting industry, remaining on its toes, has every reason to expect highly satisfactory financial returns from the commercial side and continued approbation for its public services.

It is expected that the broadcaster will again be the target for the layman and official meddler, just as he was during the past year, and that Congressional investigations will always be in the offing. The FCC investigation has seemingly failed to reveal broadcasting as being anything but a much cleaner industry than the average; yet radio will probably always remain the "goldfish bowl."

Minding its P's and Q's, radio has before it further opportunity to cement its relationship with the radio home; for it has spent and will continue to spend millions of dollars in doing it—right now, via a reality called Television. The year 1939 may well prove a turning point for the broadcasting industry.

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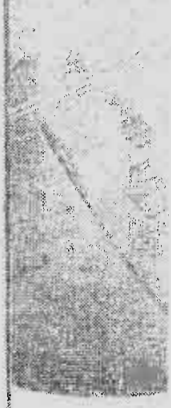
WINDOWS TO THE WORLD



UNITED PRESS

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Photo by Bachrach

PROGRESS IN BROADCASTING

FUNDAMENTAL in the American system of broadcasting is the duty of the licensees to utilize the facilities afforded them so that the public will receive the best possible radio service.

In discharging this great public trust, two primary considerations are presented. Technical operation must keep abreast of the rapidly progressing art, and the program service should be meritorious.

The listening public is entitled to a signal which is free from distortion and harmonics. A high percentage of modulation must be maintained. The air should be free from the products of antiquated or inefficient transmitters, just as the public roads should not be crowded or menaced by lightless or brakeless automobiles.

The program which is received by the people likewise should be of excellent quality. Constant attention should be given program composition so that steady improvements will be realized. This calls for social vision, a lively realization that all classes and ages of people listen to programs, and a keen perception of changing conditions and new opportunities.

If these objectives are achieved, American broadcasting will perform a great service to the Nation.

Frank R. McNinch
Chairman,
Federal Communications Commission

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Thanks

To the radio editors of the United States and Canada.

To my brothers, and the boys in the band.

To our sponsors—Lady Esther.

To the Roosevelt Hotel.

To our exclusive agents and friends, MCA.

And to the music publishing industry.

Guy Lombardo

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Ten Outstanding Radio News Events of 1938

NAB Reorganization Completed and Neville Miller Elected First Paid President.

Frank R. McNinch pushes through Reorganization of the FCC.

Television Makes Rapid Strides With Sets Due to be Marketed Early This Year.

Every Branch of the Industry Completed Negotiations With the AFM, and Hired Additional Musicians.

FCC Begins Its Monopoly Probe With NBC the First Network to be Called.

Texas State Network Formed With Elliott Roosevelt named President.

Super-Power Hearings Begin Before the FCC.

IRNA Organized As A Permanent Organization, Headed by Samuel R. Rosenbaum.

Entire Industry Offers Thorough Coverage of the European Crisis Twenty-Four Hours a Day.

Network Billings Hit All-Time High, With Total Billings Reaching $70,000,000.

Outstanding New Program

"Information Please," with Clifton Fadiman.

Most Remarkable Broadcast

Orson Welles' Dramatization, "The Men From Mars."

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THE BAND OF THE YEAR!

ARTIE SHAW

"Making Dance History"

OLD GOLD PROGRAM with ROBERT BENCHLEY

CBS—Sundays—10 P. M. E. S. T.

— Management

ROCKWELL - O'KEEFE GENERAL AMUSEMENT CORPORATION

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THE OBLIGATIONS OF ☆ AMERICAN RADIO ☆

By

DR. JAMES ROWLAND ANGELL

Educational Counselor, National Broadcasting Co.

THE AMAZINGLY RAPID development of American radio should not blind us to the fact that as an industry it is still in its infancy, with great areas of unexplored territory, to say nothing of important unsettled problems upon whose wise solution may rest the future of our broadcasting.

Generally thought of as merely entertainment and advertising, radio is actually far more than this, and were it not, it would speedily cease to give concern, as it now does, to many thoughtful persons who clearly apprehend its prodigious potential powers. It can inform accurately and so lead sound public opinion; or it can suppress and distort fact and so grossly mislead its hearers. It can stir up mob excitement, even to the point of violence, and it can quiet and reassure public anxiety in times of crisis. It can cultivate taste and develop appreciation, or it can debase both. It can offer fine amusement, or it can make itself an offense in the home to all right minded folk.

All this makes clear the inevitable obligation which rests upon broadcasting as an agency, using the ether under government supervision, to bring to its conduct high conceptions of public service. Nor can this circumstance ever be lost to sight, if radio is to justify the present methods of operation.

When one compares the conditions under which American radio is conducted with those which prevail in many other parts of the world, the importance of serious and conscientious consideration of its obligations becomes obvious. Needless to say, in the dictator-ruled countries radio is simply one among other agencies employed to feed into the minds of the people whatever ideas the autocrat may see fit to inject. It is so controlled that no ideas and no information hostile to the powers that be are allowed to enter. What such a procedure would mean for democracy requires no comment. The two things simply cannot coexist.

But even in countries under more liberal governments, radio is still largely controlled by the rulers. This may result, as it certainly has done in certain European countries, in broadcasting which attains a high level of excellence but which, nevertheless, is always somewhat hampered in its discussion of public issues by the fact that it is actually under direct government surveillance. Furthermore, the taxes by which radio is supported in these countries frequently do not produce sufficient income to permit the employment of as much first-class artistic and musical talent as the American radio commands. This circumstance is reflected in the quality of many of the programs.

Clearly it is distinctly in the public interest that American radio should continue to enjoy the largest possible measure of freedom, but it must deserve this freedom by seeing to it that it is never abused and that from one end of the industry to the other there be constantly exercised a keen sense of public obligation. Not alone in the sustaining programs which the industry must pay for out of its own pocket, but also in advertising programs as well, whence comes the income to support the enterprise, the same standards must be imposed.

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Jack Benny

JELL-O PROGRAM

My *Cast*:

MARY LIVINGSTONE

DON WILSON

PHIL HARRIS

KENNY BAKER

ANDY DEVINE

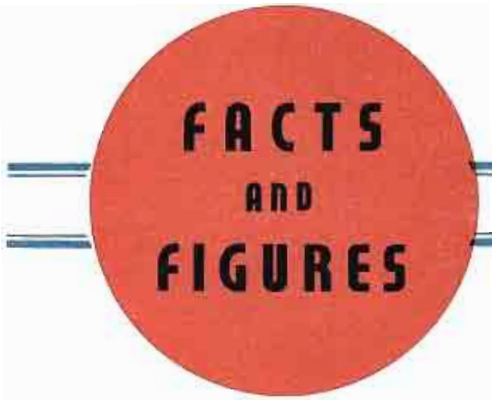
"ROCHESTER"

My *Authors*:

BILL MORROW

ED BELOIN

www.americanradiohistory.com



FROM THE RADIO DAILY

There are approximately 26,666,500 radio families in the United States.

Although two out of every three applications for facilities to the FCC are turned down, its fiscal year ending June 30 found the U. S. with 747 broadcast stations.

Television experimentation has cost RCA some $20,000,000 during the past 10 years.

About 17,000 men and women devote full time to broadcasting and draw a collective weekly pay check of more than $770,000. In addition, there are some 5,880 part-time employees who earn approximately $110,000 weekly.

There are more than 5,000,000 radios installed in motor cars throughout the country.

Over $1,250,000 was spent by CBS and NBC in covering the European crisis, September 10-29, 1938, bringing first hand information to American listeners.

Billings by the 10 leading advertising agencies on NBC and CBS during 1938 totaled $41,061,885.

During 1938 NBC increased by 40 per cent the number of programs specially produced and shortwaved to foreign countries. As of January 1, 1939, the network had sent out 16,500 such programs, in six different languages.

Number of network outlets as of January 1, 1939, were: NBC 167 (Red and Blue), CBS 117, and MBS 110.

For the first time in commercial broadcasting history, its gross sales (for 1938) exceeded that of magazine billings. Radio did an estimated $150,118,400; total magazine billings $140,372,925.

Replacement value of the 627 commercial broadcasting stations in the U. S. is estimated at $15,000,000.

Of the 13,721,000 rural American families, 69 per cent or 9,470,900 own one or more radio receiving sets.

About 99 per cent of all network business is done through advertising agencies.

Largest network hookup for a commercial program is that of General Foods Corp. (for Jell-O) with Jack Benny—118 stations in the U. S. and Canada.

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"BOX-OFFICE APPEAL PLUS!"

NINO MARTINI

Tenor Star of the Metropolitan

OPERA · CONCERT · RADIO · MOTION PICTURES

Famed in the four fields of vocal art, Opera, Concert, Radio, Motion Pictures, Nino Martini is enjoyed by every type of listener. His matchless voice and magnetic personality have earned the rating of "Box Office Appeal PLUS."

EXCLUSIVE MANAGEMENT. *Evans* AND *Salter*

Division COLUMBIA CONCERTS CORPORATION of COLUMBIA BROADCASTING SYSTEM 113 WEST 57th ST., NEW YORK CITY

www.americanradiohistory.com

RADIO AND THE NEWS

By H. V. KALTENBORN

RADIO is the outstanding purveyor of news, of information, of education, of culture, of advertising and of entertainment for America's millions. They listen to radio when they won't listen to anything else. After all, there are 25,000,000 American families who own 35,000,000 radio sets. As to the growth of radio, there were five hundred thousand automobile radios in 1932 and there are over 5,000,000 today. Twenty million sets are tuned in each day for an average of five hours. That means one hundred million daily family hours of listening.

That is why radio, in a democracy, is of tremendous importance, of far larger importance than we yet realize. It is interesting to see that it does exactly the same things as the press. News, information, entertainment, advertising are constantly on the air and in all the newspapers. But over the air—through the "Fifth Estate"—impression is much more vivid. The reaction to the spoken editorial is much more immediate, more widespread and more emotional, than the reaction to the written editorial.

Radio has made us world-conscious. Certainly, we get an added sense of the smallness of the world when through our loudspeakers we are able to follow, as in September, minute-to-minute developments in a European crisis which brought the world nearer to war than it has come since 1914. The CBS network alone brought Americans 471 broadcasts from 18 world centers during the 20 days of the crisis. Fifty-seven principals in the crisis were heard in these broadcasts. My own part in this greatest of news coverage feats brought me to the microphone 102 times in 20 days to clarify and interpret the news as it was broadcast. The ten thousand letters and telegrams which I received from listeners all over the country demonstrated to me more powerfully than ever before radio's power to keep our people fully informed on international affairs.

Long before its coverage of the great crisis of 1938, radio had, for the first time, made all our people government-conscious. Every important figure in the government speaks to us over the air. We get a closer knowledge of their personalities. We have an immediate, direct, personal, emotional contact with every outstanding individual in public service. Having heard him, we have more interest in what he says and in what he does. Franklin D. Roosevelt happens to possess a remarkable radio personality and this is an important factor in his popularity. He could never have "sold" himself to the same extent without this magic instrument which enables him to reach out and sway millions where formerly he could have touched but thousands.

Women have come into the political picture in a new way, thanks to radio. They, too, have become government-conscious. Women listen to the radio even more than the men. Many keep their sets turned on while they are doing their housework, and listen to all sorts of things including, incidentally, political messages. Women talk politics, think politics, read politics much more than they did a few years ago. Radio has given them a contact with government problems and with individuals in government which they never had before. That is a new factor of great importance in our political life.

Today, the significant elements of world news can be assembled from one thousand or ten thousand miles away with the speed of light, related, condensed, interpreted in a few minutes, finally to be broadcast to the tiniest red schoolhouse, the brightest kitchen, the darkest sick-

(*Continued on Page* 57)

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"The Prince Of Baritones"

IGOR GORIN

The Singing Actor For Whom This Generation Has Been Waiting!

Singing sensation of radio, concert and motion pictures, acclaimed the "Prince of Baritones," IGOR GORIN has been triumphantly hailed on his transcontinental tour this season. Already engaged in recital in over 40 cities on leading concert and university courses.

EXCLUSIVE MANAGEMENT: *Evans* AND *Salter*

Division COLUMBIA CONCERTS CORPORATION of COLUMBIA BROADCASTING SYSTEM

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TRENDS IN EDUCATION BY RADIO

By

J. W. STUDEBAKER

U. S. Commissioner of Education

THE YEAR 1938 was crowded with events of great significance for educational radio, from the point of view of both educators and broadcasters. Educators gave evidence of learning that it requires showmanship to produce listenable educational programs; the networks gave evidence of learning that showmanship by itself is not enough.

CBS and NBC gave recognition to the value of the school expert in preparing educational radio programs. CBS called in the aid of a distinguished committee to guide its development of programs in the field of adult education At NBC, Dr. James Rowland Angell, former president of Yale, extended the development of educational programs.

At the same time there was evident a growing trend among educators to perceive the true nature of radio and to learn what it takes to communicate successfully by radio. There was less tendency for educators to employ speeches by prominent persons and more of a desire to turn to dramatic forms, discussions, interviews, quizzes and the use of persons of tested radio ability. We are discovering that radio, like the movies, requires elaborate organization and careful preparation.

The Office of Education and two of the major networks, pooling their resources, created and produced four coast-to-coast educational programs:

The Office of Education, with the cooperation of CBS, created and produced the "Brave New World," a Latin American series, and "Americans All—Immigrants All," a series showing contributions of various races to the building of the United States. "Brave New World" was concluded in April, 1938; "Americans All—Immigrants All" will continue through the spring of 1939.

With NBC the Office of Education created and produced the 1938 broadcasts of "The World Is Yours," a series based on the Smithsonian Institution, and "Wings for the Martins," a series on the problems of education as seen through a typical home. "The World Is Yours," now in its third year, will continue indefinitely; "Wings for the Martins" will continue through the spring of 1939.

The schools, colleges, and other community groups of this country have in the past few years become increasingly conscious of a need for adequately prepared educational radio scripts. The Radio Script Exchange, inaugurated by the Federal Radio Education Committee and functioning within the office of Education, received and filled requests for more than 80,000 copies of scripts during the calendar year 1938. In the first two years and three months of its existence, the Script Exchange distributed on request a total of over 166,000 copies of scripts. There are now 181 scripts in the Exchange and another 100 are to be added early in the year 1939.

The schools, colleges, and other community groups endeavoring to produce radio programs have been handicapped by a need for expert advice on production problems, on the meaning of radio studio terms and on the technicalities of sound effects. The Script Exchange distributed on request during the year 1938 more than 10,000 copies of specially prepared aids—a Radio Manual, Production Manual, Glossary of Radio Terms, Bibliography of References on Radio, and a Handbook of Sound Effects. More than 20,000 copies of these aids have been distributed by the Exchange during its existence.

The need to preserve for educational use the values of important educational programs has become increasingly evident. As a result, in the fall of 1938, with the help of the Committee on Scientific Aids to Learning, the facilities of the Script Exchange were expanded to include the distribution of recordings of

(*Continued on Page* 57)

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EDWARD G. ROBINSON

IN

"BIG TOWN"

Broadcast Over Columbia Network - Every Tuesday Evening

(8 E.S.T. – 7 C.S.T. — 7:30 M.S.T. - 8:30 P.S.T.)

Sponsored by Lever Brothers

(Ruthrauff & Ryan, Inc. Advertising Agency)

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FUTURE TRENDS

By DAVID SARNOFF

President Radio Corporation of America, and Chairman of the Board, National Broadcasting Company

THE early development of audible radio transmission, which was limited to point-to-point and ship-to-shore communication in code, lay in the field of long and intermediate waves. Similarly, radio telephony, and broadcasting, have heretofore found their practical development in the field of long waves.

After the application of radio to telephony in the early 1920's, it was found to be more practical to operate the radio telegraphic services by short-wave, and a shift to this field occurred.

Research Engineers

As radio research engineers gained more knowledge, first about long and then about short waves, they advanced into the area of ultra-short waves, in which radio facsimile and television have been developed. Today they are delving into that portion of the radio spectrum which includes micro-waves, and out of which will come more and more useful services to mankind. The knowledge gained from the development of each radio service has helped in the development of all the others, and each step ahead has led radio scientists into new uncharted fields of discovery.

During the next decade, radio will no longer be confined to the field of audible services. The public is about to participate in a new era of radio, one which brings them into the field of visual services—facsimile and television.

Facsimile

Radio facsimile is a system of transmitting through space such graphic material as writing, printed matter, and pictures, and recording it in permanent form at some distant point. One form of radio facsimile has already been in practical use for the past several years, in the transmission of photographs between Europe and America. More recently, facsimile has been used also to transmit weather maps from shore to ship. Now, a new type of facsimile broadcasting—one for home use—has been developed. At the present time, a number of broadcasting stations scattered throughout the United States are conducting experimental broadcasts with the new system in an effort to determine to what kind of service it is best suited. Other applications, in such fields as business, commerce, government, and education, also are being studied.

Defining Television

Television is a system of transmitting through space by radio, images of moving objects and scenes, or motion pictures, and reproducing them in transient form at some distant point. After more than ten years of laboratory experiment, RCA brought television out of the laboratory in 1936, and began an exhaustive series of field tests, broadcasting programs from NBC studios in the RCA Building, via an antenna on the Empire State Tower, to experimental receivers

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"HUSKIES"

(GENERAL FOODS CORPORATION)

presents

Joe Penner

COLUMBIA NETWORK EVERY THURSDAY

7:30 EST — 6:30 CST — 6:30 MST — 5:30 PST

SCREEN—Under Exclusive Engagement
To R. K. O. Radio Pictures Inc.

www.americanradiohistory.com

located at strategic observation points throughout the metropolitan area.

Satisfied by these tests that television was now technically feasible, RCA last fall announced three important moves toward the establishment of a regular public television service, effective in the spring of 1939. These consisted of (1) the immediate acceptance of orders for television transmitters, from those wishing to help pioneer in the new art; (2) the manufacture of television receivers for sale to the general public; and (3) the inauguration by the National Broadcasting Company of a regular television program service of at least two hours a week in the New York area.

Tele Financial Support

Many problems relating to programs and to the financial support of television are yet to be solved before television can attain the state of widespread usefulness now enjoyed by sound broadcasting. From now on the answers to these problems may best be found in the knowledge that is bound to accrue from the practical operation of television on a basis of service to the public.

The public must not expect that television, in the beginning, will be able to cover the vast areas now covered by sound broadcasting. The ultra-short waves used in television have a range of transmission of 40 to 50 miles. An economically practical system of relays for network purposes is yet to be evolved. For these reasons, television service in its early stages will be limited to the larger centers of population. Television will not supplant any other medium of entertainment or communication. It will draw upon the older mediums in the creation of its own individual services.

Radio at the World's Fair

Every important phase of radio so far developed—in the fields both of sound and sight—will be exhibited and demonstrated by the Radio Corporation of America at the New York World's Fair 1939.

The building erected at the Fair grounds by RCA to house its exhibits is designed in the form of a huge radio tube, symbolic of radio science and industry. Viewed from above, the building appears to be a radio tube affixed to its base and lying on its side. Surrounding three sides of the building, which fronts 200 feet on the Avenue of Patriots, is a large landscaped lawn interspersed with flower-beds, shrubs, trees, reflecting pools and special exhibits.

The front section of the building is a semi-rotunda enclosed by plate glass from top to bottom. At the center of the facade is a huge replica of a metal radio tube, approximately 25 feet high and 8 feet across. This replica, by means of an animated electric display, will demonstrate the functioning of a real tube.

Many Exhibits

Facsimile and television devices will be exhibited and demonstrated in the forward, or semi-rotunda, section of the building. Facsimile receivers, of the type designed for home use, will be in operation, recording news bulletins and other information. Six viewing rooms for television have been built around the inner semi-circular wall. Each room will accommodate from 15 to 25 persons at a time. Television receivers in the rooms will receive regular television transmissions of programs from NBC studios in Radio City, and from RCA-NBC telemobile units on the Fair grounds.

Near the center of the rotunda will be stationed a television receiver encased in a cabinet of clear glass, which will permit close inspection of the interior parts. Elsewhere in the building will be other exhibits demonstrating various principles of electronic television as developed in the RCA laboratories. On the lawn outside will be stationed the motorized RCA-NBC mobile television unit, by means of which outdoor events are televized.

The devices used in radio point-to-point communication will be displayed by two services of RCA,—R.C.A. Communications, Inc., and Radiomarine Corporation of America. The former also will have an office for sending and receiving

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AL JOLSON

A GRAND HALF HOUR
LIFEBUOY PROGRAM

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radiograms to and from all parts of the world. How these messages travel around the earth with the speed of light will be demonstrated graphically on a large diorama encircling the base of a 250-foot radio antenna tower on the grounds to the right of the building.

Transmitters, receivers and devices of all kinds used in radio will be exhibited by the RCA Manufacturing Company. This portion of the RCA exhibit will also cover the many applications of radio communication principles in the fields of recorded music, education, motion pictures, and public safety.

A display showing how radio technicians are trained will be exhibited by the RCA Institutes.

Radio in the Future

As spectators at the World's Fair view the evidence of radio's progress to the present time, the question, "What comes next?" naturally will arise. It is, of course, impossible to answer this question with any degree of positiveness; yet it is possible to gain some idea of the direction in which we are headed, through familiarity with the fields which radio research scientists are now exploring.

Concerning the mysteries of the micro-wave, we already know enough to say that once this type of wave is controlled, an almost unlimited number of radio frequencies will become available for public service. When that time comes it will be possible, to create new services and greatly to extend the present services of radio.

New Radio Services

Countless new radio services may evolve from this field of exploration. For example, one would be an extension of telephone service to motorists travelling on the highways. This might be accomplished by attaching special receiving and transmitting units to telephone wires at intervals along the roadside. The motorist, equipped with his own transmitter and receiver, would then call the telephone central by radio, and get his connection through without slackening the speed of his automobile. If we go a step further, we may visualize motorists in separate cars talking to each other by radio as they speed along the highway. Another application might consist in equipping policemen with pocket-size radio transmitting and receiving units, to keep them in constant two-way communication with their headquarters.

Since the micro-wave, like the ultra-short wave, is ineffective beyond the horizon, its use would encourage the establishment of a broadcasting station in every village, giving that community a voice of its own to speak on local affairs and to present local talent.

A development which promises to offset the short-range limitations of ultra-short waves—and, in the future, micro waves—is the radio relay. If a system of such relays could be created, it would make possible, among other things, the establishment, first, of regional networks for television transmission and, eventually, of national networks for the same purpose. The best that can be said of this method today is that it is one of promise. The coaxial cable, which has already been developed, is designed to perform the same service. Which system will prove to be the more efficient and economical is yet to be determined.

The Radio Relay

The radio relay has applications in other radio services besides television. It can, for instance, be used to transmit in facsimile over short as well as long distances, messages and pictures. Furthermore, the radio relay has the possibilities of multiple transmission. Two pictures could be sent simultaneously, and on the same radio wave two automatic typewriter channels and a telegraph channel could be added. Relay equipment has been under test in the field for some time now, and from the experimental work that is being done we fully expect to learn how best to use it.

Swift as the progress of radio has been during the past twenty years, its future promises to be even more spectacular. Radio will continue to increase and broaden its potentialities for public service. It imposes upon the social scientist a task even more serious than that of the radio scientist: to direct this new instrumentality into channels through which it may promote the welfare of mankind.

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A Salute to
Hawaiian Pineapple Co., Ltd.

PHIL BAKER

Broadcasting Coast-to-Coast Over

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SATURDAYS—9 TO 9:30 P. M., EST

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Eddie De Lange and his Orchestra

EXCLUSIVE MANAGEMENT WILLIAM MORRIS AGENCY, INC.

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RADIO ABROAD

The American radio industry's progress during the last 12 months in the foreign market has been paced by the splendid and comprehensive service rendered by the Radio Section of the Electrical Division of the Bureau of Foreign and Domestic Commerce of the United States Department of Commerce.

IT is the Radio Section of the Electrical Division of the U. S. Department of Commerce, one of the major trunk lines leading to the Federal central switchboard of American business, which keeps the industry abreast of the changes abroad and which correlates the unending flow of statistics upon which the successful pursuit of foreign markets is predicated.

The scope of the Section is comprehensive, embracing as it does the sales promotion of all receiving and transmitting equipment as well as the operations of the industry, including the publicizing of domestic short wave programs. Obviously, much of the data thus placed at the disposal of the American industry cannot otherwise be obtained.

To a marked degree, radio entails peculiar demands. It is essential that the Federal government, through its accredited agents abroad, note the widely varying conditions and interpret them in terms of world changes, prospective markets and required adaptations. Differing characteristics, tastes and customs are vital factors in the correct marketing approach.

The changing political complexion of Europe, and the altering complexion elsewhere, serve to further emphasize the value of the Bureau divisions to the radio industry. Important among them are the Economic and Technical Divisions. The sphere of the Commercial Intelligence Division is that of rating possible foreign agents and buyers. The Commercial Laws Division, among other valuable services, provides assistance in foreign industrial property problems — trade marks, copyrights, patents, unfair competition, etc.

From the Bureau's Tariff Division, the American radio industry receives reports of all changes in customs tariffs, trade regulations and commercial policy, as well as the latest information on new trade agreements and foreign customs decrees.

Probably one of the most valuable contributions of the Bureau is the statistical service which shows the amount of a given commodity —sets, tubes, parts, etc.—imported from all leading countries into a particular foreign market.

Reference already has been made to the part played by national and provincial tastes and customs in the successful exploration of the foreign radio market. The Bureau's Radio Section as the result of its studies has useful suggestions to make for the exporter's guidance. Not infrequently, appearance, color and design, including those of labels, may prove to be a factor.

(*For complete foreign information please turn to page* 929.)

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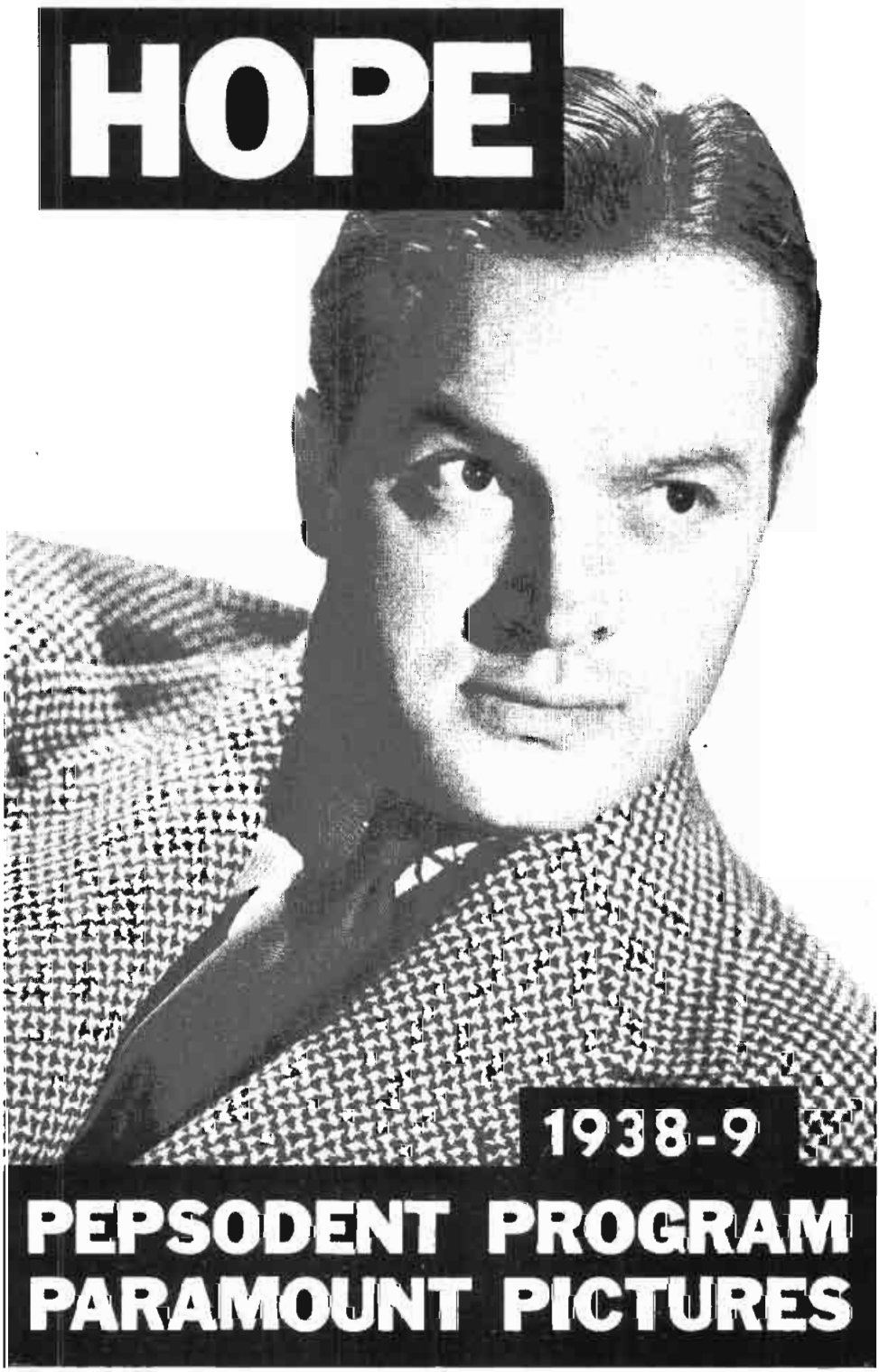

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RADIO AND THE NEWS

(Continued from Page 45)

room, the largest mass meeting. The world and the air are literally full of politics, politicians, political incidents and portents. Millions of people await them, hour by hour, in home and office and shop and general store, anxious with a new-found, personal relationship to all these events and personalities, listening, waiting, wondering—sometimes skeptical, sometimes all too credulous, but always stimulated by the intimacy of personal contact with the voice which brings them words—the familiar voice they have come to know from hearing it regularly, which will tell them what lies behind the words.

Here, then, we stumble across the opposite poles of radio. The wonder of it, and the utterly commonplace thing it has become. As a radio commentator, I am never able to forget the backbreaking toil, the mental anguish, the unnerving precision which was mobilized to make it possible. It has become a boon to mankind which makes all that has gone into it well worthwhile. We can afford to rely on its mechanical efficiency, but we must also see that such an invention finds its best purposes and uses. With "news" as the sole weapon, all the forces and advantages of radio could be mobilized to produce confusion, discontent, ignorance, incompatability, intemperance, and moral and social disintegration — just as easily as they are concentrated on public enlightenment, intellectual stimulus, social awareness, greater understanding and cooperation.

We should, of course, make a distinction between the way the United States runs its radio system and the way such systems are run in other countries. In our country, the profit motive is dominant. Many people don't like advertising; yet it seems entirely impractical to exclude it. The broadcasting systems themselves are constantly limiting the amount of advertising that may go with one program. On the basis of my study of radio systems all over the world, I know of none that touches ours in freedom from control, complete freedom of expression, and ability to provide a program that responds to the needs and interests of the people. Above all, American broadcasting does not serve any particular private purpose outside of the general purpose, served also by the press, of making a reasonable profit for those who own it.

We are most fortunate that at a time when public education in political problems are of outstanding importance we have radio to help develop it. Democracy is being challenged all over the world. The challenge is real. Dictatorships cannot be defeated by mere negation. We don't really know, many of us, why we believe in democracy. What a chance there is to use radio to develop a wider knowledge of it. Democracy is the world's only hope, the only chance for human individuality to survive. Yet the world tends more and more to become collectivized under the leadership of individuals who have lost all moral perspective. Let us, with the help of radio, educate our people to a greater knowledge of democracy and a greater belief in it.

TRENDS IN EDUCATION BY RADIO

(Continued from Page 47)

the series "Americans All—Immigrants All." These are now available for phonograph use at 33 1/3 and 78 r.p.m.

Groups of both educators and radio officials felt a need for scientific research in the value and effect of different kinds of educational radio programs. The Federal Radio Education Committee, besides promoting the Script Exchange, sponsored two educational radio research programs, one at Princeton University and one at Ohio State University.

There was a significant development in the short wave field. I recommended to the Federal Communications Commission the desirability of setting aside a band of frequencies for the exclusive use of local educational agencies. The Commission finally set apart twenty-five channels for this purpose. Two cities, Cleveland and New York, received licenses during 1938 to operate stations under this provision of the Commission. It is probable that as many as 1500 stations can operate simultaneously while using these channels. It will thus be possible to expand enormously the services of the Office of Education to schools and educational stations.

I believe we are now on the threshold of an era of very good feeling between broadcasters and educators, in which the broadcasters are becoming aware that education can be made interesting on the air, and educators are beginning to appreciate the requirements of radio. We are still only on the frontiers of a new field of education. There are no imaginable limits to our opportunities.

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Noxzema

CBS

Columbia Artists, Inc.

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Management

WILLIAM GERNANNT

521 Fifth Avenue

New York

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THE RADIO ARTIST

By KATE SMITH

THE past ten years in the broadcasting industry have seen a normal plane of activity developed from a state of chaos. All phases of the industry have reached maturity, and with the growth has developed a new firmament for entertainers to bask in.

Not the least important factor in the amazing development of the broadcasting industry has been the emphasis placed on the entertainer. While it takes many persons to actually transmit a program into the home, it is the entertainer who has the most to gain from a good production, for the public does not judge a radio program by its technical development, but rather from its entertainment achievement.

In the early days of network broadcasting, standards were much lower for the selection of radio entertainers. Programs had to be transmitted throughout the day and evening, and it took many persons to fulfill a full day's schedule. The majority of the vocalists were allotted quarter-hour periods, and allowed to sing whatever songs they so desired, in a manner that to say the least was slipshod.

Gradually, however, program directors began to see the value of good entertainment. Singers were given more selected hours. CBS set aside the 7 to 7:15 p.m. spot "across-the-board" to build talent. From that quarter-hour period, which was proven through a number of surveys to have a huge listening audience, such personalities as Bing Crosby, Morton Downey and Ruth Etting were skyrocketed to fame, not only in radio, but stage and motion pictures as well. Listeners began to remember that 7 p.m. period, and as a result, not only talent was built up, but new broadcast periods were being commercialized.

From those humble quarter-hour programs, many radio artists have moved into the higher brackets in the entertainment field. While the motion pictures, vaudeville and legitimate stage have been responsible for many pleasing listening hours, the majority of the favored talent today was schooled in radio, then went into the extra-curriculum activities. Few have completely deserted the ranks of radio, however. Don Ameche, now a favored Hollywoodite, still retains his radio show and personality. Rudy Vallee has moved into pictures and dance spots, but remains one of the standbys of many radio listeners. The list of radio names who have succeeded in other fields is a long and impressive one, but they are still RADIO personalities, even to the most ardent film fan.

Showmanship has done much to develop talent in radio. Programs are now built to order, and the talent is considered in every phase of the production of a radio show. Not as in the early days when a singer sang, and trusted to luck that the song would be finished in the required time, radio today is well rehearsed. Color and glamour, two words long absent from the radio business, are coming to the fore, and radio is now definitely big-time.

Despite its growth, radio is still an "open sesame" to a large number of aspiring entertainers. Local stations serve as elementary schools, with students graduating to the networks after they have been schooled in radio technique. Many of the better "students" have been able to make the grade in the big time without too much preliminary work, and there are those rare exceptions that step right into star spots. Radio can use new talent all the time—because it is its very lifeline!

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RAYMOND PAIGE

Wednesdays at 10 P. M., E.S.T. Over
The Columbia Broadcasting System
COAST-TO-COAST
in
"Raymond Paige, 99 Men and a Girl"

Sponsored by
UNITED STATES RUBBER CO.

Management
Columbia Artists, Inc
485 Madison Avenue
New York City

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RADIO—TELEVISION and the WORLD'S FAIR

By
DR. JOHN S. YOUNG
Director of Broadcasting and Television
New York World's Fair 1939

THE most pretentious radio program ever devised made its bow to the world on January 1—the program every radio man dreams about; the program mere money could not buy. Only love of a cause or universal enlistment in a mutually profitable venture could command such outstanding talent, such world coverage and such eminent speakers as emperors, kings, queens, presidents, prime ministers and other Heads of State. The "Salute of the Nations" program is heard each Sunday afternoon from 1:30 to 2:00 p.m. EST. over 342 stations in the United States, 45 stations in Canada, and is rebroadcast throughout the world. The Fair is the first instrumentality to win such recognition for radio. The series will run 17 consecutive weeks before the opening of the exposition.

Special Program

With the opening of the exposition, radio also started the program series "Salute of the United States." From February 5 to April 23 members of the President's Cabinet will speak from Washington on the Blue Network of the National Broadcasting Company. Their addresses scheduled on Sundays from 7:00 to 7:15 p.m. EST. will be devoted to the twelve themes included in the government exhibit. Many of the Fair's industrial exhibitors are completing plans for broadcasting. Television is going to have its real debut at the Fair. Obviously, 1939 is going to be radio's greatest year. Theirs is a magnificent tribute to the exposition, with its aim of promoting world trade, world understanding and world peace.

Television

The New York World's Fair of 1939 will present television to the American public as a vital force for entertainment and education, and its chief contribution to the "World of Tomorrow." As past fairs ushered in the reaper, the automobile, and the telephone, among other great inventions, the New York exposition expects to take the miracle of projecting sight through space out of the laboratory and splash it on the screen of Mr. Average Man's receiver, at least within the metropolitan area.

Thus, in collaboration with NBC, CBS, RCA, the General Electric Company, the Westinghouse Company, and the broadcasters, the New York World's Fair—the Television Fair—has already laid exten-

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Edgar Bergen

and

Charlie McCarthy

CHASE & SANBORN HOUR
N. B. C.

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sive plans for televising various events on the grounds for home reception.

Two RCA-NBC telemobiles have been on the site several months conducting experimental tests.

RCA Displays

Now that the scope and effectiveness of the television presentation is to be greatly increased, four of RCA's six rooms are to be used for other displays, and the remaining two are to be designated as the Radio Living Room of Tomorrow and the Radio Living Room of Today.

The Radio Living Room of Tomorrow will feature one of the most unusual devices so far designed by the radio industry, a single cabinet which will contain receivers for television, facsimile and sound broadcasting, the mechanism for phonograph recording and record playing. This device is thought to be several years in advance of present-day practicalities.

The Radio Living Room of Today will also present the above features, but all in separate cabinets such as those which are available now.

Tele Programs

Television programs, which will be viewed on many receivers to be located in the RCA exhibit building, will originate from three sources: The NBC-television studios in Radio City, New York, the RCA-NBC Telemobile Unit and Motion Pictures.

The Columbia Broadcasting System is rushing to completion its television transmitter in the Chrysler Tower and has elaborate telecasting plans for the Fair. CBS also intends to pick up the sight and sound of current events on the grounds and flash them to the receiving sets of its audience. Columbia Broadcasting System will spend over $1,500,000 on its television plans during the 1939-1940 period.

G. E. Displays

General Electric is building a television studio in its big copper-sheathed building where visitors may have their features televised, and act before the camera. These pictures will be shown on a dozen receivers in the studio, but they will not travel beyond the walls, according to present plans. The subject, however, will be able to take home a photograph of his televised image. General Electric expects to be able to familiarize the public with the art through its static exhibits of television equipment, and its demonstration of how television operates from the pickup of the image to reception of the image in the home. General Electric engineers were among the first in the world to demonstrate television to a large audience, Dr. E. F. W. Alexanderson, who has contributed so materially to radio development, being one of its pioneers.

Westinghouse has not made public its plans for television at the Fair. They will exhibit a full line of television apparatus as well as short-wave radio equipment for police, airplane, naval and amateur stations.

Station Exhibits

The Crosley Corporation of Cincinnati signed a contract for three quarters of an acre of space on the grounds of the New York World's Fair.

An exhibit hall and broadcasting studio will be erected on the plot,

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according to Powel Crosley, Jr., President of the Crosley Corporation. The studio will be used by WLW of Cincinnati, world's most powerful broadcasting station, and will enable it to bring direct broadcasts from the Fair to a large section of the Middle West.

The WLW studio will be used for interviews with celebrities visiting the Fair, programs relating to Fair subjects, international events and spot news broadcasting. Many of the WLW broadcasts will be made available to the Mutual network.

WNYC Studios

The Queens Studios of the Municipal Broadcasting System will be located on the mezzanine of the New York City Building. Mr. Morris S. Novick, Station Manager of WNYC, in describing the layout, stressed its ultra-modern note and flexibility.

WNYC will have two large studios, the third being for announcing and transcription. The large Master Control where all switching will be done, will be equipped with power-light indicators, three loudspeakers and television receiver. The announcers' booth will provide a birds-eye view of the vast auditorium where exhibits will be on display.

A portable sound truck will make possible the recording of special effects and programs throughout the Site for subsequent instantaneous reproduction as desired on the studios' transcription equipment.

Broadcasts will also originate from the theatre in the New York City Building.

The Queens Studios will remain a permanent adjunct of the Municipal Broadcasting System after the conclusion of the Fair.

Static-less Radio

Arrangements have been completed by the New York World's Fair of 1939 with Major Edwin H. Armstrong, inventor of the new static-less radio system, and with Mr. John V. L. Hogan, owner of Station WQXR, to present the inaugural program using the new wave from the Fair site, an impressive broadcast dedicating what promises to be a far-reaching technical advance.

Orrin E. Dunlap, Jr., commenting on the new system in the New York Times of January 22, 1939, says: "Static-less radio, the goal of inventors, the hope of wireless operators, the answer to the broadcast listener's prayer, was demonstated in New York during the past week by Major Edwin H. Armstrong, Professor of Electrical Engineering at Columbia University.

Not only has the Major and his engineering crew succeeded in dodging static but they give to radio a remarkable system of pure-toned broadcasting. So realistic is the music it seems that the listener is sitting amid the musicians.

Conclusion

The 1939 New York World's Fair will truly be "A Radio and Television Fair." Every phase of broadcasting has been included in the exhibits. Broadcasting companies, manufacturers and radio talent expenditures will run into the millions. Persons all over the world attending the World's Fair will be given the opportunity to witness Broadcasting from its embryonic stages to the finished product of Television.

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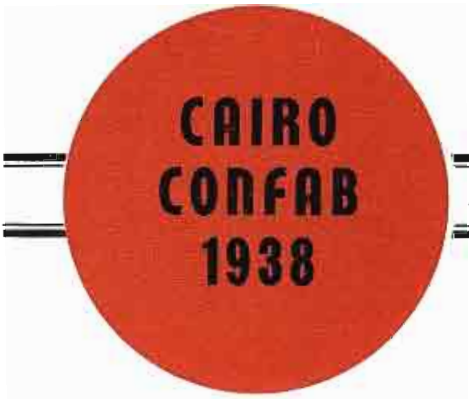

INTERNATIONAL CONFERENCE

STRONG effort to solve the problem of serious congestion by widening the high frequency (short wave) broadcast bands in the radio spectrum was made at the conference held in Cairo, Egypt, Feb. 1 to April 8, 1938, which also added frequencies for use in tropical regions. The conference was attended by 600 delegates representing more than 50 nations. The new regulations will become effective Sept. 1, 1939.

Three communication mediums, radio, telephone and telegraph, were studied at the three independent conferences, although the radio session interested more delegates than the other two combined. Official title of the gathering was International Telecommunication Conference.

The frequencies from 1,500 to 1,600 for the world (except in Europe 1,500 to 1,560) and from 7,200 to 7,300 kilocycles in the European region only were also assigned to broadcasting on a shared basis, the former with fixed and mobile services, the latter with amateurs. Additional assignments were made in response to insistent demands from smaller nations, such as Ireland and some Latin American countries which have few, if any, frequencies available to them. A study was made to determine means of providing more high frequency facilities to the nations which contend that there is no place for them on the air.

Further study was also recommended of the dual use of frequencies by stations in different parts of the world. It was stressed by some participants that few frequencies are used continuously by the same station for more than eight or ten hours. Additional study was also recommended in connection with the frequencies from 6,000 to 25,000 kilocycles, which are employed for long distance broadcasting.

Particular attention was paid to developments in aeronautics which are making necessary new allocations and regulations, while the marine services were also the subject of intensive study. Tolerance tables were tightened in many services, according to John H. Payne, Chief, Electrical Division, Bureau of Foreign and Domestic Commerce, and Technical Adviser to the American Delegation. This requires closer adherence to the exact assigned frequencies, and results in less interference and more effective use of the radio spectrum in general.

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FRED WARING

and his

PENNSYLVANIANS

•

"The Song is the Thing"

•

Management, John O'Connor
1697 Broadway
New York City

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GOVERNMENT RADIO CONTRACTS IN 1938

By
JOHN B. BRADY
Counsellor at Law, Washington, D. C.

THE United States Government contributed much in the encouragement of radio development during 1938 by purchases of radio receiving and transmitting equipment necessary in the protection of the public interest by Uncle Sam's fighting forces and for the operation of Civil Aeronautics. The Government has been a constant purchaser of radio transmitting and receiving apparatus throughout the years even before radio broadcasting began, and in 1938 awarded substantial contracts for radio equipment.

Westinghouse Electric & Manufacturing Company received the largest share of the 1938 contracts in dollar value, the Westinghouse orders aggregating approximately $831,727.75. RCA Manufacturing Company, of Camden, New Jersey, received contracts for radio transmitters and receivers and radio tubes in the approximate amount of $248,243.37. Bendix Radio Corporation, of Baltimore, Maryland, received Government contracts during 1938 for radio transmitters and receivers in the approximate amount of $202,113.22. Federal Telegraph Company, of Newark, New Jersey, was awarded contracts for radio transmitting equipment for the Signal Corps of the Army, for the Coast Guard and for the Department of Commerce in the approximate amount of $159,146.02.

The International Telephone Development Corporation, of Brooklyn, New York, contracted with the Department of Commerce for a radio instrument landing system at the Indianapolis Airport in the approximate amount of $64,870.00. Aircraft Radio Corporation, of Boonton, New Jersey, received Government awards for radio equipment during 1938 in the approximate amount of $26,545.66. Communications Development Corporation, of New York City, was awarded a contract for a radio beacon supervisor and alarm device for the Department of Commerce in the amount of $10,250.00.

General Electric Company, of Schenectady, New York, supplied telephone systems for the Tennessee Valley Authority amounting to $74,000.00. The Hammerlund Manufacturing Company, Inc., of New York City, received awards for radio receivers for the Signal Corps of the War Department in the amount of $11,390.25. In order to screen Uncle Sam's radio receiving equipment from man-made interference, purchases of radio filters were made by the Treasury Department from Tobe Deutschmann Corporation, Canton, Massachusetts, amounting to $19,450.00. Kearfott Engineering Company, of New York City, furnished radio antenna loops to the Signal Corps of the War Department at a cost of $13,025.00.

The Navy Department purchased telephone outfits from the Batteryless Telephone Equipment Company, Inc., of Pittsburgh, Pennsylvania, in the amount of $20,276.83.

The Works Progress Administration bought transcriptions from Allied Phonograph-Record Manufacturing Company, of Los Angeles, California, amounting to $34,500.00.

Uncle Sam's electric battery bill for 1938 may be judged in part by the award to Thomas A. Edison, Inc., for primary cells, renewals and parts by the Commerce Department amounting to $11,834.44; storage batteries from Philco Radio and Television Corporation, of Philadelphia, Pennsylvania, by the Treasury Department amounting to $17,361.00; and batteries by the Air Corps of the Army in the amount of $91,578.60 from The Electric Storage Battery Company, Philadelphia, Pennsylvania.

Electrical Sales and Service Company, Atlanta, Georgia, supplied the Civil Aeronautics Authority with cable in 1938 amounting to $58,110.00.

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HAL KEMP

And His

ORCHESTRA

RENEWED FOR SECOND SEASON

ON

"TIME TO SHINE"

For the Griffin Manufacturing Co.

☆ ☆ ☆ ☆

SKINNAY ENNIS

And His

ORCHESTRA

ON

THE BOB HOPE PROGRAM

NBC-RED, TUESDAY, 10 P. M. EST.

For The Pepsodent Co.

Personal Management
ALEX HOLDEN
RKO Building — Radio City
New York

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IMPORTANCE OF THE — SPECIAL EVENTS —

By

PAUL WHITE

Director of Public Affairs,
Columbia Broadcasting System, Inc.

There seem to be two approaches to any consideration of special events work in modern radio. Not only is there a *how?*—but also a *why?* Nearly everybody in the industry (and a surprising slice of the lay audience, too) is well aware of the manpower, time and money the networks devote to covering special events throughout the world. But a question frequently posed is the unoriginal: "So what?" Why go to all that trouble for the sake of an occasional beat scored against competition? Why stay up all night to bring America the words of a dictator 5,000 miles away? Who cares?

Purposes

The simple fact that a lot of people *do* care explains why the networks take the pains they do with international crises, world flights, and the like—over and above eleborate service in news, sports, affairs of state, and other special events in this country. We know people care about these things, and research men tell us that listeners form habits of loyalty to the station that delivers the most of the best of such coverage. We try to render the most efficient audience service we can; when we succeed, the network station in each community becomes the one that gains more and more habitual listeners. That's tangible evidence that audience demand must be satisfied on every programming front.

Special Event Methods

So much for the *why* of special events. The *how* is not as simple. This department is engaged in broadcasting important news events, both domestic and foreign, reporting all phases of sports, and presenting human interest or feature shows when the situation warrants. First two of these functions are handled by on-the-spot pickups, news flashes, and additional commentary. A few instances of a department at work will demonstrate its operations most clearly.

When the floods came to the Mississippi and Ohio valleys, networks had a dual opoprtunity: to hasten aid for the distressed areas, and to relate the news quickly and accurately to the rest of the U. S. radio audience. An intermittent schedule of news bulletins and flood summaries was arranged. Announcers

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and engineers were sent with short wave equipment to relay eye witness accounts from the air, from river boats, and from other vantage points. Stations in the flooded sections provided special programs day and night, including comprehensive reports from local officials, interviews with survivors, and instructions to rescue parties navigating radio-equipped boats. WHAS, Louisville, operated 24 hours a day to render these services, thereby winning wide acclaim in fulfilling the aims of the special events department.

National Affairs

National affairs present a different sort of challenge. Congressional openings, presidential inaugurations, national elections—all these require split-second precision and intricate arrangements of radio facilities. Roll-calls in House and Senate, interviews with leaders in both branches, man-in-the-street queries, and the President's message on "The State of the Union" were highlights of radio reporting when Congress convened a year ago. During Roosevelt's second inauguration, network microphones were placed at strategic points throughout Washington, and the events were translated for foreign ears via short wave.

The special attention to U. S. news is of course supplemented by regular Press-Radio bulletins, broadcast at definite periods during the day and night. When sufficiently important news occurs, it is relayed to listeners the instant it is received, regardless of the scheduled show on the air at the time.

1938 Events

The year 1938 has given the radio audience three particularly exciting events. Chronologically, these were the Austrian Anschluss, the Hughes flight, and the Czech crisis. I believe radio distinguished itself on all three occasions by its delivery of news-in-the-making to millions of eager listeners throughout the country. Elaborate hookups maintained contact with the capitals of Europe, the principals involved in each sequence of events brought their own views and impressions direct to the U. S. audience, and as never before, the people were kept constantly abreast of history *as it was made*.

Extra Costs

To accomplish results like those, we feel more than justified in the extra man-hours, money, and mental strain which were expended. During the chaotic 20 days of the Czech crisis alone, we completed 171 broadcasts from 18 European centers. Our ace interpreter of world news, H. V. Kaltenborn spent a total of 14 hours at the microphone in New York sifting the significance of last-minute happenings and relating fresh developments 85 times in those three weeks.

Conclusion

Perhaps the most spectacular of all news coverage achievements to date, this Czech affair is, however, just one more in the series of foreign events which the special events department brings to listeners. Others include the Coronation ceremonies, warfare in Ethiopia, Spain and China, Vatican incidents, and world-wide celebrations of Christmas, Easter, and Armistice Day.

I have briefly recited the results obtained by the efforts of a special events department. By its very nature, it is a story that is never complete, for when crisis looms tomorrow—wherever it may strike—there too will be men and microphones.

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RADIO DAILY

Second Annual Poll of the Radio Editors and Critics for 1938-9

(Released January 26, 1939)

Programs

Title	*Points*
JELL-O	506
Chase and Sanborn	457
Kraft Music Hall	311
Town Hall Tonight	243
Information Please	188
Lux Radio Theater	161
Rudy Vallee Variety Hour	148
Ford Sunday Evening Hour	147
Kay Kyser's College	135
Good News of 1939	122

Personalities

JACK BENNY	534
Edgar Bergen (Chas. McCarthy)	486
Bing Crosby	318
Fred Allen	314
Bob Hope	129
Bob Benchley	127
Kate Smith	126
Fanny Brice	110
Orson Welles	103
Rudy Vallee	101

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RADIO DAILY POLL —— Continued

Symphony Orchestras

Title	*Points*
NBC SYMPHONY	529
N. Y. Philharmonic-Symphony Society	519
Ford Symphony	286
Philadelphia Symphony	190
Firestone Symphony	135
Rochester Symphony	79
Cities Service	71
Detroit Symphony	66
Boston Symphony	51
Cincinnati Symphony & Standard Symphony (L. A.)	29

Dance Orchestras

GUY LOMBARDO	474
Tommy Dorsey	342
Kay Kyser	339
Benny Goodman	282
Wayne King	280
Horace Heidt	205
Noble Sissle	161
Richard Himber	138
Paul Whiteman	126
Hal Kemp	124

News Commentators

H. V. KALTENBORN	423
Edwin C. Hill	400
Lowell Thomas	390
Boake Carter	246
Paul Sullivan	138
Bob Trout	122
Walter Winchell	121
Gabriel Heatter	82
Dorothy Thompson	78
John B. Kennedy	48

Sports Commentators

TED HUSING	501
Bill Stern	355
Clem McCarthy	289
Paul Douglas	96
Sam Taub	89
Red Barber	76
France Laux	65
Graham McNamee	58
Ed Thorgersen	53
Stan Lomax	48

For complete program data—see page 540.

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A. and S. LYONS, INC.

NEW YORK HOLLYWOOD

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Pan-American Conference

Lima — Nov. and Dec., 1938

LATE in 1938 a Pan American Conference was held in Lima, Peru, to better facilitate the Good-Will program between nations. One important phase of the Conference concerned itself with the broadcasting industry, and the value of international broadcasting between the United States and Latin-America as a means of promoting good will. Out of this conference emerged the first important nucleus for a program of exchange broadcasts between the countries involved.

During 1939, the most comprehensive exchange of radio fare in the history of broadcasting will come into being according to the new radio pact. Important cog in the United States will be the National Broadcasting Co., who, through its vice president in charge of programs, John F. Royal, attended the conference, and set the details for the exchange of cultural, educational and entertainment programs.

Under the terms of the "gentleman's agreement" all NBC programs will be short-waved to Latin-America in the course of 1939, and for the first time, they will be available to all radio stations in the entire country for rebroadcasting purposes, It was discovered during the course of the Conference that at the time very few of the programs short-waved to Latin-America were available for rebroadcast. With 2,000,000 sets in use in that area, it was also discovered that only one-third of that number were equipped to pick up short wave. Under the new agreement, practically every major program aired over NBC this year will be assured of a huge listening audience in Latin America.

One very serious problem that has confronted U. S. broadcasters, that of picking up broadcasts from Latin-America for re-broadcast in this country, was also settled at the Conference. In the past, stations, have been too weak in signal strength to transmit programs as far North as the United States. Poor pick-up problem has been eliminated, however, through the construction of a number of new powerful transmitters which will be placed in operation early this year.

Program matter emanating from the Latin America countries is of the highest quality in most cases, and under the new agreement, many of the better shows will be aired in English as well as Spanish in order to build audiences in the U. S. NBC has established a strong international broadcast staff to cope with the language problem, and while CBS is not directly included in the Pan-American agreement, that network too, because of its huge short-wave schedule, has also built up its international division until it is now a major department at the network.

Conclusions reached at the Pan-American Conference have opened an entirely new phase of broadcasting to both the advertisers and the broadcasters in this country. Advertisers are now assured of an added bonus audience that will number in the millions, and broadcasters will have at their beck and call a new avenue of programming, which will include some of the finest educational and cultural fare to be found in the world.

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IMPORTANT RADIO TELEPHONE NUMBERS in NEW YORK

RADIO STATIONS

KGKO (N. Y. Office)	COlumbus 5-3264
WABC	Wickersham 2-2000
WARD	TRiangle 5-3301
WBBC	TRiangle 5-6690
WBBR	MAin 4-9735
WBNX	MElrose 5-0333
WCAU (N. Y. Office)	Wickersham 2-2000
WCNW	INgersoll 2-1500
WEAF	CIrcle 7-8300
WEVD-WFAB	BRyant 9-2360
WFAS	Wisconsin 7-2299
WFIL (N. Y. Office)	BRyant 9-9390
WGN (N. Y. Office)	VAnderbilt 3-9292
WHBI (N. Y. Office)	VAnderbilt 6-0785
WHN	BRyant 9-7841
WHOM	PLaza 3-4204
WINS	ELdorado 5-6100
WJZ	CIrcle 7-8300
WLTH	ORchard 4-1203
WLW (N. Y. Office)	MOhawk 4-4528
WMBQ	STagg 2-9037
WMCA	CIrcle 6-2200
WNBF (N. Y. Office)	MUrray Hill 2-5767
WNEW	PLaza 3-3300
WNYC	WOrth 2-4740
WOR	Pennsylvania 6-8383
WOV-WBIL	BRyant 9-6080
WPC	MUrray Hill 2-2046
WQXR	COlumbus 5-6366
WVFW	TRiangle 5-0313
WWRL	NEwtown 9-3300

NATIONAL NETWORKS

Columbia Broadcasting System	Wickersham 2 2000
Mutual Broadcasting System	PEnnsylvania 6-9602
National Broadcasting Co.	CIrcle 7-8300

STATION REPRESENTATIVES

Associated Broadcast Advertising Co.	Wisconsin 7-2299
John Blair & Co.	MUrray Hill 9-6084
The Branham Co.	MUrray Hill 6-1860
Bryant-Griffith & Brunson, Inc.	MUrray Hill 2-2174
Burn-Smith Co.	MUrray Hill 2-7462
Cox & Tanz	MUrray Hill 2-8284
John G. Dale	MUrray Hill 2-8219
Forjoe & Co.	VAnderbilt 3-8950
Free & Peters, Inc.	PLaza 5-4131
Gene Furgason & Co., Inc	MUrray Hill 2-3734
Hearst Radio, Inc.	PLaza 8 2600
George P. Hollingbery Co.	MUrray Hill 3-8078
International Radio Sales	PLaza 8-2600
The Katz Agency	LOngacre 5-4595
Kelly Smith Co	MOhawk 4-2434
Joseph Hershey McGillvra	VAnderbilt 3-5055
J. P. McKinney & Son	CIrcle 7-1178
National Broadcasting Co.	CIrcle 7-8300
John H. Perry Associates	BRyant 9-3357
Edward Petry & Co	MUrray Hill 2-4401
Radio Advertising Corp.	MUrray Hill 4-0212
Radio Sales	Wickersham 2-2000
William G. Rambeau Co.	CAledonia 5-4940
Paul H. Raymer Co	MUrray Hill 2-8690
Reynolds-Fitzgerald, Inc.	ELdorado 5-7020
Sears & Ayer	MUrray Hill 2-2046
Weed & Co.	VAnderbilt 3-6966
Howard A. Wilson Co.	MUrray Hill 6-1230

ADVERTISING AGENCIES

Advertisers' Broadcasting Co.	MUrray Hill 4-1364
Austin & Spector	ELdorado 5-1270
N. W. Ayer & Son, Inc.	CHickering 4-5600
Badger & Browning & Hersey	CIrcle 7-3720
Batten, Barton, Durstine & Osborn, Inc.	ELdorado 5-5800
Benton & Bowles, Inc.	Wickersham 2-0400
Bermingham, Castleman & Pierce, Inc.	LExington 2-7550
The Biow Co., Inc.	CIrcle 6-9300
Blackett-Sample-Hummert, Inc.	Wickersham 2-2700
Blackstone Co.	CIrcle 7-7890
Blaker Advertising Agency	CAledonia 5-7351
Brayshaw Associates	VAnderbilt 6-2450
Brooke, Smith, French & Dorrance, Inc.	MUrray Hill 6-1800
Brown & Tarcher, Inc.	CIrcle 6-2626
Franklin Bruck Advertising Corp.	CIrcle 7-7661
Buchanan & Co	MEdallion 3-3380
Campbell-Ewald Co. of N. Y.	CIrcle 7-6383
The Caples Co.	MUrray Hill 6-6500
Cecil-Presbrey, Inc	Wickersham 2-8200
Compton Advertising Inc.	CIrcle 6-2800
D'Arcy Advertising Co	ELdorado 5-3765
Donahue & Coe, Inc.	COlumbus 5-4252
Sherman & Ellis Co.	LAckawanna 4-3570
Erwin, Wasey & Co.	MOhawk 4-8700
William Esty & Co	CAledonia 5-1900
Federal Advertising Agency, Inc.	ELdorado 5-6400
Albert Frank-Guenther Law, Inc.	COrtland 7-5060
Fuller & Smith & Ross, Inc.	MUrray Hill 6-5600
Gardner Advertising Co.	COlumbus 5-2000
J. Stirling Getchell, Inc.	MUrray Hill 6-4800
Geyer, Cornell & Newell, Inc.	Wickersham 2-5400
Lawrence C. Gumbinner Co.	VAnderbilt 3-3550
Hellwig-Miller Co.	LExington 2-3080
Charles W. Hoyt Co., Inc.	VAnderbilt 3-4690
H. W. Kastor & Sons Advertising Co.	COlumbus 5-6135
Joseph Katz Co.	Wickersham 2-2740
Kenyon & Eckhardt, Inc.	Wickersham 2-3920
H. M. Kiesewetter Advertising Agency, Inc.	LExington 2-0025
Arthur Kudner, Inc.	CIrcle 6-3200
Lambert & Feasley, Inc.	COlumbus 5-3721
Lennen & Mitchell, Inc.	MUrray Hill 2-9170
Lord & Thomas	Wickersham 2-6600
Marschalk & Pratt, Inc.	VAnderbilt 3-1525
J. M. Mathes, Inc	LExington 2-7450
Maxon Inc.	ELdorado 5-2930
McCann-Erickson, Inc.	LExington 2-1700
Neff-Rogow, Inc.	CIrcle 7-4231
Newell-Emmett Co., Inc.	AShland 4-4900
Paris & Peart	CAledonia 5-9840
Peck Advertising Agency	PLaza 3-0900
Pedlar & Ryan, Inc.	ELdorado 5-7700
Prins & Keifer, Inc.	MUrray Hill 2-0155
Ruthrauff & Ryan, Inc.	VAnderbilt 3-6400
Stack-Goble Advertising Co.	PLaza 3-7444
J. Walter Thompson Co.	MOhawk 4-7700
Tracy-Locke-Dawson	AShland 4-1690
United States Advertising Corp.	COlumbus 5-2032
Wales Advertising Agency	MUrray Hill 6-4000
Weill & Wilkins	PLaza 8-0460
Young & Rubicam, Inc.	AShland 4-8400

PUBLICATIONS

Advertising Age	BRyant 9-6432
Advertising & Selling	CAledonia 5-9770
Billboard	MEdallion 3-1616

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Broadcasting and Broadcasting Advertising	PLaza 5-8355
Hollywood Reporter	WIsconsin 7-2470
Metronome	CIrcle 7-4500
Motion Picture Daily	CIrcle 7-3100
Musical America	CIrcle 7-0522
Musical Courier	CIrc.e 7-4500
Printers' Ink	AShland 4-6500
Radio Advertising (Rates and Data)	MOhawk 4-1220
Radio Craft	WAlker 5-0730
RADIO DAILY	WIsconsin 7-6336
Radio & Electric Appliance Journal	CIrcle 7-5842
Radio Markets	PLaza 3-7222
Radio Retailing	MEdallion 3-0700
Radio Today	PLaza 3-1340
Radio Weekly	WAlker 5-2576
Standard Advertising Register	MEdallion 3-5850
Tide	AShland 4-3390
Variety	BRyant 9-8153

NEWS AGENCIES AND ASSOCIATIONS

Associated Press	CIrcle 6-4111
International News Service	MUrray Hill 2-0131
NEA Service, Inc.	MEdallion 3-5160
News Features, Inc.	CIrcle 6-1738
Press-Radio Bureau	MUrray Hill 2-5670
Radio News Association	MUrray Hill 2-4054
Transradio Press Service, Inc.	MUrray Hill 2-4054
United Press	MUrray Hill 2-0400

TALENT AGENCIES

James Appell	CIrcle 7-5278
Artists Management Bureau Inc.	MUrray Hill 2-1888
Associated Orchestras of America	VAnderbilt 6-4555
Authors & Artists, Inc.	CIrcle 5-8133
Ayers-Prescott	COlumbus 5-2482
Batchelor Enterprises, Inc.	CHickering 4-6204
Chamberlain Brown	BRyant 9-8480
Columbia Artists, Inc.	WIckersham 2-2000
Columbia Concerts Corp.	CIrcle 7-6900
Consolidated Radio Artists, Inc.	COlumbus 5-3580
Meyer Davis	CIrcle 7-6161
Fanchon & Marco	CIrcle 7-5630
William Gernannt	VAnderbilt 6-1750
Hesse & McCaffrey	ELdorado 5-1076
Leading Attractions, Inc.	PLaza 3-8093
Ben B. Lipset, Inc.	CHickering 4-2466
A. & S. Lyons, Inc.	LAckawanna 4-7460
Mills Artists, Inc.	CIrcle 7-7162
William Morris Agency, Inc.	CIrcle 7-2160
Leo Morrison, Inc.	CIrcle 7-6413
Music Corporation of America	WIckersham 2-8900
NBC Artists Service	CIrcle 7-8300
Radio Orchestra Corp.	COlumbus 5-5952
Rockwell-O'Keefe, Inc.	CIrcle 7-7550
Myron Selznick Co. of N. Y.	CIrcle 7-6201
Rudy Vallee Orchestra Units Corp.	CIrcle 7-2620
Wilson, Powell & Hayward, Inc.	PLaza 5-5480
WOR Artists Bureau	PEnnsylvania 6-8383

PROGRAM PRODUCERS AND TRANSCRIPTION AND RECORDING COMPANIES

A. A. Recording Studios	EDgecombe 4-7600
Advertisers Recording Service	CIrcle 7-6982
Aerogram Corp.	CIrcle 7-0650
Air Features, Inc.	WIckersham 2-0077
American Record Corp.	CIrcle 5-7300
Associated Music Publishers, Inc.	BRyant 9-0847
Ayers-Prescott	COlumbus 5-2482
Baldwin Recording Studios	BRyant 9-8592
Brinckerhott & Co.	PLaza 3-3015
Broadcast Producers of N. Y.	ELdorado 5-9300
Carnegie Hall Recording Studios	COlumbus 5-5893
Ted Collins	CIrcle 7-0094
Conquest Alliance Co.	PLaza 3-5650
Decca Records, Inc.	COlumbus 5-5662
Empire Broadcasting Corp.	PLaza 8-3360
Federal Transcribed Programs, Inc.	CAledonia 5-7530
H. S. Goodman	WIckersham 2-3338
Jean V. Grombach, Inc.	CIrcle 6-6540
Heftelfinger Radio Features	MUrray Hill 2-1379
Intercontinental Audio Video Corp.	CIrcle 7-4560
Langlois & Wentworth	ELdorado 5-1620
Phillips H. Lord, Inc.	WIckersham 2-2213
Charles Michelson	MUrray Hill 2-3376
Musicraft Records, Inc.	BRyant 9-6565
NBC Thesaurus	CIrcle 7-8300
Lilian Okun, Inc.	CHickering 4-3651
Peterson Radio Productions	WIsconsin 7-0069
Radio Attractions	CIrcle 7-4483
Radiocrafters	MUrray Hill 2-2103
Radio Events Syndicate	MUrray Hill 6-3487
Radio Production Service	PLaza 3-2590
Radio Program Associates	ELdorado 5-4227
Radioscript Productions Co.	CIrcle 7-2849
RCA Manufacturing Co.	BOgardus 4-6200
Reeves Sound Studios	CIrcle 6-6686
Rocke Productions, Inc.	CIrcle 7-7630
James L. Saphier	CIrcle 7-2135
Sound Masters, Inc.	BRyant 9-0680
Henry Souvaine, Inc.	CIrcle 7-5566
Speak-O-Phone Recording & Equipment Co.	COlumbus 5-1350
Star Radio Programs	PLaza 3-4991
Douglas F. Storer	CIrcle 7-7672
Edwin Strong, Inc.	BRyant 9-5758
Transamerican Broadcasting & Television Corp.	MUrray Hill 6-2370
Transcribed Radio Shows, Inc.	LOngacre 5-3440
Transcriptions, Inc.	MUrray Hill 2-2103
Transradio News Features, Inc.	CIrcle 7-4560
T-W Radio Productions	MUrray Hill 2-4111
Universal Radio Programs	MUrray Hill 2-0648
Universal Recording Co.	CIrcle 5-4895
Victor Recording Laboratory	BOgardus 4-6200
Viking Radio Productions	PEnnsylvania 6-1137
Roger White	CIrcle 7-4943
Wilson, Powell & Hayward, Inc.	PLaza 5-5480
Wolf Associates	COlumbus 5-1621
WOR Electrical & Recording Service	PEnnsylvania 6-8383
World Broadcasting System	WIckersham 2-2100

ORGANIZATIONS, UNIONS AND GOVERNMENT AGENCIES

Actors' Equity	BRyant 9-3550
Advertising Club	CAledonia 5-1810
Advertising Federation of America	BRyant 9-0430
American Association of Advertising Agencies	MOhawk 4-7982
American Communications Association	BOwling Green 9-3007
American Federation of Musicians	PEnnsylvania 6-2545
American Federation of Radio Artists	MUrray Hill 2-1157
ASCAP	COlumbus 5-7464
Institute of Radio Engineers	MEdallion 3-5661
M. P. P. A.	CIrcle 6-3084
National Association of Performing Artists	CIrcle 7-8194
National Labor Relations Board	COrtland 7-6860
New York World's Fair 1939, Inc.	BRyant 9-6000
Radio Club of America	LOngacre 5-6622
S. E. S. A. C.	BRyant 9-3223
Society of Jewish Composers, Publishers and Song Writers	LOngacre 5-9124
Songwriters' Protective Association	COlumbus 5-3758

RAILROAD TERMINALS

Grand Central	MUrray Hill 6-9100
Pennsylvania	PEnnsylvania 6-5600

HOTELS

Algonquin	VAnderbilt 3-2500
Ambassador	WIckersham 2-1000
Astor	CIrcle 6-6000
Biltmore	MUrray Hill 2-7920
Commodore	MUrray Hill 6-6000
Edison	CIrcle 6-5000
Lincoln	CIrcle 6-4500
Lombardy	PLaza 3-8600
New Yorker	MEdallion 3-1000
New Weston	PLaza 3-4800
Park Central	CIrcle 7-8000
Pennsylvania	PEnnsylvania 6-5000
Plaza	PLaza 3-1740
Ritz Carlton	PLaza 3-4600
Ritz Tower	WIckersham 2-5000
Roosevelt	MUrray Hill 6-9200
St. Moritz	WIckersham 2-5800
St. Regis	PLaza 3-4500
Savoy Plaza	VOlunteer 5-2600
Sherry Netherland	VOlunteer 5-2800
Vanderbilt	AShland 4-4000
Waldorf-Astoria	ELdorado 5-3000
Warwick	CIrcle 7-2700

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IMPORTANT RADIO TELEPHONE NUMBERS in LOS ANGELES

RADIO STATIONS

KECA	RIchmond 6111
KEHE	EXposition 1341
KFAC	FItzroy 1231
KFI	RIchmond 6111
KFOX	MUtual 2510
KFSG	EXposition 1141
KFVD	DRexel 2391
KFWB	HOllywood 5315
KGER	MAdison 2551
KGFJ	PRospect 2434
KHJ	VAndyke 7111
KIEV	OMaha 3-4191
KMPC	BRadshaw 2-1166
KMTR	HIllside 1161
KNX	HOllywood 2484
KOY-Arizona Net (L. A. Office)	GRanite 0702
KRKD	MAdison 2281
XEMO (L. A. Office)	PRospect 9136

NETWORKS

California Radio System	EXposition 1341
Columbia Broadcasting System	HOllywood 2484
Between 10 P.M. and 8:30 A.M.	HOllywood 7052
Don Lee Broadcasting System	VAndyke 7111
Mutual Broadcasting System	VAndyke 7111
National Broadcasting Co.	HOllywood 3631

STATION REPRESENTATIVES

Walter Biddick Co.	RIchmond 6184
John Blair & Co.	PRospect 3548
The Branham Co.	MIchigan 1269
W. Austin Campbell Co.	MIchigan 3875
Free & Peters, Inc.	RIchmond 6184
International Radio Sales	EXposition 1345
Joseph Hershey McGillvra	VAndyke 6336
National Broadcasting Co.	HOllywood 3631
Edward Petry & Co.	MIchigan 8729
Radio Sales	HOllywood 2484
Reynolds-Fitzgerald, Inc.	TUcker 2474

ADVERTISING AGENCIES

Alber R. H. Company	PRospect 3331
Barnes Chase Co.	PRospect 4118
Batten, Barton, Durstine & Osborn	HIllside 8919
Beaumont & Hohman	TRinity 8173
Benton & Bowles Inc.	HIllside 9151
Botsford, Constantine & Gardner	PRospect 0206
Brisacher, Emil & Staff	PRospect 9368
Buchanan & Company, Inc.	DRexel 7101
Campbell-Ewald Company	PRospect 1275
The Caples Co.	MUtual 4143
Doremus & Co.	TRinity 8821
Sherman K. Ellis & Co.	FEderal 9111
Erwin, Wasey & Company	PRospect 5317
Hillman-Shane Advertising Agency Inc	VAndyke 5111
Hixson-O'Donnell Advertising	MUtual 8331
William A. Ingoldsby	MUtual 7451
Lockwood-Shackelford Advertising Agency	TRinity 9801
Logan & Stebbins	TRinity 8821
Lord & Thomas	HOllywood 6265
McCann-Erickson Inc.	MIchigan 4049
Miner, Dan B.	RIchmond 3101
Morgan, Raymond R. Co.	HEmpstead 4194
Neisser-Meyerhoff, Inc.	TUcker 2607
Ruthrauff & Ryan Inc.	HIllside 7593
Scholts Advertising Service	MIchigan 2396
Shattuck & Ettinger	YOrk 8131
Sweeney & James	JEfferson 4019
Thompson, J. Walter Co.	MIchigan 5194
Ward Wheelock Co.	HIllside 1091
Weinberg, Milton, Advertising Co.	TUcker 4111
Young & Rubicam Inc.	HOllywood 2734

PROGRAM PRODUCERS AND TRANSCRIPTION AND RECORDING COMPANIES

Abbott Radio Productions	HIllside 1449
Aerogram, Inc.	HIllside 7211
Air-Chek Co.	GLadstone 2189
Allied Phonograph & Record Mfg. Co.	HOllywood 5107
American Record Corp.	GRanite 4134
Associated Cinema Studios	HEmpstead 2131
Associated Transcriptions of Hollywood	WAlnut 4736
Walter Biddick Co.	RIchmond 6184
Callahan Radio Programs	HOllywood 5442
Eccles Disc Recordings	HIllside 5257
Electro-Vox Recording Studios	GLadstone 2189
Fanchon & Marco	HOllywood 5341
Fields Bros. Radio Corp.	HOllywood 7305
Irving Fogel & Associates	HOllywood 5107
Hollywood Radio Productions	GRanite 6790
Hollywood Recording Co.	HIllside 3097
Hollywood Transcript Co.	HOllywood 7734
Lippe & Lazarus Productions	YOrk 2901
C. P. MacGregor	FItzroy 4191
R. U. McIntosh & Associates	STanley 7-1035
Mertens & Price	DRexel 1118
Raymond R. Morgan Co.	HEmpstead 4194
Music Corporation of America	BRadshaw 2-3211
Norman B. Neeley	HIllside 9133
Otto K. Oleson Recording Studios	GLadstone 5194
Pan American Radio	HIllside 4027
Ralph L. Power	MAdison 5617
Radio Producers of Hollywood	HOllywood 6288
Radio Recorders, Inc.	HOllywood 3917
Radiotone, Inc.	YOrk 7204

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Radio Transcriptions Co. of America	Hollywood 3545
RCA Manufacturing Co.	HIllside 5171
Rec-Art Studios	PRospect 9232
Recordings, Inc.	HIllside 6138
Standard Radio, Inc.	HIllside 0188
Transamerican Broadcasting & Television Corp.	HEmpstead 5151
Twentieth Century Radio Productions	HIllside 7211
Witte Radio Productions	VAndye 5436

RADIO ARTISTS AGENCIES

Batchelor Agency, Walter	CRestview 1-8181
Columbia Artists Bureau	HOllywood 6365
Columbia Management of Calif.	HOllywood 6385
Consolidated Radio Artists	HIllside 7124
Dolan & Doane	CRestview 1-9185
Fanchon & Marco	HOllywood 5341
Irwin, Lou	OXford 1005
Lee Artists Service, Thomas	GRanite 7171
Lyons, A. & S.	OXford 1116
Morris Agency, William	BRadshaw 6-3121
Morrison, Leo	CRestview 1-9191
Music Corporation of America	BRadshaw 2-3211
NBC Artists Service	HOllywood 3631
Rockwell-O'Keefe, Inc.	CRestview 1-8101
Saphier, James L.	HOllywood 7356
Selznick, Myron	CRestview 1-9171
Swanson, H. N.	CRestview 1-5115

PUBLICATIONS

The Billboard	MOrningside 1-4700
The Broadcaster	GLadstone 7353
Broadcasting & Broadcast Advertising	GLadstone 7353
Daily Variety	HOllywood 6141
Hollywood Reporter	HIllside 7411
Motion Picture Daily	GRanite 2145
Printers' Ink	MIchigan 7701
Radio & Radio Digest	YOrk 7226
RADIO DAILY	**GRanite 6607**
Radio Guide	GLadstone 2196
Variety	HOllywood 6141
Western Advertising	VAndyke 6320

AIR LINES

American Airlines	MIchigan 8822
Grand Central Air Terminal	OMaha 3-4222
Los Angeles Municipal Airport	THornwald 1126
TWA	MIchigan 8881
Union Air Terminal	HOllywood 1606
United Air Lines	TRinity 4771

SPORT ARENAS

American Legion (Stadium-Hollywood)	HOllywood 2951
Los Angeles Coliseum	Richmond 6391
Gilmore Stadium	WHitney 1163

RAILWAY TERMINALS

Santa Fe	MUtual 0111
Southern Pacific	MIchigan 6161
Union Pacific	TRinity 9211

HOTELS

Ambassador Hotel	DRexel 7011
Biltmore Hotel	MIchigan 1011
Christie Hotel	HOllywood 2241
Clark Hotel	MIchigan 4121
Del Monte Hotel (L. A. Offices)	EXposition 9767
Ensenada Hotel Playa	MUtual 5544
Garden of Allah Hotel	HOllywood 3581
Hollywood Hotel	HEmpstead 4181
Hollywood Knickerbocker	GLadstone 3171
Hollywood Plaza Hotel	GLadstone 1131
Roosevelt Hotel	HOllywood 2442
The Town House	EXposition 1234

IMPORTANT RADIO AND GOVERNMENT TELEPHONE NUMBERS IN *Washington, D. C.*

FEDERAL DEPARTMENTS AND AGENCIES

White House	NAtional 1414
State Department	DIstrict 4510
Treasury Department	NAtional 6400
War Department	NAtional 2520
Justice Department	NAtional 0185
Post Office Department	DIstrict 5360
Navy Department	DIstrict 2900
Interior Department (Office of Education)	REpublic 1820
Agriculture Department	DIstrict 6350
Commerce Department	DIstrict 2200
Labor Department	NAtional 8472
Federal Trade Commission	NAtional 8206
FEDERAL COMMUNCATIONS COMMISSION	DIstrict 1654
Securities Exchange Commission	DIstrict 3633
National Labor Relations Board	NAtional 9716
Wage & Hour Administration	NAtional 8472
Social Security Board	DIstrict 2812
Supreme Court of the U. S.	NAtional 5321
D. C. Court of Appeals	NAtional 4624
U. S. District Court (for D. C.)	DIstrict 2854
Capitol (Senate and House)	NAtional 3120

NON-GOVERNMENTAL

National Association of Broadcasters	NAtional 2080
Radio Manufacturers' Association	NAtional 4901
National Press Club	MEtropolitan 0345
WJSV	MEtropolitan 3200
WMAL-WRC	REpublic 4000
WOL	MEtropolitan 0012
Carleton Hotel	MEtropolitan 2626
Mayflower Hotel	DIstrict 3000
Raleigh Hotel	NAtional 3810
Willard Hotel	NAtional 4420
Associated Press	DIstrict 1500
International News Service	NAtional 1733
Transradio Press	NAtional 1178
United Press	NAtional 9052
Baltimore & Ohio R. R.	DIstrict 3300
Pennsylvania R. R.	DIstrict 1424
Union Station	NAtional 2760

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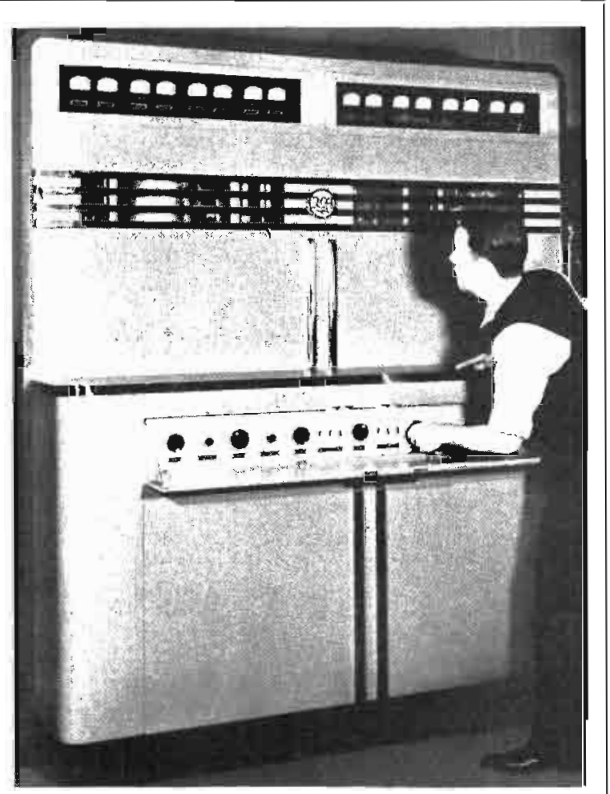
RCA Builds Equipment Today for Tomorrow's Television and Facsimile

TODAY RCA offers experimental Television and Facsimile Transmission Systems to forward-looking broadcasters who are making plans for service in these new fields.

Designed and built to fulfill the exacting requirements of these new arts, this RCA equipment makes available the brilliant research triumphs of RCA Laboratories. In building advanced equipment such as this RCA is helping pioneer a greater radio service for tomorrow. And, in this way, RCA makes available to all the benefits of the experience of the only organization that makes and does everything in radio and sound.



Latest RCA Television Transmitter! 1 KW Transmitter developed as a compact unit for experimental use

Newest RCA Facsimile Equipment! Scanning unit offers a real service for experimental stations in this field.

RCA Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York, 1270 Sixth Ave. Chicago, 589 E. Illinois St. Atlanta, 530 Citizens & Southern Bank Bldg.
Dallas, Santa Fe Bldg. San Francisco, 170 Ninth St. Hollywood, 1016 N. Sycamore Ave.

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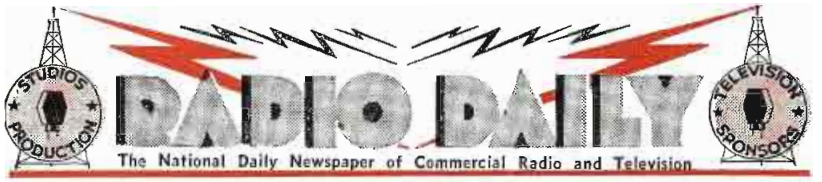

1501 BROADWAY, NEW YORK CITY—Tel. WIsconsin 7-6336

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6425 HOLLYWOOD BLVD. TELEPHONE GRANITE 6607

PUBLISHERS OF

THE RADIO DAILY

◆

THE RADIO ANNUAL

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Grombach Productions, inc.

(Established 1930)

THE OLDEST INDEPENDENT PROGRAM PRODUCING ORGANIZATION IN RADIO

For nine years producing up to twelve programs per week and furnishing individual writing, direction and "doctoring" services to others.

Distinguished personalities who have been supplied radio material by Jean V. Grombach or who have been starred or featured in programs conceived and produced by members of these organizations:

Fredric March
Nelson Eddy
Max Baer
Helen Claire
Garson Kanin
Henry Hull
Frank Morgan
Hannah Williams
Ernest Truex
Frank Wilson
Benay Venuta
Waldo Mayo
Ethel Park Richardson
Babe Ruth
Carson Robinson
Harry Salter
Doris Dalton
Audrey Christie
Irene Purcell
Russell Collins
Mary Boland
Oliver Wakefield
Walter Woolf King
Earl Sparling
Josef Pasternack
Frank Ventre
Mrs. F. D. Roosevelt
Carveth Wells
Lila Lee
Jack Dempsey
Irene Bordoni
Eugene Ormandy
Mildred Bailey
Sam Levene
William LaVarre
Crosby Gaige
Radio Rogues
Al Goodman
Helen Morgan
Ed Smalle's Seven G's
Norma Terris
Sam Jaffe
Jessie Royce Landis
J. Harold Murray
Jeane Dante
Florence Eldridge
John Boles
Nancy McCord
John Carter
Willard Robison

In the past five years, every "package" show or unit production delivered by this organization has attained a Crossley audience rating at least 50% higher than the "median," or average.

Jean V. Grombach, inc.

(Incorporated 1931)

PRODUCTION, RECORDING, DISTRIBUTION OF ELECTRICAL TRANSCRIPTIONS

Producers of such outstanding transcribed programs as:

Railway Express' "News Parade"
Continental Oil's "Exploring America with Carveth Wells"
Health Products' "Doc Williams"
Nehi's "Idol of Millions"
Schwob's "College Time"
Westinghouse's "Salutes"
Chilean Nitrate's "Uncle Natchel"
Vick's "Plantation Echoes"

Steinway Building

STUDIOS AND OFFICES

113 West 57th Street — New York City

Circle 6-6540

REPRESENTATIVES IN

Hollywood *Boston* *Chicago* *Paris* *London*

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IMPORTANT RADIO TELEPHONE NUMBERS in CHICAGO

RADIO STATIONS

CKLW	(Chicago office)	CENtral 0605
KSTP	(Chicago office)	SUPerior 8660
WAAF		RANdolph 1932
WBBM		WHItehall 6000
WCAU	(Chicago office)	STAte 0366
WCBD		SEEly 8066
WCFL		SUPerior 5300
WCRW		DIVersey 4440
WEDC		CRAwford 2436
WENR		SUPerior 8300
WGES		SEEly 8066
WGN		SUPerior 0100
WHFC		LAWndale 8228
WHIP		SUPerior 5200
WIND	(Chicago office)	STAte 4176
WJJD		STAte 5466
WLS		HAYmarket 7500
WLW	(Chicago office)	STAte 0366
WMAQ		SUPerior 8300
WMBI		DIVersey 1570
WOR	(Chicago office)	SUPerior 5110
WSBC		SEEly 8066
WSAI	(Chicago office)	STAte 0366
WWAE	(Chicago office)	PLAza 4300

NATIONAL NETWORKS

Columbia Broadcasting System	WHItehall 6000
Mutual Broadcasting System	SUPerior 0100
National Broadcasting Co.	SUPerior 8300

STATION REPRESENTATIVES

John Blair & Co.	SUPerior 8660
The Branham Co.	CENtral 5726
Bryant, Griffith & Brunson, Inc.	ANDover 1040
Burn-Smith Co.	CENtral 4270
Cox & Tanz	FRAnklin 2095
John G. Dale	DEArborn 0351
Free & Peters	FRAnklin 6373
Gene Furgason & Company	STAte 5241
George P. Hollingbery	STAte 2898
International Radio Sales	CENtral 4547
The Katz Agency	CENtral 4238
Kelly-Smith Co.	FRAnklin 4687
Ray Linton	STAte 9493
Joseph Hershey McGillvra	SUPerior 3444
J. R. McKinney & Son	SUPerior 9866
National Broadcasting Co.	SUPerior 8300
John H. Perry Associates	HARrison 8085
Edward Petry & Co.	DELaware 8600
Radio Sales	WHItehall 6000
Radio Advertising Corp.	CENtral 0605
William G. Rambeau Co.	DELaware 3838
Paul H. Raymer Co.	SUPerior 4473
Reynolds-Fitzgerald, Inc.	STAte 4294
Sears & Ayer	SUPerior 8177
Weed & Co.	RANdolph 7730
Howard H. Wilson Co.	CENtral 8744

ADVERTISING AGENCIES

Aubrey, Moore & Wallace Inc.	RANdolph 0830
Auspitz & Lee	STAte 7782
N. W. Ayer & Son, Inc.	RANdolph 3456
Beaumont & Hohman, Inc.	CENtral 4231
Batten, Barton, Durstine & Osborn, Inc.	SUPerior 9201
Beaumont & Hohman, Inc.	CENtral 4231
Benton & Bowles	DELaware 6800
Blackett-Sample-Hummert, Inc.	DEArborn 0900
Buchanan & Co.	SUPerior 3047
Burnet-Kuhn Advertising Co.	SUPerior 3800
Leo Burnett Co.	CENtral 5959
Campbell-Ewald Co.	CENtral 1946
Caples Co.	SUPerior 6016
Cecil-Presbrey	CENtral 5255
Compton Advertising	STAte 8747
Critchfield & Co.	SUPerior 3061
Doremus & Co.	CENtral 9132
Sherman K. Ellis & Co.	HARrison 8612
Erwin, Wasey & Co., Ltd.	RANdolph 4952
Albert Frank-Guenther Law, Inc.	DEArborn 8910
Charles Daniel Frey Co.	STAte 8161
J. Stirling Getchell	HARrison 2606
Henri, Hurst & McDonald, Inc.	SUPerior 3000
H. W. Kastor Advertising Co., Inc.	CENtral 5331
Lord & Thomas	SUPerior 4800
Maxon, Inc.	DELaware 3536
Hays, MacFarland & Co.	RANdolph 9360
McCann-Erickson, Inc.	WEBster 3701
McJunkin Advertising Co.	STAte 5060
Needham, Louis, & Brorby, Inc.	STAte 5152
Neisser-Meyerhoff, Inc.	DELaware 7860
Reincke-Ellis-Younggreen & Finn, Inc.	WHItehall 7440
Roche, Williams & Cunnyngham	HARrison 8490
Rogers & Smith	DEArborn 0021
Ruthrauff & Ryan, Inc.	RANdolph 2625
Stack-Goble Advertising Agency	RANdolph 0160
J. Walter Thompson Co.	SUPerior 0303
Wade Advertising Agency	STAte 7371
Wessel Co.	VICtory 1300
Young & Rubicam, Inc.	CENtral 3144

PROGRAM PRODUCERS AND TRANSCRIPTION AND RECORDING COMPANIES

Norman Alexandroff & Co.	WABash 6762
American Record Co.	SUPerior 5382
Armand & L'Estelle	HARrison 3435
Chicago Recording Studios	WEBster 7288
Conquest Alliance Co.	STAte 3348
D'Arcy Laboratories	WEBster 0914
Decca Records, Inc.	DELaware 8800
H. S. Goodman	RANdolph 5263
Gordoni & Lee Radio Productions Co.	CALumet 6979
Charles Hughes Productions, Inc.	BUCkingham 4048
Jones & Hawley	STAte 5096
Harry Martin Enterprises	RANdolph 3842
Music Corporation of America	DELaware 1100
Donna Parker Productions	WEBster 2873
Press Radio Features	RANdolph 9333
RCA Manufacturing Co.	DELaware 4774
Radio Recording Studios	EDGewater 6461
Radio Transcription Co. of America	DELaware 2325
Norman Ross	SUPerior 2168
Selviair Broadcasting System	RANdolph 8877
Standard Radio, Inc.	STAte 3153
Transamerican Broadcasting & Television Corp.	STAte 0366
Universal Radio Productions	STAte 3153
Carl Wester & Co.	RANdolph 6922
World Broadcasting System	SUPerior 9114

NEWS AGENCIES AND ASSOCIATIONS

Associated Press	STAte 7700
International News Service	ANDover 1234
Transradio Press Service	STAte 8091
United Press	RANdolph 3677

ORGANIZATIONS AND UNIONS

Actor's Equity	WELlington 6377
American Federation of Actors	STAte 7918
American Federation of Musicians	STAte 0063
American Federation of Radio Artists	SUPerior 1279
ASCAP	RANdolph 1805
University Broadcasting Council	CENtral 2015

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See Those Shavings Run!

NO FOULING OF CUTTING NEEDLE WHEN YOU RECORD ON THESE NEW BLACK LABEL (PROFESSIONAL)

Perma Disks

Amazing! the way Perma Disk shavings hurry towards the center of the disk, keep entirely clear of the cutting stylus. Little or no brushing required. Spoilage by chip fouling completely eliminated. That's why radio stations, artists, advertising agencies,—everyone to whom faithful, economical recordings are essential,—are using the new Perma Disk. Heavy, exclusive formula, coating on 16 gauge aluminum, prevents warping, slipping. Unwavering uniformity. Makes perfect pressings. Non-deteriorating. Sufficient thickness for vertical cutting of high amplitudes. Made in 6, 8, 10, 12 and 16-inch sizes, also special larger sizes, at prices substantially below the average level. Here is a disk for professional use that is perfect in all respects and can be depended upon for complete uniformity and reliability. See your recording supply dealer for a demonstration of this amazing new Perma Disk, or write direct for full information and samples. One test will convince you of its extraordinary preference. Write today.

Throw a Switch and Take Any Program Off the Air

4 WAY

1. High Fidelity Recorder
2. Public Address System
3. Electric Phonograph
4. Standard Radio

Tune in with the radio and you can record anything that comes over the air, quickly, easily, economically, for immediate playback, permanent record. The four-way Federal Recorder is the lowest priced, quality combination equipment today. Inspect this truly modern instrument for home or professional use. Write at once for complete, illustrated folder showing all models of the Federal Recorder. 238

FEDERAL RECORDER CO., INC.

Dept. 3754 630 S. Wabash Ave., Chicago, Ill.

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RADIO HISTORY MAKERS OF 1938

Thumbnail summaries of personalities whose activities provided major headlines in the past year.

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integrated programs

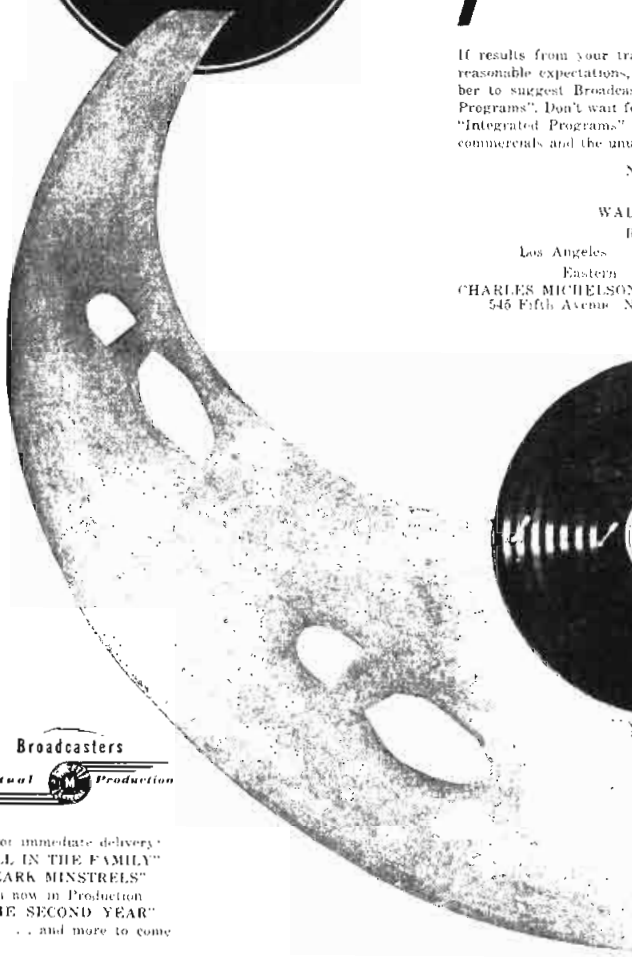
If results from your transcribed programs do not justify your clients reasonable expectations, there are things you can do about it. Remember to suggest Broadcasters Mutual Transcription Service "Integrated Programs". Don't wait for them to ask you for new merchandising ideas. "Integrated Programs" are different because they give smoothness to commercials and the unusual effect that is needed to command attention.

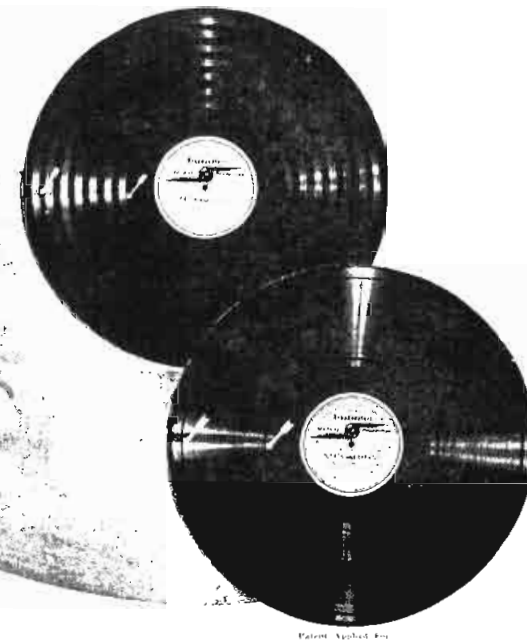
National Representatives

Western
WALTER BIDDICK COMPANY
Radio Programs Division
Los Angeles San Francisco Seattle

Eastern
CHARLES MICHELSON COMPANY
545 Fifth Avenue New York

Central
H. D. WELCH
Chicago, Illinois





Broadcasters Mutual Production

Ready for immediate delivery:
"ALL IN THE FAMILY"
"OZARK MINSTRELS"
Program now in Production
"THE SECOND YEAR"
. . . and more to come

Write for sample audition disc—and if you haven't received our brochure there is one for you

Patent Applied For

BROADCASTERS MUTUAL

818 S. Kingshighway **TRANSCRIPTION SERVICE, INC.** St. Louis, Mo., U. S. A.

www.americanradiohistory.com

FRANK R. McNINCH

Appointed chairman of the FCC late in 1937 to whip the Commission into order, McNinch went to work in earnest the past year, advocating the abolishment of some civil service jobs, handling the super-power hearings, and is currently in charge of the network probe, investigating every phase of chain broadcasting. Working in a quiet, systematic manner, McNinch has accomplished practically everything he has set out to do.

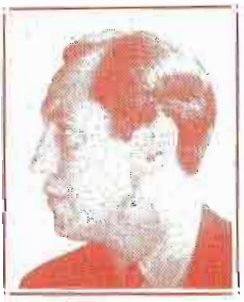
DAVID SARNOFF

Despite the many duties surrounding the chief executive of RCA, Sarnoff took time off this year to make an announcement that RCA would market television sets in April, and that regular televised programs would be forthcoming from the RCA-NBC studios simultaneously. Always a keen believer in the possibilities of sight and sound transmission, Sarnoff continued to advocate television during 1938.

LENOX R. LOHR

Continuing his policy of traveling throughout the country, Lohr was a busy executive during 1938 between catching trains, covering the opening of the new NBC studios in Hollywood, keeping a weather eye on the developments in television, addressing organizations from coast-to-coast, and guiding the NBC to a new all-time high in billings each month individually and cumulative during 1938.

WILLIAM S. PALEY



Young Prexy of CBS put in a busy year in 1938 what with the network opening its new Hollywood home, construction of the television studios going forward, a quick trip to Europe, adding eight new affiliates to the network, and servicing 94,000,000 radio listeners day and night during the Czech crisis. In his spare time he continued his work in improving educational and cultural radio presentations on CBS.

NEVILLE MILLER

Drafted from Princeton U. where he was assistant to the president, Miller took office as the first paid prexy of the NAB early in July, and immediately began an exhaustive study of radio's problems. Effecting a complete reorganization of the staff, Miller was kept busy attending district meetings to get acquainted, played an active part in the AFM negotiations, assisted at the reorganizaion of IRNA.

ALFRED J. McCOSKER

Rapid advances made during the past year by MBS can be attributed in no small measure to Alfred J. McCosker, president of Bamberger Broadcasting Co., owners of WOR, and chairman of the MBS Board. The network showed a 30.4% increase in billings for 1938, increased its affiliated stations to 110.

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COLUMBIA ARTISTS, INC.
DIVISION OF COLUMBIA BROADCASTING SYSTEM INC

Presents

RALPH EDWARDS

Its Versatile Announcer

"Major Bowes Amateur Hour" for Chrysler Corp.—CBS

"Gospel Singer", "Vic and Sade"—NBC and "Life Can Be Beautiful"—CBS for Procter and Gamble.

"Howie Wing" for Kellogg—CBS

"Children's Hour" for Horn & Hardart—CBS

"Headlines and Bylines"—CBS

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THOMAS H. A. LEWIS

Outstanding in the agency field during 1938, Tom Lewis, of Young & Rubicam, started out the year as producer of the Kate Smith program, and was given much of the credit for the success of that series Last summer Lewis was named program supervisor for the agency, which included handling of the Fred Allen, "We, the People," Kate Smith and Gulf Oil series among others. Then, to top off the year, he was appointed manager of the agency's radio division.

DONALD FLAMM

The moving of Donald Flamm's WMCA to its new Broadway home with one of the most complete and well-appointed studios in town took much of his time and energy this past year. Executing important business policies, developing and supervising program ideas as well as keeping a sensitive hand on the public pulse took almost all of what time and energy were left. The Inter-City network also came in for its share of attention.

JOHN F. ROYAL

Duties as NBC vice-president in charge of programs kept John Royal, one of the busiest executives in the industry, on the go all year. FCC probe was high-spotted by the appearance of Royal, and immediately after leaving the stand, he jumped into a plane and spent 20 days in Latin America attending the Conference there.

VICTOR RATNER

Another of the young executives in the radio ranks, Vic Ratner has just passed his 34th birthday. A veteran of broadcasting, Ratner, as director of sales promotion at CBS, operates in a quiet, efficient manner that gains results continuously. His latest move was the appointment of several sales-promotion managers at CBS owned stations.

DR. LEON LEVY

As president of WCAU in Philadelphia, Leon Levy displayed untiring energy in extra curricular activities, such as joining the NAB and aiding in that body's reorganization, being one of the leaders in the formation of a strong Pennsylvania Broadcasters' Assn., installed new high frequency station, and directional antennas for W3XAU, and fought the new state bill to prohibit horse race broadcasts.

JOHN S. YOUNG

Showing an aptitude to handle any job in radio assigned to him, John S. Young, former ace announcer and commentator, stepped in as radio director of the New York World's Fair. In one year set up a series of world-wide broadcasts which will feature every politically prominent figure and also arranged for many promotional airings.

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2,565,000 Italo-Americans Located in New York, New England and Pennsylvania are waiting to be entertained in their mother tongue. We reach this market.

DRAMA MUSIC COMEDY

SCRIPT WRITING

Under the Direction of

Mr. Syd Leipzig

www.americanradiohistory.com

EDWARD KLAUBER

The executive vice president of CBS, continued with his duties as a member of the board of directors and his important duties as a v.-p. with a minimum of fanfare, as is his usual custom. One of the hardest workers during the European crisis, Klauber remained in the background at all times, stepping briefly into the limelight when he took time off to introduce Edward Murrow, CBS foreign representative, to the industry when Murrow visited the U.S.

MARK ETHRIDGE

Perhaps one of the best known figures in the radio picture, Mark Ethridge was a busy man the past year. As the temporary head of NAB, he worked long and hard on the re-organization of that body, made frequent hops into New York to assist the broadcasters in their AFM negotiations, and was one of the spear-heads of the NAB Conventions. He is still very active in the NAB, and his counsel is valued highly in any important matters coming before the NAB.

NILES TRAMMELL

Up until late in the fall, Niles Trammell was still pounding away at higher NBC sales for the Central Division of which he was the vice-president in charge. Casting about for a suitable man for the revived and important position of executive vice-president of NBC, the board of directors made a bid for Trammell.

LOUIS K. SIDNEY

Showman of considerable background, Louis K. Sidney has spent most of his time on the Coast the past year, yet retaining his post as managing director of WHN, New York. His show business experience however is hard at work (along with himself) concentrating on the casting and production end of the MGM-Maxwell House Coffee "Good News of 1939" show

JAMES D. SHOUSE

During his first year as vice president in charge of broadcasting for Crosley Corp., Shouse has put through drastic changes in policy and to some extent revamped the personnel setup of WLW and WSAI. As a constructive official, his efforts have already born fruit for these two outlets in Cincinnati. Apart from the managerial duties for Crosley, Shouse had hectic business on his hands in connection with the so-called superpower hearing before the FCC.

ELLIOTT ROOSEVELT

Coming to New York from the Southwest to become president and general manager of Hearst Radio, Inc., Roosevelt did not linger longer after executing a reorganization of the Hearst concern. Early in the fall he organized the Texas State Network of 23 outlets, affiliated with Mutual. As president of the new web, Roosevelt plans to expand the coverage shortly.

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YOU WOULDN'T CALL US

YOU wouldn't call on us if you wanted a field signal strength test made for your station. You would want this done by someone who knows how and whose results would be accepted by advertisers and their agencies.

On the other hand, if you honestly want to determine the territory in which your station is listened to, you should call on us. Probably we have done more of this work than any other research organization since we did practically all of the field work for the joint Committee on Radio Research, and much for individual stations.

And, if you truly wish to know the listening habits of radio owners in your station city, you should by all means call on us to conduct a roster survey for you. This will give you your competitive situation for each quarter-hour in a week. It will show you where you are wasting money on sustaining periods, and give you the evidence which will enable you to sell outstanding sustaining shows.

If you want the facts about a single program ask us to study this by our new personal interview roster method. This is undoubtedly more accurate than the usual coincidental telephone method which necessarily omits a large part of the listening audience.

Broadcasters should consult Hooper-Holmes on survey work. You will find the advertising business will accept our results.

★

What is the Hooper-Holmes Bureau?

For 39 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time salaried men. Their work is supervised by 80 Branch Offices. They regularly cover 11,075 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

www.americanradiohistory.com

FRED WEBER

Duties as general manager of the Mutual Network kept Fred Weber in the headlines throughout the year. Some of the accomplishments of the network under his direction included all-time high billings, addition of 35 stations to the web, including the Texas State Network, improved programming and the acceptance of MBS as a major network.

POWEL CROSLEY, JR.

Nineteen thirty-eight provided plenty of excitement for Powel Crosley, Jr., insofar as the radio picture was concerned. With the FCC opening its superpower hearings, and WLW seeking a renewal of its 500,000 watt grant, Crosley's various interests kept him busy most of the year. However, the station's excellent program service was not overlooked by the boss, who, among other things, established a new farm service division.

LEWIS ALLEN WEISS

Continued activity in radio on the west coast kept Lew Weiss, general manager of the Don Lee network, on the go most of the year, what with that web's affiliation with MBS, and the continued high caliber of the programs which were forthcoming from that web. Weiss has put through a television schedule that is tops on the coast

LAWRENCE LOWMAN

CBS operations continued on the up-grade during 1938 which meant that Lawrence Lowman, vice-president in charge of operations, put on many added hours of work. Because of the continued increase in the operating schedules of CBS, Herbert V. Akerberg, vice-president in charge of station relations, coupled off with Lowman to keep up with the growing work.

SAMUEL R. ROSENBAUM

Despite the multiple duties confronting him, Samuel R. Rosenbaum, prexy of WFIL, Philadelphia, was one of the spearheads in the re-organization of the NAB, and took the initiative in creating a permanent IRNA while acting as chairman of the special advisory committee. His straightforward manner in handling details of IRNA negotiations is indicative of how he works.

FRANK E. MASON

As vice-president and personal assistant to NBC President Lenox R. Lohr, Frank Mason put in a busy year, working directly with the president on problems confronting the network. He is responsible for the international set-up at NBC, a full-time job in itself. There was even enough spare time left for the peppy executive to maintain his contacts with government departments.

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HELEN WALPOLE

ACTRESS • LEADING LADY • WRITER

1938

"Death Valley Days"

"John's Other Wife"

"The Silver Flute"

"Action at Acquilla"

"Outward Bound"

"Romanticists"

"Lorenzo Jones" (Serial)

"Pepper Young's Family"

"Dr. Christian" with Jean Hersholt

Maxwell Anderson's:

"Second Overture"
"Craig's Wife"
"Both Our Houses"

NBC "Great Play Series"

Four Television Shows
for NBC
(Wrote and Acted)

AND MANY OTHERS

334 WEST 85th STREET, N. Y. C. **ENdicott 2-6997**

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VINCENT F. CALLAHAN

One of the most active men in the radio field, Vincent Callahan has seemingly remained in the background most of the year, but has accomplished much. Manager of WWL, New Orleans, less than one year, Callahan put through an application for 50,000 watts for WWL, and station began operating on its increased power the latter part of the year.

TED C. STREIBERT

As an executive of both station WOR and the MBS, Ted Streibert as usual was kept busy between both responsibilities, both organizations being up and coming. Apart from his activity in the affairs of the above named outfits, Streibert had served earlier in the year as a member of the old NAB board of directors and was interested in the doings of the IRNA.

H. LESLIE ATLASS

Running the CBS plant in the Windy City keeps H. Leslie Atlass one of the town's busiest men. The city's growing importance as an originator of network programs is due greatly to the 24-hour days Atlass puts in. The efficiency and precision with which the CBS midwestern plant is operated has been lauded on more than one occasion.

DON E. GILMAN

The problems of moving again kept Don Gilman, vice-president in charge of west coast operations, on the hop during a greater portion of the year with NBC finally completing the construction of the new west coast Radio City in Los Angeles, and moving into the new quarters in mid-October. Gilman also took time off for visits to New York to acquaint the eastern office.

ISAAC D. LEVY

Dynamic member of the WCAU-CBS Levys, Ike again appeared prominently in the news this past year, what with his purchase of stock in Transradio and his appearance before the FCC during the super power hearings. A man of strong convictions, Levy had been a good influence on the old NAB set-up with his "storms," which have more often than not, gotten results.

DON DAVIS

Adding another year of illustrious service to the Kansas City area, WHB, under the able guidance of Don Davis, president, celebrated its sixteenth anniversary during the past year. Davis, although he unfortunately suffered ill health in the spring, was able to inject many colorful programs into the local favorite lists of the area, despite the heavy competition given WHB.

www.americanradiohistory.com

JACK PEARL

William Morris Agency, Inc.
Radio City New York

www.americanradiohistory.com

EDWARD SMITH

A veteran of the radio field for many years, Ed Smith, radio director of General Mills, can take a bow for building that concern's nine radio shows to an all-time high. Smith, who was appointed to his present position late in 1937, was formerly affiliated as announcer, producer, director, etc., with some of the nation's leading stations.

H. ALLEN CAMPBELL

In addition to handling the destinies of the Michigan Network and its key station, WXYZ, H. Allen Campbell proved to be one of the best salesmen in the business the past year when he made the "Lone Ranger" a household byword. Campbell has not been satisfied to be merely a major network affiliate, but has gone out to sell time, and prestige.

WM. A. SCHUDT, JR.

Live wire and aggressive young Bill Schudt took a flying leap this year from boss of Columbia's WBT, Charlotte, to WKRC, Cincinnati, as head man with his famous hypo needle. Business man, showman and general hustler, Schudt is brewing with ideas for putting the station on the map in even larger type than it is today.

BENEDICT GIMBEL, JR.

Continuing his policy of placing WIP at the top of the list in Philly, Ben Gimbel recently placed the station on a 24-hour-a-day basis, started a huge promotional campaign in behalf of WIP that entailed the use of billboards among other media, and guided the station to its biggest billings in the history of the station.

A. E. NELSON

After serving as manager of KDKA, Pittsburgh, A. E. Nelson was selected as the logical man to handle the development of the NBC Blue network. Assuming his new duties as sales manager of the Blue network Aug. 1, Nelson put through a new discount policy Nov. 1 which has already borne fruit.

HERBERT L. PETTEY

Completing his second year as associate director of WHN, Herb Pettey further moved into the limelight the past year when Louis K. Sidney, managing director of the station, was called to Hollywood to handle the M-G-M "Good News" radio program. The former FCC secretary has been responsible for many improvements at the station.

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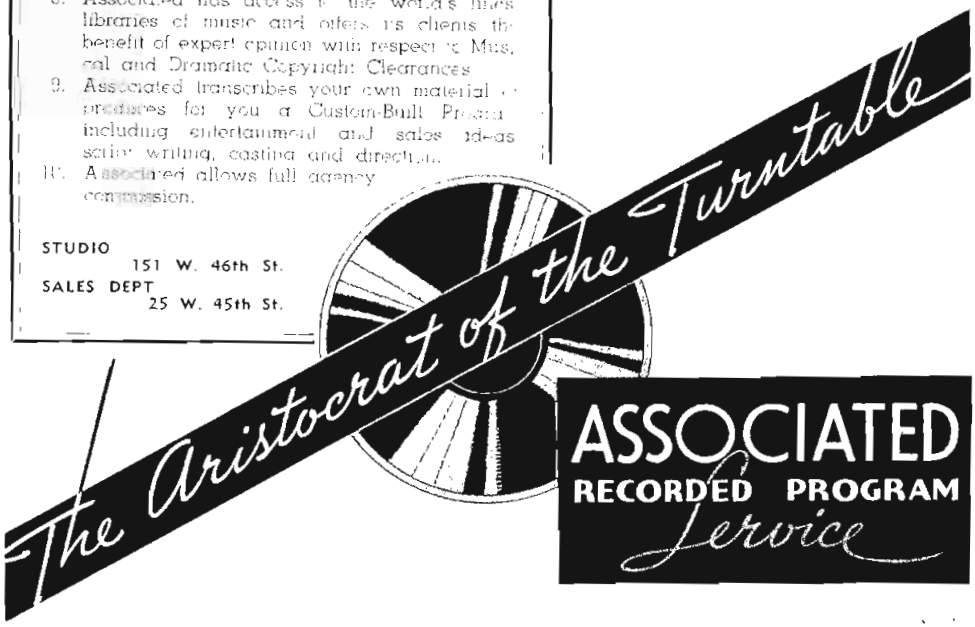
IT'S AN ASSOCIATED TRANSCRIPTION

1. It was recorded in a studio spacious enough for a symphony orchestra or intimate enough for a solo, acoustically treated in accordance with the specifications of the highest authorities.
2. It was supervised by a staff of experts whose business it is to produce the finest transcriptions that science affords, at no additional cost to the client.
3. It was pressed on a perfected Vinylite material that eliminates surface noise and minimizes wear.

ALSO

4. Associated's facilities make possible a 24 hour service—from recording to delivery of completed program—when speed is essential.
5. Associated cuts transcriptions either vertically or laterally to suit varying station requirements.
6. Associated's studios, in midtown New York, are easily accessible to all sources of talent.
7. Associated's studio equipment is complete including a new Hammond Electric Organ, two Steinway pianos, celeste, vibraphone and all musical and sound effects.
8. Associated has access to the world's finest libraries of music and offers its clients the benefit of expert opinion with respect to Musical and Dramatic Copyright Clearances.
9. Associated transcribes your own material or produces for you a Custom-Built Program including entertainment and sales ideas, script writing, casting and direction.
10. Associated allows full agency commission.

STUDIO
151 W. 46th St.
SALES DEPT
25 W. 45th St.



ASSOCIATED MUSIC PUBLISHERS, INC., 25 WEST 45TH STREET, NEW YORK CITY

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DONALD THORNBURGH

A hectic year was 1938 for Donald W. Thornburgh, with CBS opening its new $1,500,000 west coast studio layout in Los Angeles. As vice president in charge of west coast operations, Thornburgh was also kept busy with the many coast-to-coast CBS shows which originated from his end of the country.

WILLIAM S. HEDGES

Continuing the colorful career as a radio executive which dates back to 1922, Bill Hedges, back with NBC, completed his first year as a vice-president in charge of station relations. Touching off the first term was an appearance made before the FCC on the monopoly hearings with Hedges really throwing a firecracker into the proceedings when he blasted rival practices.

LEO FITZPATRICK

The general manager of WJR caused a sensation this spring when he issued an edict banning the swinging of traditional songs, even going so far as to cut Tommy Dorsey off the air. Fitzpatrick had a full year's work at WJR, beginning with the station's 5th birthday party, and continuing through one of the busiest financial years in the station's history.

ROGER W. CLIPP

After having served as business manager of WFIL for the past four years, Roger Clipp was made general manager of the Philadelphia station early in the fall. A former NBC executive, Clipp, as organizer of the WFIL-keyed 17 station Quaker network, guided that hookup to the largest billings in its history.

HAROLD E. SMITH

One of the real pioneers of the radio industry, Harold Smith, president of WOKO - WABY, Albany, has appeared prominently in the headlines for many years. Important event in 1938 was his establishment of the Empire State Network to handle the heavy schedule of political broadcasts during October and November.

ARTHUR H. HAYES

When CBS decided to build WABC commercially early last year, Arthur Hull Hayes, New York manager of Radio Sales, was called in to head the movement. That he was successful was proven by the billings recorded at WABC, with December alone exceeding the $100,000 mark. Hayes also pushed through an earlier starting hour for the station.

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Jesse L Lasky's

"Gateway to Hollywood"

C.B.S

SUNDAY

6.30-7 P. M. EST. 3.30-4 P. M. PCT.

Talent Search
For
RKO Radio Pictures, Inc.

Sponsored
by
Doublemint Gum

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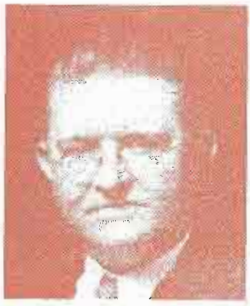
HAROLD V. HOUGH



The past year proved to be a very busy one for Harold V. Hough, manager of both WBAP and KGKO. During the year KGKO moved from Wichita Falls, Texas, to Fort Worth, increased its power, and its volume of business, to such a degree that billings were the highest in 10 years. Hough was called upon to play an important role in the NAB's affairs.

JOHN SHEPARD III

Arduous duties as chief executive of the Yankee and Colonial networks have not dulled John Shepard's love for the radio business. He has been instrumental in the reorganization of the NAB and the formation of a permanent IRNA, and was one of the committeemen in the broadcasters' recent contractual negotiations with the AFM.

ARTHUR PRYOR, JR.

As vice-president in charge of radio at Batten, Barton, Durstine & Osborne, Arthur Pryor, Jr., was a prominent figure in the industry throughout 1938. As a speaker, Pryor made frequent appearances before advertising clubs, Kiwanis Clubs, etc. In spite of his many duties at the agency, he finds time to attend the NAB conventions.

W. B. LEWIS

The consistently high caliber of broadcasts maintained by CBS can be traced mainly to William B. Lewis, CBS vice president in charge of programs. Bill Lewis was one of the vast crew that remained on the job night and day during the European crisis, to maintain contact with the troubled areas.

J. R. POPPELE

As the chief engineer of WOR, New York outlet of MBS, J. R. Poppele, had his usual large quota of work during 1938 putting thru numerous technical improvements both at the transmitter and the studios. One of the best technicians in the business, Poppele devoted much of his time during 1938 to the development of facsimile.

LEONARD KAPNER

As manager of the Hearst owned station in Pittsburgh, WCAE, Leonard Kapner was unusually industrious during 1938. Early in the year a complete rehabilitation of the WCAE studios in the William Penn Hotel was completed, and the station became the originator of programs for MBS from the "smoky city."

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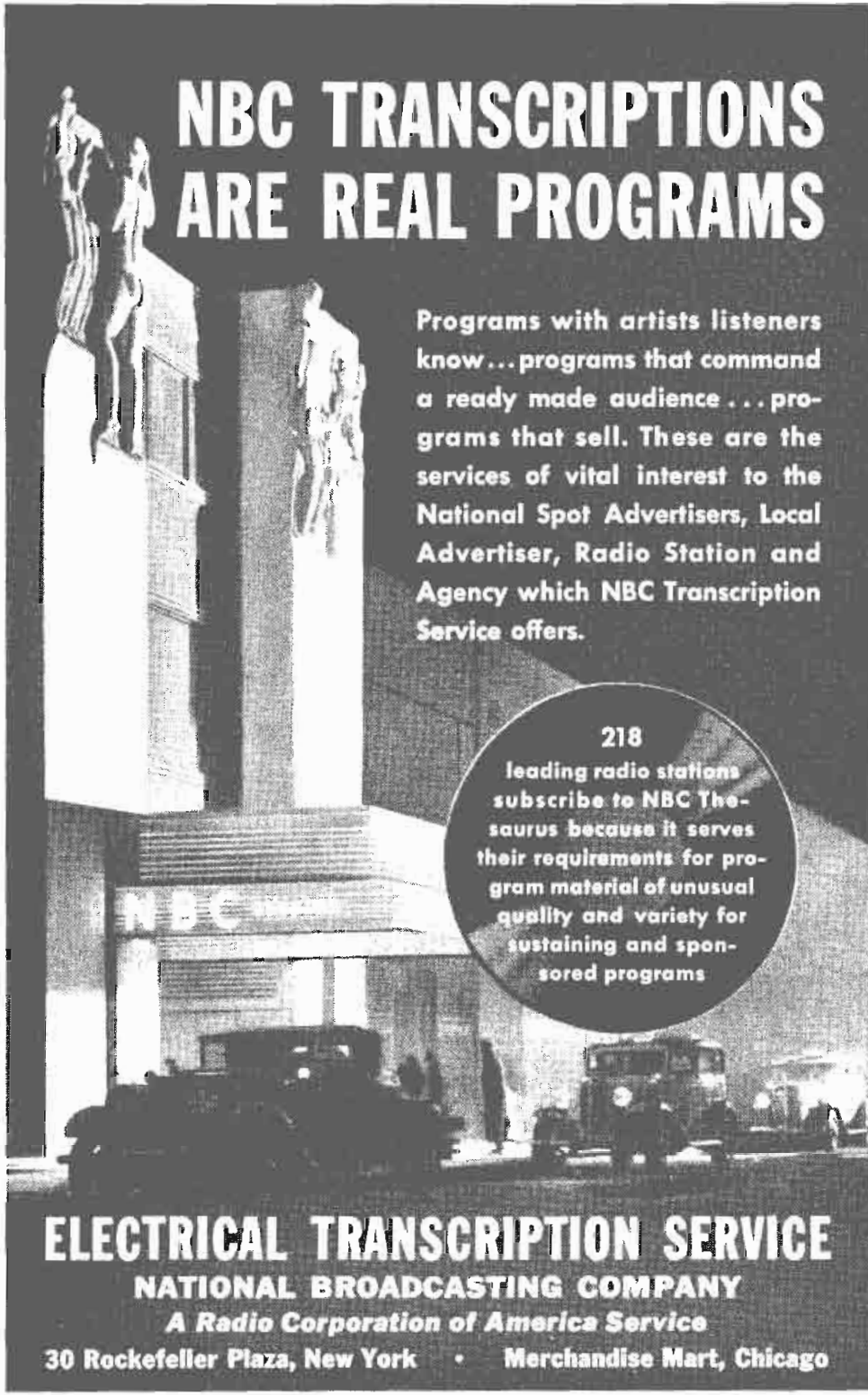

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RALPH ATLASS

Second member of the "First Family" of radio in the Windy City, Ralph Atlass was a frequent visitor in the news during 1938 as he led WJJD and WIND to a banner year, both from a financial and a programming viewpoint. Ralph's brother, H. Leslie Atlass, heads CBS in Chicago, and between the two brothers, they are responsible for plenty of action in the radio business.

HARRY C. WILDER

As president of the Central New York Broadcasting Corp., Col. Harry C. Wilder, in addition to guiding the destinies of WSYR, Syracuse, WJTN, Jamestown, and WNBX, Springfield. Founded a new broadcast station in Troy, WTRY. The NAB elected him one of the 17 district directors, representing the Second District.

JOHN F. PATT

Vice president and general manager of WGAR, John F. Patt is one of the youngest and most progressive executives in the industry. In addition to his many radio activities, he became the first representative of the industry to be elected president of the Cleveland Advertising Club, and was named as Cleveland's leading showman.

EDWIN W. CRAIG

One of the busiest men in the radio industry the past year, Ed Craig had little time to himself, what with playing a prominent role in the reorganization of the NAB, being a committee member responsible for the setting up of a permanent IRNA, and one of the spearheads in the AFM contractual negotiations which were successfully concluded.

O. B. HANSON

NBC's new Hollywood home and the far-reaching advances of television have been O. B. Hanson's chief interests during the past year. The network vice president and chief engineer saw to it that the final finishing touches were put upon the new Hollywood broadcasting center and "doubled in brass" in overseeing the many television experiments that were made during the year.

NEAL BARRETT

One of the most important developments in radio during the past year was the organization of the Texas State Network, comprising 23 important stations in that state. Neal Barrett, manager of KOMA, became executive vice-president of the new network, after helping Elliott Roosevelt organize the web, which is affiliated with MBS.

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TEXACO STAR THEATRE

Produced by

BILL BACHER

Comedy Written By

HAL BLOCK

www.americanradiohistory.com

L. B. WILSON

President and general manager of WCKY, L. B. Wilson was active in the reorganization of the NAB, the founding of IRNA on a permanent basis, and the settling of the AFM negotiations, Wilson kept WCKY before the industry throughout the year with his excellent showmanship. Wilson's station carried an average of 800 network shows a month.

ROY C. WITMER

NBC's vice-president in charge of sales, had more than a little to do with the amazing time sales recorded by NBC each month during the past year, and can take a well-deserved bow for NBC's first $41,000,000 year in gross billings. Yet Witmer had seemingly remained in the background most of the year.

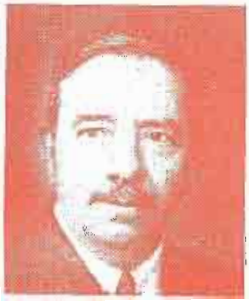
MILTON BIOW

His own advertising agency kept Milton Biow busy during 1938. However towards the end of the year he announced the purchase of WINS, and his resignation from WNEW. Biow, as head of the ad agency bearing his name has been responsible for the wide acceptance of the Philip Morris network shows, giving that and other accounts his personal attention.

H. K. CARPENTER

Maintaining his policy of leadership in civic, cultural and educational service, H. K. Carpenter, vice-president and general manager of the United Broadcasting Co.'s two stations in Cleveland, WHK - WCLE, was a frequent figure in the news during the past year. The two stations received plaudits continuously for their humane services during 1938.

GEORGE HENRY PAYNE



One of radio's most colorful characters, Commissioner George Henry Payne figured prominently in the headlines many times this year as a result of his crusading and his fiery speeches made during the entire reorganization program conducted by Chairman Frank R. McNinch.

JOHN V. L. HOGAN

Owner and operator of WQXR, New York's only high fidelity station, John Hogan has proven that quality and cultural programs have a vast commercial value. Hogan's ability as an engineer is well known throughout the country, and he served on NAB engineering committees.

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WILLIAM MORRIS AGENCY

INC.

"THE AGENCY OF SHOW BUSINESS"

SINCE 1898 A CONTINUOUS SERVICE
TO THE ENTERTAINMENT WORLD

More talent from novice to established star has been developed by this organization than any other agency in show business ... nurturing their talents, solving their problems, managing their affairs, and presenting their potentialities in every direction ... an unparalleled service to the entertainment world.

WILLIAM MORRIS AGENCY

INC.

RADIO CITY, N. Y.

LONDON PARIS CHICAGO HOLLYWOOD

www.americanradiohistory.com

JOSEPH V. CONNOLLY

New set-up of Hearst enterprises placed Joseph Connolly in the key spot. Chairman of the board of Hearst Radio, Inc., Connolly had much of the say-so in the various sales of Hearst owned stations during 1938. In spite of his many duties as head of INS, King Features and all Hearst-owned newspapers, Connolly found time to make several personal appearances in behalf of racial tolerance.

ALFRED H. MORTON

Highlight of the past year insofar as A. H. Morton is concerned, was his election as a vice-president of NBC, in charge of owned, or programmed and/or managed stations of the network. Morton, who prior to his election as a v.p. was manager of the operated stations department, was as a whole too busy to crash headlines most of the year, but did manage to make news when he appeared before the FCC in December.

HYLA KICZALES

One of the few women managers in the radio business, Hyla Kiczales has distinguished herself by the unequalled success of the International Broadcasting System, and the individual stations making up the web. Concentrating on foreign language presentations, WOV, New York outlet, has become the leading station servicing the Italo-American market in New York.

HERBERT I. ROSENTHAL

Completing his first year as general manager of the Columbia Artists, Inc., Herbert Rosenthal was able to boast the most successful financial year ever reported by a network artists bureau. Rosenthal, who is only 28 years old, was appointed general manager of the CBS bureau after having had seven years experience in the broadcasting field.

W. C. ALCORN

As manager of one of the leading foreign language stations in the New York area, WBNX, W. C. Alcorn put in a busy 12 months during 1938 building programs especially suited to the vast foreign element of the country's leading foreign market. That his hard work was successful was shown in the increased billings noted by the station.

BERT LEBHAR

One of the hardest working men in radio, Bert Lebhar, sales manager of WMCA, was kept on the march during 1938, the station moving to its new studios the early part of the year, making tie-ups with foreign stations for exchange series. Early in 1939 he became v.p. in charge of sales at WHN.

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J. G. SALTZMAN, INC.

Photographic Lighting Equipment

We can meet your demands and your ideas in the way of special lighting.

For 20 years we have handled the lighting problems for both the portrait and the illustrating photographer.

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GLENN SNYDER

Under the guidance of Glenn Snyder, vice-president and general manager of WLS, the Prairie Farmer station completed construction of a new quarter-million dollar transmitter and vertical radiator, new studios, sweeping personnel changes, established an outstanding education department, and reported one of the best financial years in the station's history.

MARK WOODS

One of the youngest executives in a key position with a national network, Mark Woods, as vice-president and treasurer of NBC, last year celebrated two anniversaries, the completion of his twelfth year with NBC, and the first anniversary as a vice-president of the web. Woods had his hands full with financial matters during the year, with NBC going over the forty million mark for the first time.

BERNICE JUDIS

In a business dominated by the masculine gender, Bernice Judis, manager of WNEW, New York, has steadily maintained her position as a successful executive. Responsible for many of the programs that have made the station stand out as a leading local outlet, Miss Judis has been responsible for the increased billings which the station has noted practically since its inception.

PAUL MORENCY

Duties as general manager of WTIC, Hartford, one of the few 50,000 watters in the New England territory, kept Paul Morency on the go most of the year. However, Morency's keen interest in the affairs of the NAB, of which he was one of the founders, also took up much of his time.

EUGENE O'FALLON

Duties as the president of KFEL, Denver, did not stop Gene O'Fallon from actively participating in the reorganization of the NAB, and the permanent organization of IRNA, and the negotiations with the AFM during the past year. One of the most popular men in the industry, as proven when he once polled the highest vote ever recorded to be re-elected a director of the NAB.

JOS. H. LANG

As managing director of WHOM, Joe Lang, during 1938 installed new auxiliary studios in Manhattan, providing the latest facilities for finer production and transmission. WHOM's "We Americans' program is regarded as an example of foreign language educational features.

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FRANK GILL Jr.
&
BILL DEMLING

COMEDIANS, WRITERS,
AND FRENCH HAND LAUNDRY

With

JOE E. BROWN

For

GENERAL FOODS

"WOULD YOU AUTOGRAPH A

Post Toastie

FOR US?"

Frank Gill, Sr.
Business Manager

Direction
William Morris Agency, Inc.

HAVE TUXEDOS—WILL TRAVEL

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JOHN A. BENSON

The first paid prexy of the AAAA, John A. Benson celebrated his tenth anniversary in that position last year by being elected for another erm. Most important item concerning the body during 1938, particularly in view of the strike threat against commercial network shows, was the opening of negotiations with AFRA.

PERCY L. DEUTSCH

One of the important ET developments of 1938 was the formation of the World Transcription Gold Group by World Broadcasting System, under the direction of Percy L. Deutsch, president and founder of both WBS and its new affiliate. Foundaof WTS came after 10 years of study.

E. H. GAMMONS

As the general manager of a most progressive outlet, WCCO, Minneapolis, Earl Gammons had a full year during 1938 with the station moving into a new building and installing more modern studios and facilities.

CLAY MORGAN

Completing his second year as NBC director of promotion, Clay Morgan also made frequent jaunts to Washington to attend the network monopoly probe. Morgan continued to maintain the pace he set when he assumed office.

ARTHUR SIMON

One of the newest executives in the radio industry, Arthur Simon assumed his present position as manager of WPEN midway in 1938 and immediately proceeded to make the radio industry sit up and take notice. Bringing many new ideas and programs into the field, Simon has been a progressive manager.

STERLING FISHER

Director of Education and Talks at CBS, Sterling Fisher, during 1938, organized the first Radio Teachers Institute in history, arranged network cooperation with educational organizations, directed the CBS education department in its work with the new Adult Education Board in presenting numerous new educational features over the network.

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Fields Brothers Q. S. *

HOLLYWOOD

Producers of

The Shadow of Fu Manchu

Hopalong Cassidy

Calling All Cars

Ella Cinders

Bulldog Drummond

Sweetheart Time

* QUALIFIED SHOWMEN SINCE 1912

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LINCOLN DELLAR

Transferred from the station relations department of CBS to the managership of WBT, Charlotte, one of the most progressive stations in the country, Lincoln Dellar has had to live up to a big job. In addition to bringing new and fertile ideas to WBT, he has successfully fulfilled his duties.

LLOYD YODER

Completing his first year as manager of KPO-KGO, San Francisco, Lloyd Yoder was responsible for the station's 25 per cent increase in station business recorded during 1938. Year marked the removal of network operation to Hollywood, also the 10th year of service with NBC by Yoder.

HELEN SIOUSSAT

As assistant director of the CBS Talks Department, Helen Sioussat was responsible for many of the addresses on national problems to reach the radio listeners via CBS, and built many of the political, cultural, health, current problems, etc., series that were a regular portion of CBS's radio fare during 1938. Her pet was "Headlines and Bylines."

J. L. GRIMES

To J. L. Grimes, general advertising manager of the Wheeling Steel Corp., goes the credit for presenting one of the few new and unique radio shows of 1938. The program, sponsored by Wheeling Steel, and heard over a coast - to - coast MBS network Sundays, features talent from the ranks of the employes of the concern and members of their families.

DR. JAMES R. ANGELL

Completing his first year as NBC's educational counselor, Dr. Angell, former president of Yale University, has devoted most of his energies towards planning the future of the network in regard to education. After a prolonged jaunt through Europe, Dr. Angell returned to the U. S. last spring, and has travelled across the country comparing our methods to that of European broadcasters.

DR. LYMAN BRYSON

The rapid strides made in the field of educational broadcasting by CBS during 1938 can be traced directly to Dr. Lyman Bryson, chairman of the advisory council which oversees that type of broadcast at CBS. During his second year with CBS Dr. Bryson inaugurated important experiments.

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"Migliore"
"Le Meilleur"
"Der Beste"
"Nadyonyow"
"Krasnaya"
"Lo Mejor"

No matter what the language, it all means

"THE BEST"

F★E★D★E★R★A★L

High Fidelity Transcription Service

for

* The Advertising Agency
* The Sponsor
* The Artist

High Fidelity
Electrical Transcriptions

INSTANTANEOUS

Music-Publishers Studio Recording Service

Off-The-Air Recordings

Studio Audition Recordings

Selective Groove Recording So That Any Rendition or Announcement Can Be Played Without Running the Entire Disk

We have the best facilities available for all of your needs in every branch of electrical transcription. Standard productions; 5 minute dramatizations; spot announcements; foreign language advisory service, etc., luncheons, dinners, banquets, sales meetings recorded on the spot.

F★E★D★E★R★A★L

Transcribed Programs, Inc.

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as of January 1st, 1939

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Chief, Supplies
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Chief, Duplicating
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3. LOUIS E. KEARNEY
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   2nd & Chestnut Sts., Philadelphia, Pa.
4. CHARLES A. ELLERT
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5. EDWARD BENNETT
   402 New P. O. Bldg., Norfolk, Va.
6. GEORGE S. TURNER
   411 Federal Annex., Atlanta, Ga.
   WILLIAM R. FOLEY
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15. EDWIN S. HEISER
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16. C. W. LOEBER
    927 Main P. O. Bldg., St. Paul, Minn.
17. WM. J. McDONELL
    609 Pickwick Bldg., Kansas City, Mo.
18. H. D. HAYES
    246 U. S. Courthouse Bldg., Chicago, Ill.
19. EMERY H. LEE
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The activity continues into 1939. New studios were opened by WCCO, Minneapolis, in February, and major technical alterations have just been completed by WJSV, Washington. WBBM in Chicago is rapidly completing a new vertical radiator. WWL, New Orleans, and WRVA, Richmond, have recently begun to operate with 50,000 watts, and a new 50,000-watt transmitter for WJSV will be placed in operation as soon as possible. In the short-wave field, Columbia's international station, W2XE, in New York, joined with W3XAU in Philadelphia to carry an expanded program service to Europe and South America.

In addition to a record number of international broadcasts during 1938, the Columbia Network also carried more serious music and educational programs than ever before. This increase in programs of cultural content is a direct reflection of increased interest in such programs on the part of the radio audience—an interest which network broadcasting itself has developed. Columbia Network programs in 1938 were divided as follows: 7,469 sponsored programs; 11,605 sustaining programs.

Television is scheduled to come from "around the corner" in 1939, and Columbia's years of technical production research in the field will undoubtedly be demonstrated during the year. With its transmitter installed in the Chrysler Tower and studios nearing completion in Grand Central Terminal, CBS television in metropolitan New York will become a reality early this year. It is estimated that CBS will have invested $1,350,000 in the art of visual broadcasting by 1940.

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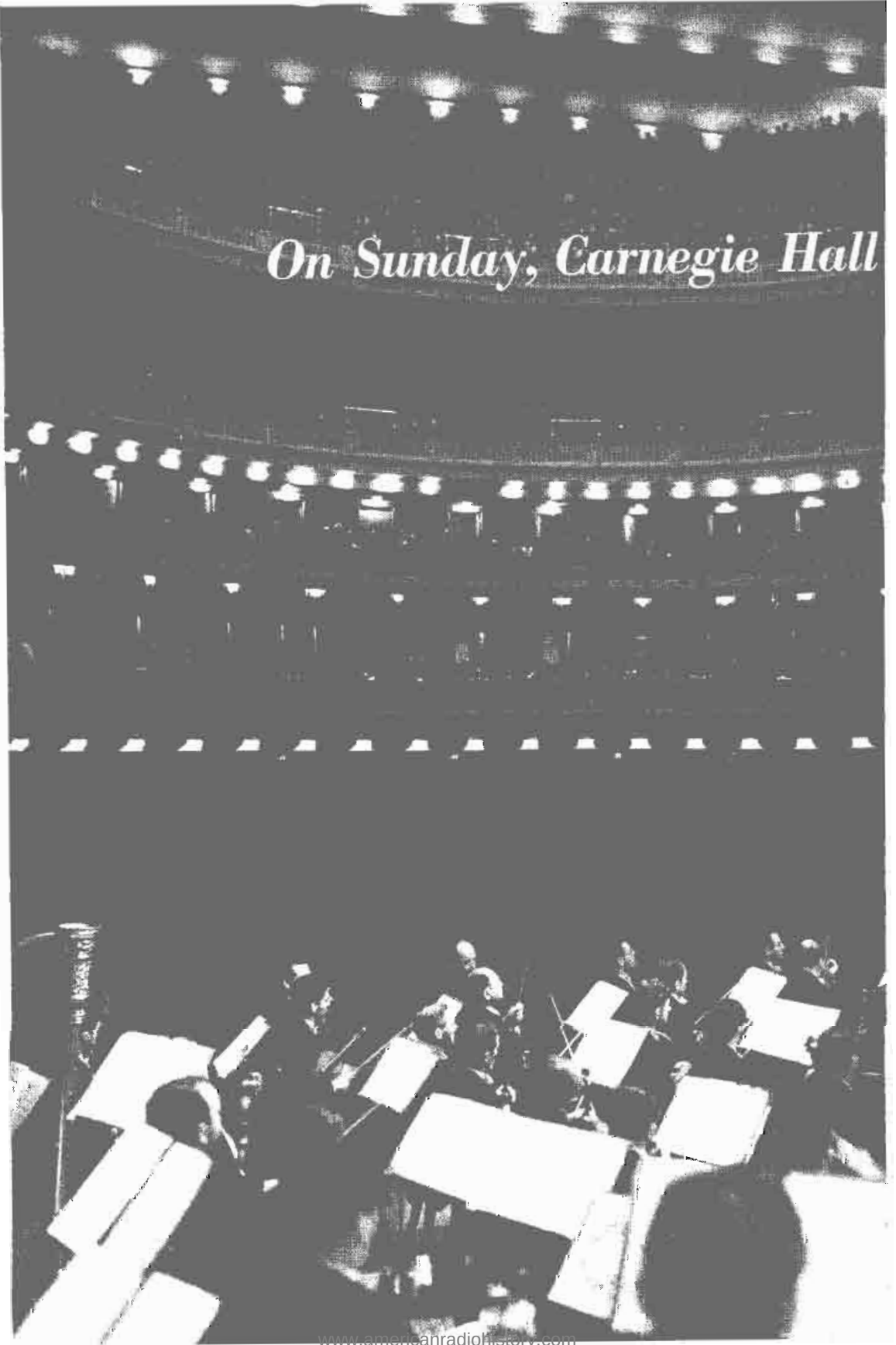

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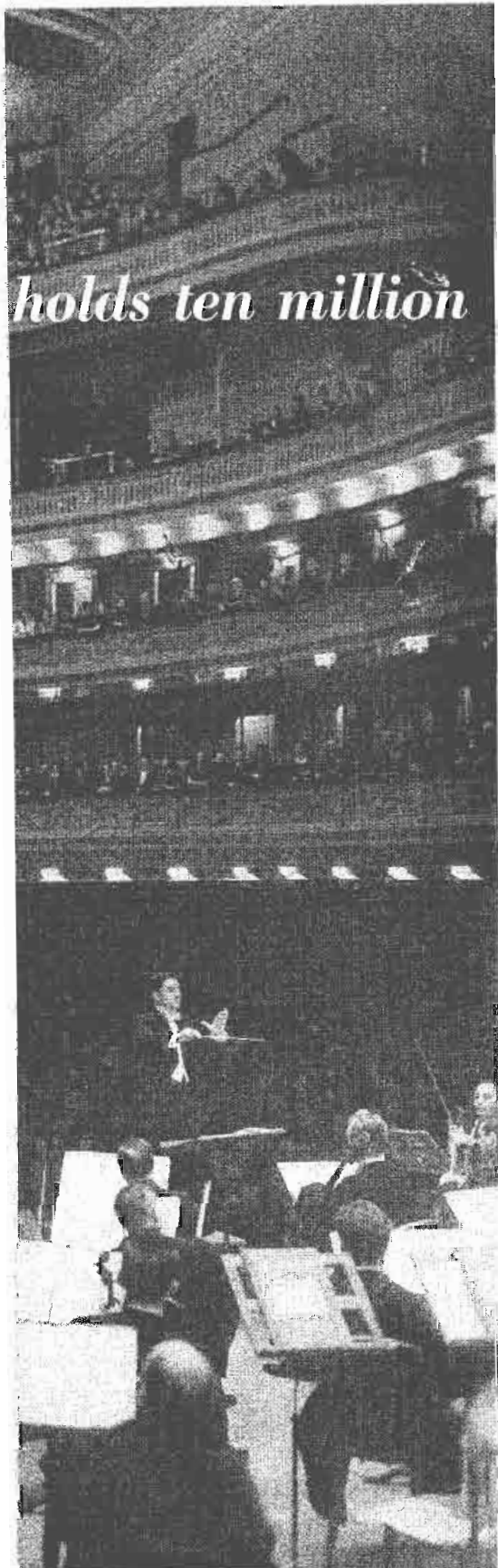

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Columbia Broadcasting System

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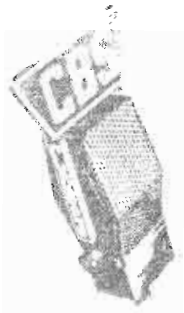

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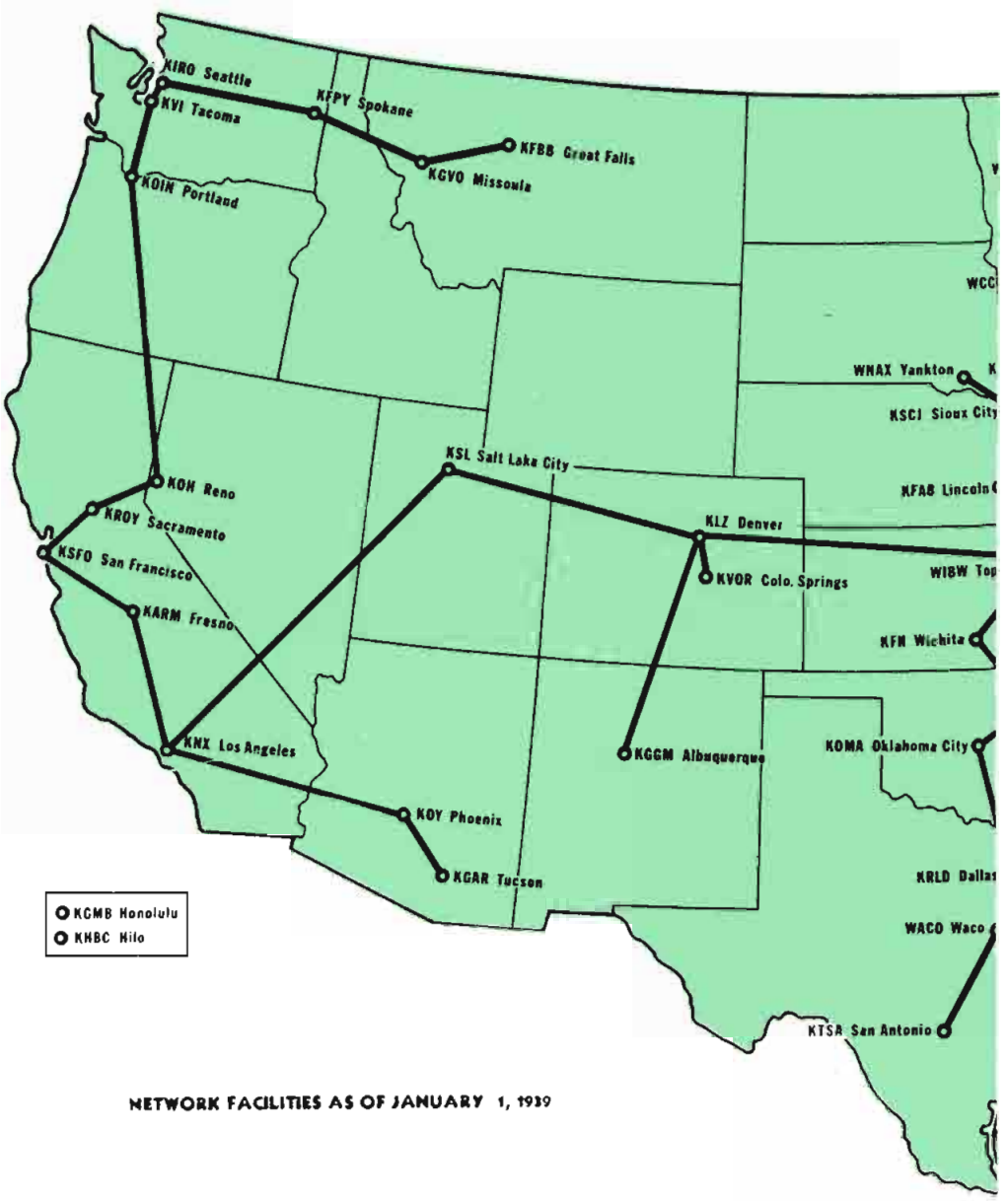

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B. J. Prockter. — .Manager of Sales Service
Victor M. Ratner. — Director of Sales Promotion
Frank Stanton. — Director of Research
J K. Churchill. — Chief Statistician
John Fox, Sales Promotion Production Manager
James S. Tyler. — Trade News Editor
Adrian Murphy,
Director of Developmental Projects
John S. Carlile. — Production Manager
Douglas Coulter — Assistant Director of Broadcasts
Gerald Maulsby,
Assistant Director of Program Operations
Davidson Taylor,
Assistant to Vice-President in Charge of Broadcasts
Max Wylie — Director of Script Division
Leonard H. Hole — Manager of Program Service
George Zachary. — Director of Music Division
Julius Mattfeld. . . Music Librarian
Sterling Fisher. — Director of Talks and Education
Leon Levine,
Assistant Director of Educational Programs
Jan Schimek. — Director of Copyright Division
Agnes Law. — Manager of Program Reference File
Harriet Hess. — Manager of Typing Division
Gilson B. Gray — Commercial Editor
Gilbert Seldes. — Director Television Programs
Elizabeth Tucker — Director Short Wave Programs
Walter R. Pierson,
Manager of Sound Effects Division
James Burke. . . New Program Ideas
H. I. Rosenthal,
Manager of Columbia Artists, Inc.
I. S. Becker,
Business Manager of Columbia Artists, Inc.
Paul W. White,
Director of Public Events and Special Features
J. G. Gude. — Station Relations Manager
Louis Ruppel. . Director of Publicity
Luther Reid — Assistant Director of Publicity
Mike Fish — Manager Photographic Division
Edwin King Cohan,
Director of General Engineering
A. B. Chamberlain. . . . Chief Engineer
Hugh A. Cowham — Commercial Engineer
Peter G. Goldmark — Chief Television Engineer
Jos. H. Burgess, Jr. — Personnel Manager
Albert H. Bryant. — Manager of Mail and Files
John E. Forsander. . Purchasing Agent
W. J. Flynn. — Chief Accountant
Arthur S. Padgett. . . .Chief Auditor
G. Stanley McAllister,
Manager of Construction and Building Operations

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COLUMBIA BROADCASTING SYSTEM

RADIO SALES PERSONNEL

J. Kelly Smith.....General Sales Manager
A. E. Joscelyn.....Manager, New York Office
H. A. Carlborg.....Manager, Detroit Office
Paul S. Wilson.....Manager, Chicago Office
George L. Moskovics,
Manager, Los Angeles Office
Henry M. Jackson,
Manager, San Francisco Office
Martin J. McGeehan..Manager, Milwaukee Office
Royal Penny.....Account Executive, Charlotte
Wm. J. Williamson, Account Executive, Cincinnati
John Bohn.....Account Executive, St. Louis

New York City

WABC, 485 MADISON AVE.

Arthur Hull Hayes.....Sales Manager
Robert C. Mayo.....Director of Sales Service
George Allen.....Director of Programs
Henry Grossman.....Chief Engineer

Chicago

410 NO. MICHIGAN AVE.

H. Leslie Atlass,
Vice-President in Charge at Chicago
J. L. Van Volkenburg....Assistant to Mr. Atlass
J. J. King.....Assistant to Mr. Atlass
L. F. Erikson.....Western Sales Manager
Harry Mason Smith.....Chicago Sales Manager
Frank Rand.....Publicity Manager
Frank B. Falknor.....Chief Engineer
J. Oren Weaver.....News Editor
Robert N. Brown.....Program Director
Robert Hafter.....Production Manager
Urban Johnson.....Sound Effects Manager
Wayde Grinstead.....Sales Promotion Director
J. V. McLoughlin.....Accountant

Washington

EARLE BLDG.

Harry C. Butcher,
Vice-President in Charge at Washington
A. D. Willard, Jr.....Station Manager WJSV
Wm. D. Murdock.....Sales Manager WJSV
Clyde Hunt.....Chief Engineer
Harry R. Crow.....Accountant
Frederick A. Long.....Program Director
Ann Gillis.....Publicity Director
Paul A. Porter.....Attorney

Minneapolis

WCCO, 625 SECOND AVE., S.

Earl H. Gammons...Manager of Station WCCO
John McCormick.....Assistant Manager
Emmett J. Heerdt.....Accountant
H. S. McCartney.....Chief Engineer
Hayle C. Cavanor.....Program Director
Alvin B. Sheehan....Manager of Artists Bureau
Carl Burkland.....Sales Manager

St. Louis

MART BLDG.

Merle S. Jones.....Manager of Station KMOX
G. L. Tevis.....Chief Engineer
R. S. Gillingham.....Accountant
C. G. Renier.....Program Director
Jerry Hoekstra.....Publicity Director
K. W. Church.....Sales Manager
James S. Johnson.....Sales Promotion Director

Pacific Coast

LOS ANGELES OFFICE, KNX,
COLUMBIA SQUARE

D. W. Thornburgh,
Vice-President in Charge of Pacific Coast
John M. Dolph.....Assistant to Vice-President
Charles D. Ryder, Jr.....Accountant
Lester Bowman,
Western Division Operations Engineer
Nelson G. Pringle.....News Editor
Charles Vanda.....Program Director
Russ Johnston.....Continuity Chief
Fox Case.....Director of Special Events
Edith S. Todesca.....Production Manager
Hal Rorke.....Publicity Manager
Harry W. Witt.....Sales Manager
Edwin W. Buckalew..Director of Sales Promotion
Alan Cormack.....Traffic Manager

SAN FRANCISCO OFFICE
PALACE HOTEL

Arthur J. Kemp..Sales Manager, Pacific Network
Henry M. Jackson.....Manager

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Cincinnati

WKRC, HOTEL ALMS

William A. Schudt, Jr., Manager of Station WKRC
John M. Tiffany . . Chief Engineer
Ruth Reeves Lyons Program Director
Margaret Maloney Publicity Director

Charlotte, N. C.

WBT, WILDER BLDG.

Lincoln Dellar. . Manager of Station WBT
Robert W. Carpenter . . Accountant
James Beloungy Chief Engineer
Chas. H. Crutchfield Program Director

Boston

WEEI, 182 TREMONT ST.

Harold E. Fellows Manager of Station WEEI
John J. Murray Accountant
Philip K. Baldwin Chief Engineer
Lloyd G. del Castillo Production Manager and Musical Director
Kingsley Horton . . . . Sales Manager

Detroit

FISHER BLDG.

Webster H. Taylor Sales Manager

European Personnel

E. R. Murrow Chief of European Staff—London
William L. Shirer, Central European Representative—Geneva
W. R. Wills Far Eastern Representative—Tokyo

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Stations Owned and Operated, or Leased by the

COLUMBIA BROADCASTING SYSTEM

WABC	New York	. . . .Owned and operated by CBS.
WBBM	Chicago	. .Owned and operated by CBS.
WBT	Charlotte, N. C.	.Owned and operated by CBS.
WCCO	Minneapolis .	.Owned and operated by CBS.
WJSV	Washington	.Owned and operated by CBS.
WKRC	Cincinnati	. .Owned and operated by CBS.
KMOX	St. Louis	. .Owned and operated by CBS
KNX	Los Angeles	. Owned and operated by CBS.
WEEI	Boston	. . . . .Owned by Edison Illuminating Co Leased and managed by CBS.

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MBS

The Mutual Broadcasting System has pledged itself to render a new service to the listener, bringing to them more and varied programs from this country and abroad. The network is cooperative, the stations operating the network service, rather than the chain running the station. The individual stations themselves chose to remain independent so that each might do the job in its community as it saw best. The Mutual Broadcasting System was formed with the view of maintaining affiliations with a few key stations of superior coverage, flanked across the nation by progressive independent outlets.

SINCE its advent on September 15, 1934, when the above principles were conceived by its founders, the Mutual Broadcasting System's history has always been told in headlines.

But when many of its early well wishers studied Mutual's fundamental policies they doubted if these advanced theories could be made to work. Could radio achieve a happy combination of a group of stations working as a network, yet with each one remaining autonomous? Could a number of thriving, independent radio stations, unrelated to each other in any way, except in the common aim to serve the listener, cooperate in the formation of a third major chain?

ALFRED J. McCOSKER

These questions were tested when the Mutual network programs made their debut on October 2 of the same year. At that time a Mutual program could be heard in only four cities—New York, Chicago, Cincinnati, and Detroit.

When Mutual's advertising opportunities were first explained, many far-sighted time buyers soon discovered in this new network an outlet for advertisers, heretofore unable to purchase a flexible network of stations in as few or as many markets as they desired.

This endorsement enabled Mutual to total $1,000,000 worth of time billings in its first fiscal year.

On December 29, 1936, Mutual went "coast-to-coast." The strong Don Lee regional chain of California became affiliated with Mutual.

Thus Mutual faced the year 1937 with a total of thirty-eight stations in the United States and one in Hawaii.

By the end of its first year of coast-to-coast operations, Mutual, remembering more than ever its pledge to the listener, increased its presentation of special features of national and international importance by forty per cent.

On September 15, 1938, Mutual's list of affiliates stations swelled to over 100 when the newly formed Texas State Network of 23 stations joined the four-year-old chain.

The network has grown into a smoothly operated system of 110 industrious, news-worthy, coordinated stations. A more complete record of this growth can be found in the issues of RADIO DAILY and other periodicals. But despite this natural expansion, the credos and basic principles have not been forgotten. They are more evident today, four and one-half years since its creation; exactly two years since it went coast-to-coast and became of age.

Alfred J. McCosker,
Chairman of Board.

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MUTUAL BROAD

NETWORK FACILITIES AS OF JAN 1st, 1939

○ AFFILIATED STATIONS ● BASIC STATIONS

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CASTING SYSTEM

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MUTUAL BROADCASTING SYSTEM

Officers

Chairman of Board of Directors, Alfred J. McCosker
President . . W. E. Macfarlane
Vice-President T. C. Streibert
Secretary-Treasurer . . E. M. Antrim
General Manager . . . Fred Weber
Auditor . . . Miles E. Lamphiear
Publicity Director . . . Lester Gottlieb
Program Service Mgr. . Adolph Opfinger
Traffic Manager . . Andrew Poole
Sales Promotion Mgr. . . . Robert A. Schmid
London and European Representative, John S. Steele

Offices

Administrative Office . . Chicago, Tribune Tower

Branch Offices

New York	1440 Broadway
Detroit	Union Guardian Bldg.
Cincinnati	Union Central Life Bldg.
Boston	21 Brookline Ave.
Cleveland	Terminal Tower
Los Angeles	Don Lee Bldg
San Francisco	1000 Van Ness Ave.
England	Coulsdon, Surrey

Policies and Facilities for Origination and Production

Programs

The Program Building Services of Individual Mutual Stations are made available to Mutual advertisers—either as sources of program ideas, as planners and producers of complete radio features, or in an advisory capacity.

Originations

Origination of programs in New York, Cincinnati, Chicago, Cleveland, Detroit, Boston, Hollywood, Los Angeles and San Francisco without wire charge. Nominal line cost for commercial programs originating from other Mutual stations.

The Mutual-WOR Playhouse in New York, the WGN Studio No. 1 in Chicago and the Mutual-Don Lee Playhouse (in the Ambassador Theater) Los Angeles, are provided as accommodations for advertisers desiring studio audiences.

Restrictions and Regulations

Accounts must be acceptable both to the Mutual originating station as well as to individual Mutual stations as respects content, length of commercial, type of product advertised.

Publicity and Public Relations

Mutual offers close contact with news media through the publicity departments of both Mutual and Mutual stations.

Sales Promotion and Research Department

Coverage and market data relevant to the network advertising campaign as well as comprehensive information and suggestions for its exploitation.

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NBC

THE National Broadcasting Company entered the year 1939 better prepared to serve the radio audience, its affiliated stations, and its advertising clients than at any time in its twelve years of development.

During the past year, four major building projects were completed at Cleveland, Philadelphia, Schenectady, and Hollywood to complement those previously completed at Denver, Washington and Pittsburgh. These round out the program of studio development inaugurated four years ago to further the National Broadcasting Company's intention of maintaining the highest technical standards at the various points of network program origination.

LENOX R. LOHR
President

New transmitting plants or new antenna installations have been established within the past year and a half at WENR, Chicago; WRC, Washington; WTAM, Cleveland; WGY, Schenectady, and KDKA, Pittsburgh. These improvements in cities where the National Broadcasting Company owns, operates, or programs stations have been matched in many other parts of the United States by our affiliated stations. Among the most notable of these have been improvements at WHAM, Rochester; WOAI, San Antonio; WFBR, Baltimore, WMPS, Memphis; WMBG, Richmond, WFIL, Philadelphia; WIRE, Indianapolis, and KSO, Des Moines.

During the year, KVOO, Tulsa; KOB, Albuquerque, and KEX, Portland, Oregon, have achieved full time status. As a result, all three of these, being important high-powered stations, are better able to render consistent and continuous service to their listeners. Two new groups have been affiliated with the National Broadcasting Company, one in the Southwest, and the other, the Michigan network. The networks have also been extended into northern Maine.

During the year, a total of 25 stations, having a total potential circulation of 1,447,848 radio families, have become affiliated with the National Broadcasting Company, bringing the total number of stations to 166.

Following an intensive study, a vigorous program to expand the Blue network got under way during 1938. As part of the program the new Southwest group, in Oklahoma and Texas, now makes it possible for listeners in that area to receive programs from both the Red and the Blue networks. A sales chief for the Blue network, Mr. A. E. Nelson, has been appointed. A system of discounts for Blue network advertisers, designed to enhance their use of Blue network facilities, has been put into effect, which has resulted in the placement of Blue network programs on many stations and groups which heretofore had not been used by the sponsors of those programs.

These improvements, together with the fact that bookings for future business ran higher at the beginning of 1939 than at the first of any of the previous years in the existence of the Company, enables us to face the year with optimism, since these are signs of business improvement which should result in the prosperity of the radio industry and its component parts.

Lenox R. Lohr.

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The World's Greatest

www.americanradiohistory.com

Broadcasting System

is a title that NBC has earned by performance

THE reference to NBC as The World's Greatest Broadcasting System is no self-imposed title. Everywhere, the majority of listeners consider Radio City, New York—the home of NBC—to be the world center of broadcasting. The roster of NBC services explains how NBC has won its title—The World's Greatest Broadcasting System.

Program Leadership

The Red and Blue Networks of NBC are each on the air for an average of 17½ hours a day, or a total of 35 hours. During 1938, NBC broadcast over 56,000 programs. Throughout 12 years, the style in programs has been set by NBC.

Network Leadership

Whether an advertiser wishes to obtain the most intensive available nation-wide circulation, or whether he prefers to "go National" at a new all-time low cost, NBC can serve him, through its Red and Blue Networks.

Leadership in Transcriptions

The outstanding entertainment provided by NBC Transcription Service is the result of facilities which no one else can offer. 221 stations use The NBC Thesaurus. Through RCA, NBC obtains the benefit of leadership in mechanical reproduction and recording of sound.

Leadership in Spot and Local Advertising

By every measurement NBC Managed Stations are unquestionably "Tops in Spot," because fewer stations are needed to cover broad territories.

Leadership in Artists' Service

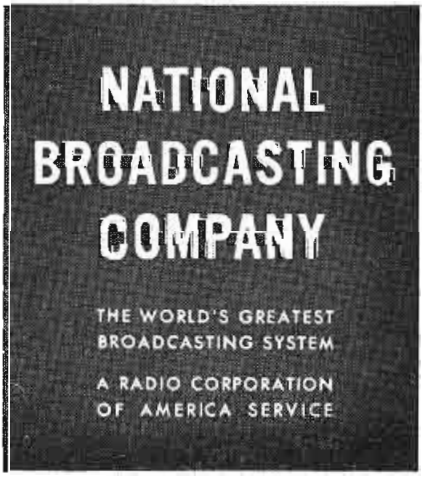
NBC Artists' Service, provides talent specifically suited to advertiser's sales problems, furnishes sound program ideas and complete casts, and supplies artists for every type of entertainment, both public and private.

"In the Public Interest"

At all times the NBC aims to provide through radio an instrument of free discussion of important public questions. In this way, an informed electorate is built up—an electorate which can express itself intelligently at the polls.

News is reported skilfully and impartially . . . "in the public interest." The basic principle of impartiality also governs the conduct of all programs which go out over the NBC Networks.

That the services of NBC are outstanding is due in large measure to fact that NBC draws freely upon the experience and research of the Radio Corporation of America, the only organization that makes and does everything in radio and sound. All these points of leadership are the factors which make NBC The World's Greatest Broadcasting System.



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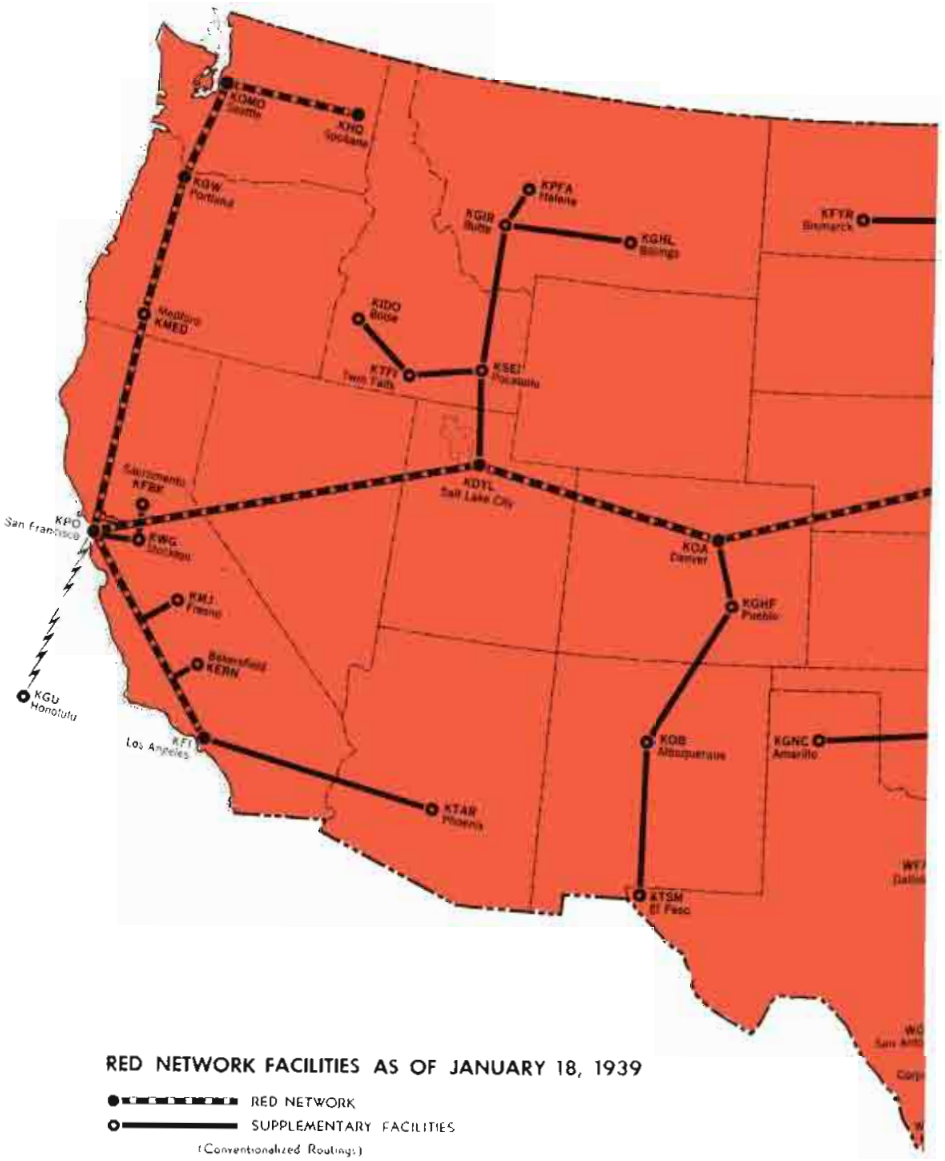
NATIONAL BROAD



RED NETWORK FACILITIES AS OF JANUARY 18, 1939

RED NETWORK

SUPPLEMENTARY FACILITIES

(Conventionalized Routings)

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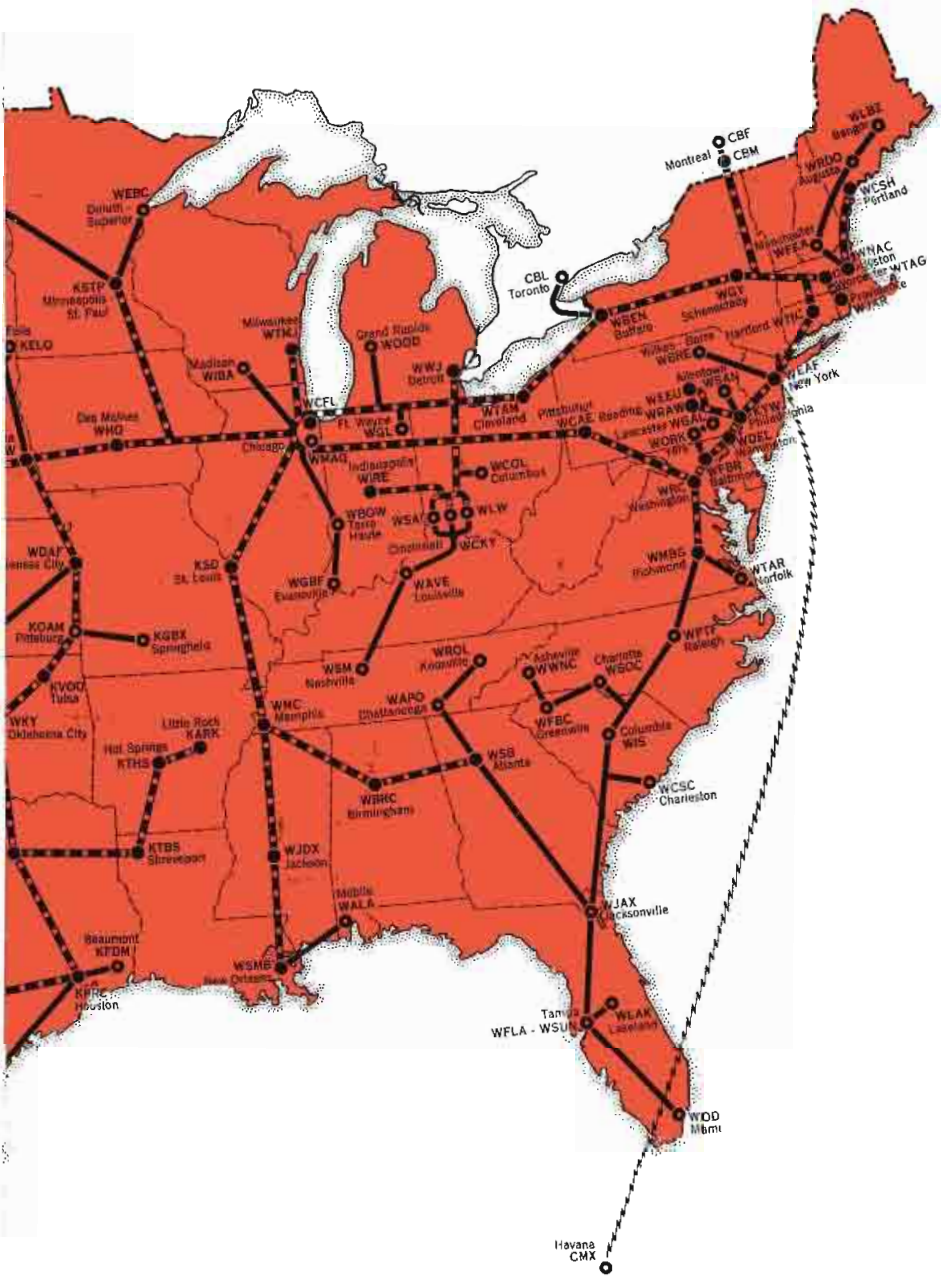
CASTING COMPANY



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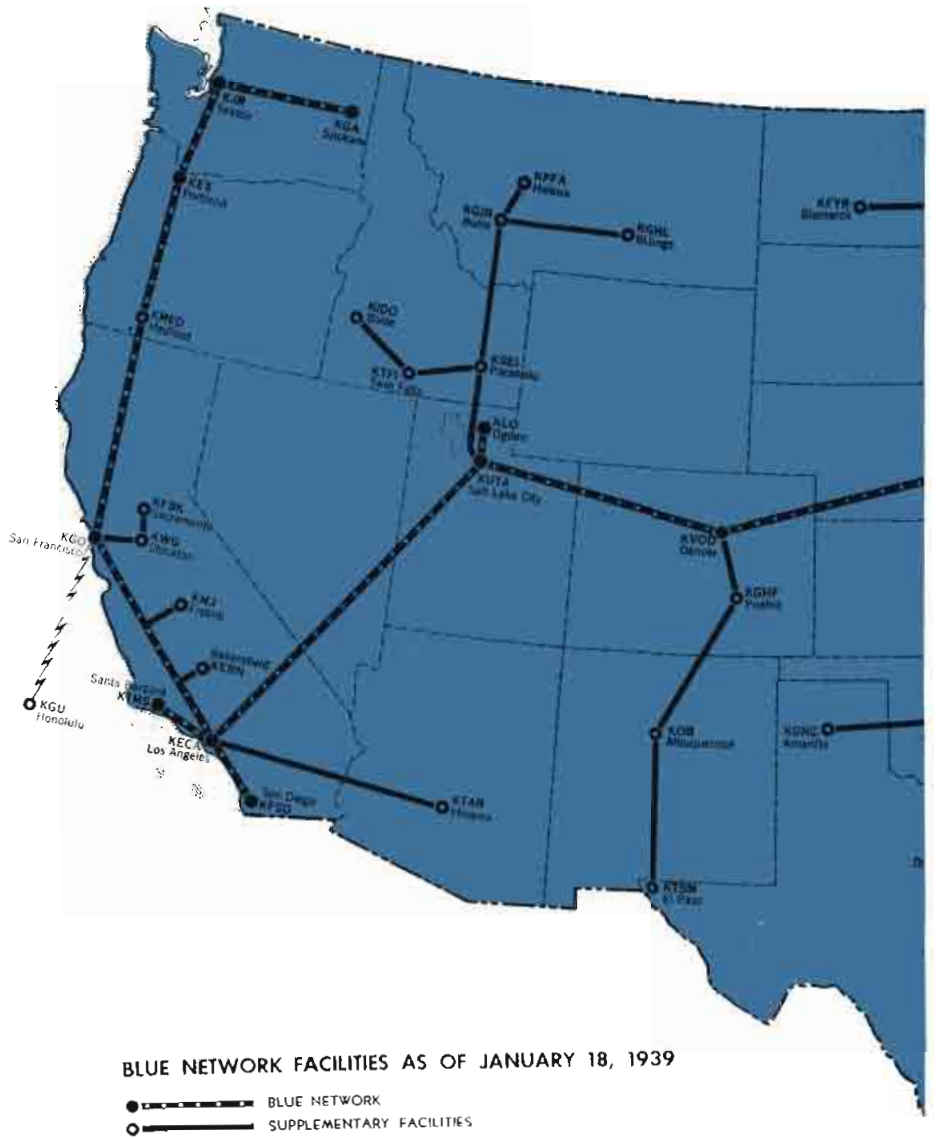
NATIONAL BROAD



BLUE NETWORK FACILITIES AS OF JANUARY 18, 1939

BLUE NETWORK

SUPPLEMENTARY FACILITIES

(Conventionalized Routings)

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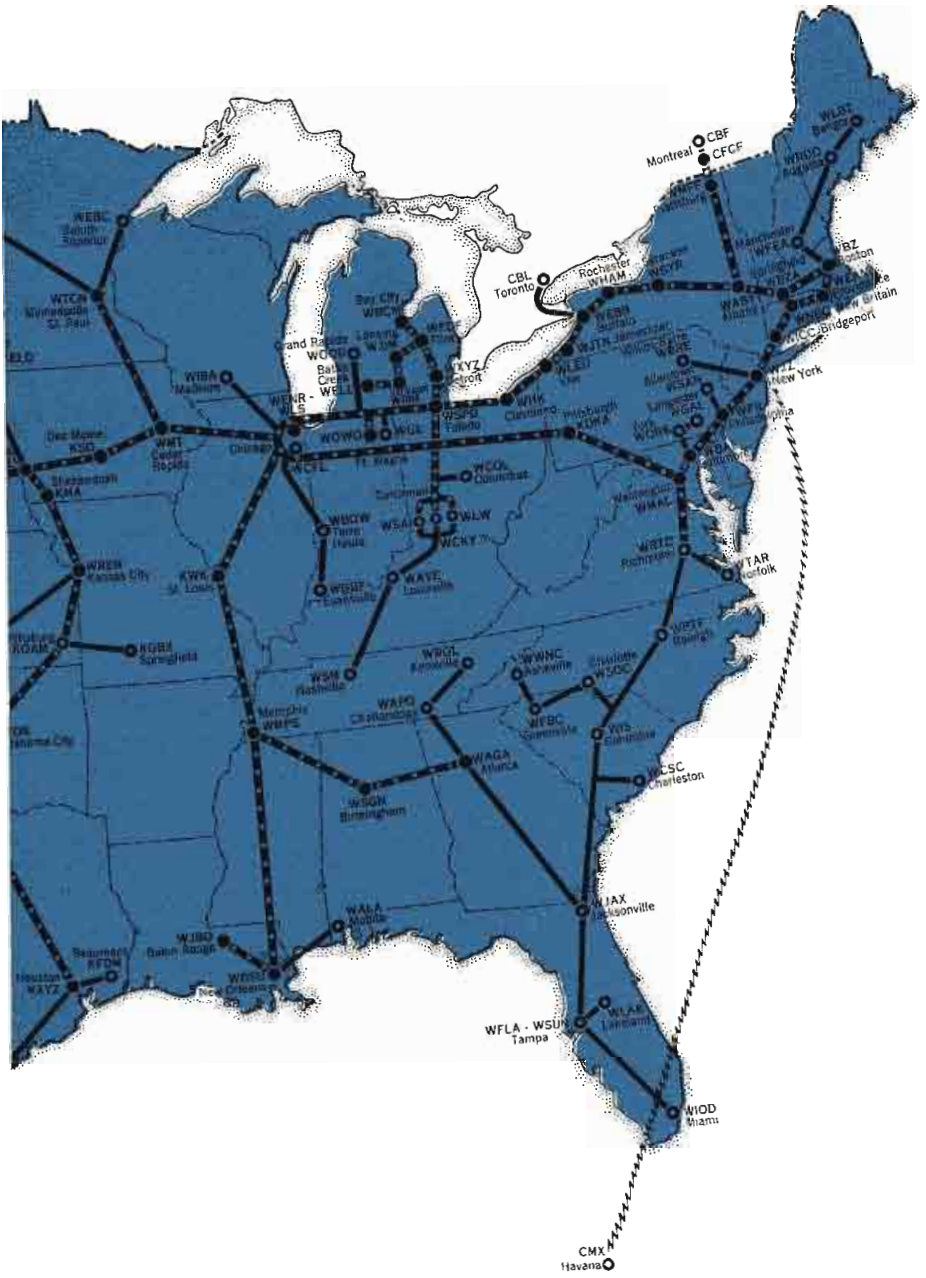
CASTING COMPANY



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NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York City
(Telephone number, Circle 7-8300)
Registered Telegraphic Address
NATBROCAST NEW YORK

BOARD OF DIRECTORS

Angell, Dr. James Rowland
Bliss, Cornelius N.
Braun, Arthur E.
Dawes, Gen. Charles G.
Dunn, Gano
Harbord, James G.
Harden, Edward W.
Lohr, Lenox R.
McGrady, Edward F.
Milhauser, DeWitt
Nally, Edward J.
Sarnoff, David
Throckmorton, George K.

Officers

Sarnoff, David	Chairman of the Board
Lohr, Lenox B.	President
Trammell, Niles	Executive Vice-President
Ashby, A. L.	Vice-President & General Counsel
Engles, George	Vice-President
Gilman, Don E.	Vice-President
Hanson, O. B.	Vice-President
Hedges, William S.	Vice-President
Mason, Frank E.	Vice-President
Morton, Alfred H.	Vice-President
Royal, John F.	Vice-President
Russell, Frank M.	Vice-President
Witmer, Roy C.	Vice-President
Woods, Mark,	Vice-President, Treasurer and Assistant Sec'y
Teichner, R. J.	Assistant Treasurer
MacConnach, Lewis	Secretary
Pfautz, C. E.	Assistant Secretary

DEPARTMENTS AND DIVISIONS

President's Office

Lohr, Lenox R.	President
Trammell, Niles	Executive Vice-President
Almonte, J. de Jara	Assistant to President
Angell, James Rowland	Educational Counselor
Farrier, Clarence	Television Coordinator
Mason, Frank E.,	Vice-President and Assistant to President
McGrew, Martha	Assistant to President

Artists Service Department

Engles, George,	Vice-President & Managing Director
Bottorff, O. O.	Vice-President and General Manager of Civic Concert Service, Inc. (subsidiary of NBC)
King, Frances Rockefeller,	Manager of NBC Private Entertainment
Levine, Marks	Manager of Concert Division
Tuthill, Daniel S.	Assistant Managing Director

Continuity Acceptance

MacRorie, Janet	Editor
Kemble, Dorothy	Assistant Editor
Robinson, Thomas L.	Assistant Editor

Electrical Transcription Department

Egner, C. Lloyd	Manager
Chizzini, Frank E.	Assistant Manager
Thomas, Reginald	Program Director

Engineering Department

Hanson, O. B.	Vice-President and Chief Engineer
Clarke, William A.,	Manager of Technical Services
Guy, R. F.	Radio Facilities Engineer
McElrath, George	Operating Engineer
Milne, George O.	Eastern Division Engineer
Morris, Robert M.	Development Engineer
Rackey, C. A.	Audio Facilities Engineer

General Service Department

Gilcher, Vincent J.	Director, General Service
Lowell, Edward M.,	Manager Office Services Division and Asst. Dept. Head
Thurman, Charles H.,	Manager, Guest Relations Division
Van Houten, D. B.,	Manager, Building Maintenance Division
Wallace, Dwight G.	Personnel Manager

Legal Department

Ashby, A. L.	Vice-President & General Counsel
Graham, R. H.,	Attorney—Assistant to Leuschner—Hollywood
Grimshaw, I. L.	Attorney
Hennessey, P. J., Jr.	Counsel—Washington
Howard, Henry, Jr.,	Attorney—Washington
Hurley, J. J.	Attorney
Ladner, Henry	Attorney
Leuschner, Frederick	Attorney—Hollywood
McDonald, J. A.	Attorney—Chicago
Myers, R. P.	Attorney
Prime, E. G.	Attorney

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NATIONAL BROADCASTING COMPANY

Managed, Operated or Programmed Stations Department

Morton, A. H.....Vice-President and Manager
Wailes, Lee B.....Assistant to Vice-President
Hauser, B. J.....Promotion Manager

Program Department

Royal, John F.,
Vice-President in Charge of Programs
Belviso, Thomas H.....Manager, Music Division
Black, Frank.....General Music Director
Brainard, Bertha,
Manager, Commercial Program Division
Carlin, Phillips,
Manager, Sustaining Program Division
Chotzinoff, Samuel....Director of Serious Music
Cuthbert, Margaret, Director, Women's and Children's Programs Division
Dillon, Zale...Supervisor, Sound Effects Section
Dunham, Franklin.....Educational Director
Fitch, C. W.....Business Manager
Hickok, Guy.....Director, International Division
Hutchinson, Thomas H.,
Manager, Television Program Division
Kelly, Patrick ...Supervisor, Announcing Division
Kelly, N. Ray.....Manager, Sound Effects—Development and Maintenance
La Prade, Ernest.....Director, Music Research
Meservey, Douglas W.
Miller, William Burke.Evening Program Manager
Preston, Walter G., Jr.....Assistant to Vice-President in Charge of Education
Rainey, William S...Production Division Manager
Schechter, A. A.,
Director of News and Special Events
Titterton, Lewis H.....Manager, Script Division

Publicity Department

Morgan, Clay.....Director of Public Relations
Randall, Wayne L.....Director of Publicity
Babb, J. Vance.....Manager, Press Division
Braddock, Leonard W.,
Manager, Information Division
Parsons, W. B.....Manager, Promotion Division

Relations With Stations Department

Hedges, William S.,
Vice-Pres. in Charge of Station Relations
Kiggins, Keith.....Manager Station Relations
McClancy, B. F.....Traffic Manager

Research and Development

Horn, C. W.....Director

Sales Department

Witmer, Roy C.,
Vice-President in Charge of Sales
Boyd, Maurice M.....Manager, National Spot Sales Division of the Eastern Sales Dept.
Dyke, Ken R.....Eastern Sales Manager
Greene, F. Melville.....Sales Traffic Manager
James, E. P. H.....Promotion Manager
McConnell, James V.,
Assistant to Sales Vice-President
Nelson, A. E.....Blue Network Sales Manager
Showerman, Irving Edward,
Assistant Sales Manager, Eastern Division
Van der Linde, Victor....General Sales Counsel

Treasury Department

Woods, Mark,
Vice-President, Treasurer & Asst. Secretary
Beville, H. M., Jr.....Chief Statistician
Bloxham, William D..Purchasing Agent
Kelly, Harold M.....Asst. Auditor
MacDonald, John H..Budget Director
McKeon, Harry F..Auditor
Payne, Glenn W..Commercial Engineer
Teichner, R. J..Assistant Treasurer
Wall, C. A.....Assistant to Treasurer

Central Division—Chicago

Strotz, Sidney.....Acting Manager of Central Division
Carpenter, Kenneth, Blue Network Sales Manager
Cunningham, E. C.....Evening Manager
Herbuveaux, Jules.....Production Manager
Kaney, A. W.....Assistant to Vice-President
Kopf, H. C.....Sales Manager
Luttgens, Howard C..Division Engineer
McDonald, J. A.....Attorney
Menser, Clarence L...Program Manager
Morton, Oliver....Local and Spot Sales Manager
Ray, William B.....Manager, Press Division
Stockmar, Edward..Traffic Supervisor
Stirton, James L.....Manager Artists Service
Wetzel, Maurice S.,
Manager, Electrical Transcription
Whalley, John F.....Office Manager

Western Division—Hollywood

Gilman, John E.,
Vice-Pres. in Charge of Western Division
Andrews, William.....Night Manager
Baker, Walter.....Manager, Building Maintenance and General Service
Bock, Harold.....Manager of Press Relations of Western Division
Brown, Charles.....Sales Promotion Manager
Dellett, F. V.....Auditor, Western Division
DeWolf, Donald A.....Engineer in Charge
Dixon, Sydney L.,
Sales Manager, Western Division
Frost, Lewis.....Assistant to Vice-President
Gale, Paul...Western Division Traffic Supervisor
Graham, R. H...Attorney—Assistant to Leuschner
Leuschner, Frederick .....Attorney
Robb, Alex S.....Manager, Artists Service
Saxton, A. H.....Western Division Engineer
Swallow, John,
Program Manager, Western Division
Williams, Wendell.....Continuity Editor

San Francisco

Yoder, Lloyd,
Manager, San Francisco Office, Stations KPO and KGO

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NATIONAL BROADCASTING COMPANY

Dolberg, Glenn R. . . . . Program Manager
Dorais, S. P. . . . . Auditor
Fuerst, George . . . . . Traffic Supervisor
Peck, Curtis D. . . . . Engineer in Charge
Ryan, William B. . . . . Sales Manager
Samuel, Milton . . . . . Manager of Press Division

Washington, D. C.

Russell, Frank M. . . . . Vice-President in Charge
Berkeley, Kenneth H.,
General Manager WRC and WMAL
Hennessey, P. J., Jr. . . . . Counsel
Hurley, J. J. . . . . Attorney
Johnson, Albert E. . . . . Engineer in Charge

Foreign Representatives

England

Bate, Fred

Switzerland

Jordan, Max

Station Managers

PITTSBURGH, PA.
Gregory, Sherman D., Manager Station KDKA
DENVER, COLO.
Owen, R. H., Manager, Station KOA
BOSTON AND SPRINGFIELD, MASS.
Holman, John A., Manager, Stations WBZ-WBZA
SCHENECTADY, N. Y.
Hager, Kolin, Manager, Station WGY
WASHINGTON, D. C.
Berkeley, Kenneth H., Manager Stations WRC-WMAL
CLEVELAND, OHIO
Pribble, Vernon H., Manager, Station WTAM
PHILADELPHIA, PA.
Joy, Leslie W., Manager, Station KYW

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Stations Owned and/or Managed and/or Programmed by the

NATIONAL BROADCASTING COMPANY

WEAF	New York	Owned, managed, operated and programmed by NBC
WJZ	New York	Owned, managed, operated and programmed by NBC
WMAQ	Chicago	Owned, managed, operated and programmed by NBC
WENR	Chicago	Owned, managed, operated and programmed by NBC
WRC	Washington	Owned, managed, operated and programmed by NBC
WTAM	Cleveland	Owned, managed, operated and programmed by NBC
KPO	San Francisco	Owned, managed, operated and programmed by NBC
WMAL	Washington	Owned by Evening Star Publishing Co. Managed, operated and programmed by the NBC.
KGO	San Francisco	Owned by General Electric Managed, operated and programmed by the NBC.
KOA	Denver	Owned by General Electric Managed, operated and programmed by the NBC.
WGY	Schenectady	Owned and operated by General Electric Managed and programmed by the NBC.
WBZ	Boston	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
WBZA	Springfield	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KDKA	Pittsburgh	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KYW	Philadelphia	Owned and operated by Westinghouse Elec. & Mfg. Co. Programmed by the NBC.
KEX	Portland, Ore.	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Oregonian Publishing Company.
KJR	Seattle	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Fishers Blend Station, Inc.
KGA	Spokane	Owned by National Broadcasting Company Leased to, license held by, operated, managed and programmed by Louis Wasmer.

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REGIONAL NETWORKS

Regional networks during 1938 not only held and consolidated their gains, but showed marked increase in billings generally. Probably one of the greatest aids to such revenue was the strong play given to the regionals by all political parties which have learned that the regional, intrastate and otherwise, is an easy package to clear and handle.

Acceptance now of the regional goes without saying since it has proven its worth and developed talent of local pulling power apart from offering network service on a reduced scale to fit the sponsors' needs.

Advertisers have come to appreciate the fact that the well-conducted regional offers a sales service to a particular area much as a specialist offers his stock in trade with the resultant saving of lost motion and assurance of a program of interest to the area served.

While new regionals have come into being during the year as a special service for political and other advertisers, probably the most important development during the year was the formation of the Texas State Network, headed by Elliott Roosevelt.

The Alabama Network

c/o WSGN, Tutwiler Hotel, Birmingham, Ala.
Phone: 4-3434

PERSONNEL

President ..... Henry P. Johnston
Vice-President ..... Howard E. Pill
Secretary-Treasurer ..... Bascom H. Hopson

STATIONS

WMFO, Decatur; WJBY, Gadsden; WJRD, Tuscaloosa; WSFA, Montgomery; WSGN, Birmingham.

POLICIES

Merchandising: Newspaper publicity is provided; wholesale outlets are contacted by personal calls and retail outlets are contacted by letter.

Coverage: Primary area of the network comprises 29 counties in Alabama, reaching 209,329 of the state's 258,000 radio homes (81 per cent of total).

NATIONAL REPRESENTATIVE

Kelly-Smith Company

The Arizona Network

836 N. Central Ave., Phoenix, Ariz.

PERSONNEL

Manager (KOY) ..... Fred A. Palmer
Manager (KGAR) ..... F. P. Nelson
Manager (KSUN) ..... Carleton Morris

STATIONS

KOY, Phoenix; KGAR, Tucson; KSUN, Bisbee; KGLU, Safford.

POLICIES

Advertising of alcoholic beverages not accepted.

NATIONAL REPRESENTATIVE

International Radio Sales

Associated Northwest Broadcasters

Hotel Radisson, Minneapolis, Minn.
Phone: Bridgeport 3436

PERSONNEL

Managing Director ..... K. C. Titus

STATIONS

KATE, Albert Lea and Austin; KYSM, Mankato; KVOX, Moorhead; KROC, Rochester and Owatonna; KFAM, St. Cloud; KWNO, Winona.

Coverage: Concentrated in central and southern Minnesota.

California Radio System

708 Eye Street, Sacramento, Calif.
Phone: Main 5000

PERSONNEL

Vice-President ..... G. C. Hamilton
General Manager ..... Howard Lane

STATIONS

KFBK, Sacramento; KFWB, Los Angeles; KYA, San Francisco; KFOX, Long Beach; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KTMS, Santa Barbara.

POLICIES

Merchandising: Complete and thorough coverage of each of markets served is offered through the merchandising departments of the individual stations of the network.

Coverage: Network offers state coverage through the eight stations located in each of the first eight population centers of California.

BRANCH OFFICES

366 Madison Ave., New York, N. Y.
Phone: MUrray Hill 2-8690

Manager ..... Humboldt Grieg

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501 Broadway Arcade Bldg., Los Angeles, Calif.
Phone: Tucker 8350

1814 Russ Bldg., San Francisco, Calif.
Phone: Douglas 2373

Central States Broadcasting System

Omaha (Nebr): Omaha National Bank Bldg.
Lincoln (Nebr.): Hotel Lincoln

PERSONNEL

President . . Frank D. Throop
General Manager. . .Don Searle
Sales Manager. .Frank Pellegrin
Chief Engineer .Mark Bullock

STATIONS

KFOR, Lincoln; KFAB, Lincoln; KOIL, Omaha.

COVERAGE

Nebraska, Kansas, Western Iowa, Southeastern South Dakota, Southwestern Minnesota, Northwestern Minnesota.

POLICIES

Network does not broadcast liquor advertising or foreign language advertising.

Merchandising: Individual stations maintain merchandising facilities, including a planned 7-Point Selling Program.

REPRESENTATIVE

The Katz Agency

The Colonial Network

21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

President. . . . . .John Shepard 3rd
V-P in Charge of Operations. . . . . R. L. Harlow
V-P in Chg. of Sales & Production. Linus Travers
Sales Manager. . . . . W. W. Warner
Sales Promotion & Merchandising
Manager . . . . . .Carleton McVarnish
Editor of Colonial Network
News Service . . . . . .Leland Bickford
Director of Publicity. . . . . .Al Stephenson
Technical Director . . . . . .Paul A. DeMars
Chief Engineer . . . . . Irving Robinson
Sports Editor. . . . . .Richard McDonough
Manager of Artist Bureau. . . Van D. Sheldon
Director of Public Relations. Gerald Harrison

STATIONS

Key Station: WAAB, Boston; WEAN, Providence; WICC, Bridgeport and New Haven; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHT, Hartford; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn; WATR, Waterbury.

POLICIES

Colonial Network will take programs from or feed programs to the Mutual Broadcasting System, and WHN. No line charge for this service from WOR-MBS; no line charge to or from WHN.

Beer and wine contracts are acceptable; no hard liquor advertising is acceptable.

Special features include extensive news service and sports programs. Complete merchandising department, production department and artist bureau are available to clients.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Connecticut Broadcasting System

Address Individual Stations

PERSONNEL

Manager (WELI) . . . . .James T. Milne
Manager (WNBC) .Richard W. Davis
Manager (WATR) . . . . . Harold Thomas

STATIONS

WELI, New Haven; WNBC, New Britain; WATR, Waterbury.

NATIONAL REPRESENTATIVE

Gene Furgason & Co.

Corn Belt Wireless Group

c/o WHO, Des Moines, Ia.
Phone: 3-7147

PERSONNEL

Vice-President . . . . .J. O. Maland
Sales Manager . .Hale Bondurant
Technical Supervisor Paul A. Loyet

STATIONS

WHO, Des Moines; WOC, Davenport; WOW, Omaha. Additional stations can be selected by adverliser in Kansas City and Columbia, Mo.; Shenandoah, Mason City and Sioux City, Ia.; Rochester, Minn.; and Topeka, Kans.

POLICIES

This network is a service supplied by WHO, Des Moines, providing for rebroadcasting, without the use of lines, by other stations in the Middle West that can consistently pick up and rebroadcast its signal. Rate is the combination of the spot broadcasting rate of each station used, without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but simply provides for an exchange of programs without use of lines.

NATIONAL REPRESENTATIVE

Free & Peters, Inc.

Don Lee Broadcasting System

Don Lee Bldg., 1076 W. Seventh St.,
Los Angeles, Calif.
Phone: Vandike 7111
San Francisco office: 1000 Van Ness Ave.

PERSONNEL

V-P & General Manager .Lewis Allen Weiss
Assistant Manager .Willet Brown
Program Director. .Van Newkirk
Production Manager .Charles Penman
Publicity Director Frances Zoloth

STATIONS

Southern California: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo.

Northern California: KFRC, San Francisco; KQW, San Jose; KGDM, Stockton; KDON, Monterey; KIEM, Eureka; *KTKC, Visalia.

* Supplementary.

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Northwest (Oregon): KRNR, Roseburg; KALE, Portland; KSLM, Salem; KORE, Eugene; KOOS, Marshfield.

Northwest (Washington): KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; KGY, Olympia; KELA, Centralia; KRKO, Everett.

POLICIES

Advertising of beer and wine acceptable.

NATIONAL REPRESENTATIVE

John Blair & Co.

Georgia Broadcasting System

1420 Second Avenue, Columbus, Ga.
Phone: 4300

PERSONNEL

Executive Manager.....J. W. Woodruff, Jr.

STATIONS

WATL, Atlanta; WRBL, Columbus; WGPC, Albany.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Rates are for station time only, talent is extra. No contract is accepted for a period longer than one year. All contracted time must be used within that time. Program position subject to time available and to the approval of network management under FCC regulations.

Merchandising: Full merchandising service is available to advertisers, including embossed display signs.

Coverage: 125,940 radio homes; primary markets of west Georgia and eastern Alabama.

NATIONAL REPRESENTATIVE

Sears & Ayer

Inter-City Broadcasting System

"The Independent Network of the North Atlantic Seaboard"
1657 Broadway, New York City
Phone: Circle 6-2200
Chicago office: 360 N. Michigan Ave.
Phone: State 9493

PERSONNEL

President .....Donald Flamm
Vice-President in Charge of Sales—
General Manager.....Don S. Shaw
Director of Special Events.....Leon Goldstein
Director of Publicity.....Leon Goldstein
Manager of Artists Bureau...Charles Wilshin
Sales Promotion Manager.....Al Rose
Chicago Office....J. M. Ward, G. B. McDermott

STATIONS

Key Station: WMCA, New York City; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WGAL, Lancaster, Pa.; WORK, York, Pa.; WPRO, Providence; WMEX, Boston; WLAW, Lawrence.

COVERAGE

Linked together by permanent A. T. & T. lines, the ten stations of this network, covering the North Atlantic seaboard may be engaged collectively, in any combination, or individually.

The Iowa Network

Des Moines Register and Tribune Building,
Des Moines, Ia.
Phone: 3-2111
Cedar Rapids Office: Paramount Theater Bldg.
Waterloo Office: Russell Lamson Hotel

PERSONNEL

President .....Gardner Cowles, Jr.
Vice-President.....John Cowles
Vice-President and Treasurer....Luther L. Hill
Vice-President .....Sumner Quarton
Commercial Manager.....Craig Lawrence
National Sales Manager.....H. T. Enns

STATIONS

KSO, Des Moines; KRNT, Des Moines; WMT, Cedar Rapids, Waterloo; Supplementary Station, WNAX, Yankton, S. D.

POLICIES

Political advertising copy must be submitted 24 hours in advance. Payment for political advertising must be paid 24 hours in advance.

Network maintains an experienced merchandising staff for dealer calls and surveys, reports confidential. Program publicity available on street car cards, billboards, movie trailers and radio columns.

NATIONAL REPRESENTATIVE

The Katz Agency

Mason-Dixon Radio Group

8 W. King St., Lancaster, Pa.

PERSONNEL

General Manager.....Clair R. McCollough

STATIONS

WORK, York, Pa.; WDEL, Wilmington, Del.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WILM, Wilmington, Del.

MERCHANDISING

Personal calls on trade, newspaper publicity, letters to the trade, personal assistance to manufacturers' salesmen.

NATIONAL REPRESENTATIVE

Paul H. Raymer Co.

Michigan Radio Network

Operated by the King-Trendle Broadcasting Corp.
Stroh Bldg., Detroit, Mich.
Phone: Cherry 8321

PERSONNEL

President.....George W. Trendle
Treasurer & Genl. Mgr.....H. Allen Campbell

STATIONS

WXYZ, Detroit (Key Station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WKZO, Kalamazoo; WOOD-WASH, Grand Rapids.

POLICIES

Network does not accept foreign language programs. Liquor advertising is not broadcast until after 9:00 P. M. and is subject to the approval of the Michigan State Liquor Commission.

The Michigan Network territory includes the lower peninsula of Michigan with a pri-

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mary coverage of over four million people in Michigan's eight largest cities.

Merchandising: The Michigan Radio Network maintains a supplementary service for advertising agencies and advertisers available through fully staffed program, continuity, publicity, merchandising and research departments.

REPRESENTATIVE

Paul H. Raymer Co.

Northwest Triangle Chain

Address Individual Stations

PERSONNEL

Manager (Seattle).....Birt Fisher
Manager (Spokane).....Louis Wasmer
Manager (Portland).....C. O. Chatterton

STATIONS

KOMO, Seattle; KJR, Seattle; KHQ, Spokane; KGA, Spokane; KGW, Portland; KEX, Portland.

POLICIES

Network policies are maintained in accordance with policies of individual stations.

REPRESENTATIVE

Edward Petry & Co.

The Oklahoma Network

"Complete Coverage at Minimum Cost"
1800 West Main St., Oklahoma City, Okla.
Phone: 3-4881

PERSONNEL

President.....Ross U. Porter
Vice-President.....Tams Bixby, Jr.
Secretary.....Kenyon M. Douglass
Treasurer.....Albert Riesen
Managing Director.....Kenyon M. Douglass

STATIONS

Key Stations: KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KVSO, Ardmore; KADA, Ada; KOME, Tulsa.

POLICIES

The Oklahoma Network accepts beer advertising. All stations are affiliated with the Mutual Broadcasting System.

The network offers a complete merchandising service, the details of which may be obtained upon request by addressing the managing director.

NATIONAL REPRESENTATIVE

Joseph Hershey McGillvra

Pacific Broadcasting Co.

914½ Broadway, Tacoma, Wash.
Phone: Main 4144

PERSONNEL

General Manager.....Carl E. Hammond

STATIONS

Oregon: KALE, Portland; KSLM, Salem; KOOS, Marshfield; KRNR, Roseburg; KORE, Eugene.

Washington: KGY, Olympia; KELA, Centralia; KIT, Yakima; KOL, Seattle; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KRKO, Everett.

POLICIES

Agency commission 15 per cent on net station time to accredited agencies. No cash discounts. All discounts predicated upon the fulfillment of contracts within a 12 month period dating from the first broadcast. Contracts and copy subject to the approval by the network manager.

Merchandising: Network issues monthly publication, "Pacific Northwest Information Bureau."

Coverage: Network outlets in each of the 10 primary markets of Washington and 5 primary markets of Oregon. Nine out of ten radio homes in these areas within 25 miles of a Pacific Broadcasting Co. outlet. Eighty per cent of all retail sales for the entire territory covered come from within 25 miles of some Pacific Broadcasting Co. outlet.

NATIONAL REPRESENTATIVE

John Blair & Co.

Quaker Network

Widener Bldg., Philadelphia, Pa.
Phone; Rittenhouse 6900

PERSONNEL

General Manager.....Roger W. Clipp

STATIONS

WFIL, Philadelphia; WRAW, Reading; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WTBO, Cumberland, Md.; WWSW, Pittsburgh; WSAN, Allentown.

The Texas Quality Network

Address Individual Stations

The Texas Quality Network has no officers or directors, each outlet being a sales office for the other.

STATIONS

WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer.

All contracts subject to network approval, government regulations, the NAB Code of Ethics for the Radio Broadcasting industry and to the conditions of the standard AAAA contract form.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Texas State Network

1201 West Lancaster Ave., Fort Worth, Texas
Phone: 3-3474

PERSONNEL

President.....Elliot Roosevelt
Executive Vice-President.....Neal Barrett
General Manager.....Harry A. Hutchinson
V-P in Chg. of Station Operations, Sam H. Bennett
Treasurer.....Harold M. Higgins
Secretary.....Mary Virginia Murphy
Musical Director.....Ralph Rose
Publicity & Civic Program Director.....Forrest W. Clough
Assistant Musical Director..George McCullough

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Production Director.....Stephen R. Wilhelm
Chief Engineer.....Truett Kimzey
Script Director.....Paul De Fur
Director of Women's Programs.....Gail Northe
Traffic Manager.....Dorothy M. Smith
Sports Supervisor.....Zack Hurt
Announcers .....Marshall Pope.
John Hopkins, Frank Parker, Tom A. Hudson.

STATIONS

KRBC, Abilene; KGNC, Amarillo; KNOW, Austin; KRIC, Beaumont; KBST, Big Spring; KRIS, Corpus Christi; KAND*, Corsicana; WRR, Dallas; KFJZ, Fort Worth; KTAT, Fort Worth; KLUF, Galveston; KXYZ, Houston; KFRO*, Longview; KFYO, Lubbock; KPLT*, Paris; KGKL, San Angelo; KABC, San Antonio; KRRV*, Sherman-Denison; KTEM*, Temple; KCMC, Texarkana; KGKB, Tyler; WACO, Waco; KRGV, Weslaco.

* Operate daytime only.

POLICIES

Coverage: The 23 daytime and 18 evening stations of the Texas State Network assure delivery of advertisers' message into primary areas of the individual member stations in which most of Texas' six million people live.

Merchandising: Each station of the TSN maintains a merchandising staff to work with sponsors in field work.

NATIONAL REPRESENTATIVE

International Radio Sales

The Virginia Broadcasting System

"Covering Virginia's Richest Markets"
323 East Grace St., Richmond, Va.
Phone: 3-4242

PERSONNEL

President .....Earl Sowers
Vice-President.....Hugh M. Curtler

STATIONS

WRNL, Richmond, Va.; WCHV, Charlottesville, Va.; WBTM, Danville, Va.; WLVA, Lynchburg, Va.; WGH, Newport News, Va.

NATIONAL REPRESENTATIVE

Burn-Smith Co.

West Virginia Network

WCHS Auditorium, Charleston, W. Va.

PERSONNEL

President.....John A. Kennedy
Managing Director.....Howard L. Chernoff
Program Director & Artist Bureau Head.....N. Pagliara
Chief Engineer.....O. Robinson
Dramatic Director.....James C. Parrill
Musical Director.....Phyllis D. Vickers
Publicity Director.....Caroline E. Johnson

STATIONS

WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg.

POLICIES

Advertising of alcoholic beverages accepted.

NATIONAL REPRESENTATIVE

The Branham Co.

Wisconsin Radio Network

c/o KFIZ, Fond Du Lac, Wisc.
Phone: 356

PERSONNEL

President.....Rev. James O. Wagner

STATIONS

KFIZ, Fond Du Lac; WHBY, Green Bay; WIBU, Poynette; WHBL, Sheboygan.

The Yankee Network

"Covering New England"
21 Brookline Ave., Boston, Mass.
Phone: Commonwealth 0800

PERSONNEL

President.....John Shepard 3rd
V-P in Chg. of Operations.....R. L. Harlow
V-P in Chg. of Sales & Production..Linus Travers
Sales Promotion & Merchandising Manager.....Carleton McVarnish
Editor of Yankee Network News Service.....Leland Bickford
Director of Publicity.....Al Stephenson
Technical Director.....Paul A. De Mars
Chief Engineer.....Irving Robinson
Merchandising.....J. B. Thompson
Sports Editor.....Richard McDonough
Director Home Economics.....G. McMullen
Manager of Yankee Network Artists Bureau.....Van D. Sheldon

STATIONS

WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport and New Haven; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston and Auburn.

POLICIES

Yankee Network will take programs from or feed programs to WOR or WHN, provided the program is broadcast only in New York City and New England. No line charge for this service from WOR; no line charge to or from WHN.

Beer and wine contracts acceptable; no hard liquor advertising acceptable.

Special features include extensive news service, sports and home economic programs, the latter limited to four non-competing clients daily. Complete merchandising department, production staff and artists bureau are available to clients.

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

Z Net

P. O. Box 1956, Butte, Montana
Phone: 22-3-44

PERSONNEL

Manager.....E. B. Craney

STATIONS

KGIR, Butte; KPFA, Helena.

NATIONAL REPRESENTATIVE

Gene Furgason & Co.

www.americanradiohistory.com

Canadian Broadcasting Corp.

One Hayter St., Toronto, Ont., Canada
Montreal office: 1231 St. Catherine St., West.

STATIONS

The national network of the Canadian Broadcasting Corporation is broken down into the following regional groups:

Maritime Regional Network: CJCB, Sydney; CHNS, Halifax; CFCY, Charlottetown; CKCW, Moncton; CHSJ, Saint John; CFNB, Fredericton.

Ontario Regional Network: CBO, Ottawa; CFRC, Kingston; CBL, Toronto; CKLW, Windsor; CKSO, Sudbury; CFCH, North Bay; CJKL, Kirkland Lake; CKGB, Timmins; CKPR, Fort William.

Quebec Regional Network: CHNC, New Carlisle; CJBR, Rimouski; CBJ, Chicoutimi; CBV, Quebec; CBF (French), Montreal; CBM (English), Montreal.

Prairie Regional Network: CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CKBI, Prince Albert; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge.

British Columbia Network: CFCJ, Kamloops; CKOV, Kelowna; CJAT, Trail; CBR, Vancouver.

POLICIES

All contracts are accepted subject to the Broadcasting Act (Canada), Broadcasting Regulations and the approval of the Canadian Broadcasting Corp.

Dominion Broadcasting Co.

4 Albert St., Toronto, Ont., Canada
Phone: Adelaide 3383

PERSONNEL

Manager . . . . . Hal B. Williams
Production Manager . . . . . Don Copeland
Station Director . . . . . Stan Francis

STATIONS

Network comprised of all or any of the following stations: CHGS, Summerside, Prince Edward Isle; CFCY, Charlottetown, Prince Edward Isle; CJCB, Sydney, Nova Scotia; CHNS, Halifax, Nova Scotia; CHSJ, St. John, New Brunswick; CFNB, Fredericton, New Brunswick; CHLT, Sherbrooke, Quebec; CHLN, Three Rivers, Quebec; CHRC, Quebec, Quebec; CKAC, Montreal, Quebec; CKCH, Hull, Quebec; CKCO, Ottawa, Ontario; CKPR, Fort William, Ontario; CKSO, Sudbury, Ontario; CKGB, Timmins, Ontario; CJKL, Kirkland Lake, Ontario; CFRB, Toronto, Ontario; CKPC, Brantford, Ontario; CKOC, Hamilton, Ontario; CKTB, St. Catharines, Ontario; CFPL, London, Ontario; CFCO, Chatham, Ontario; CKLW, Windsor, Ontario; CKY, Winnipeg, Manitoba; CKBI, Prince Albert, Saskatchewan; CJGX, Yorkton, Saskatchewan; CFQC, Saskatoon, Saskatchewan; CKCK, Regina, Saskatchewan; CHAB, Moose Jaw, Saskatchewan; CJRM, Moose Jaw, Saskatchewan; CFRN, Edmonton Alberta; CFCN, Calgary, Alberta; CJOC, Lethbridge, Alberta; CKOV, Kelowna, British Columbia; CFJC, Kamloops, British Columbia; CKWX, Vancouver, British Columbia; CFCT, Victoria, British Columbia.

The stations of the Dominion Broadcasting Co. are grouped regionally as follows:

Eastern Network: CFRB, Toronto; CKLW, Windsor; CKCO, Ottawa; CKAC, Montreal; CHRC, Quebec.

Supplementary to Eastern Network: CKOC, Hamilton; CHML, Hamilton; CFCO, Chatham; CKPC, Brantford; CKTB, St. Catharines; CFRC, Kingston.

Western Network: CKY, Winnipeg; CHWC, Regina; CHAB, Moose Jaw; CFQC, Saskatoon; CFRN, Edmonton; CFCN, Calgary; CKWX, Vancouver.

Supplementary to Western Network: CFCH, North Bay; CKSO, Sudbury; CKPR, Fort William; CJOC, Lethbridge; CKOV, Kelowna; CFLC, Kamloops; CJAT, Trail; CFCT, Victoria.

Maritime Network: CKCW, Moncton; CFNB, Fredericton; CHSJ, Saint John; CHNS, Halifax; CFCY, Charlottetown.

Supplementary to Maritime Network: CJCB, Sydney; CJLS, Yarmouth.

POLICIES

All programs are subject to the approval of the Dominion Broadcasting Co.

Services of artists' bureau, program department and announcers in arranging and presenting programs are included without extra charge.

The Foothills Network

804-805 Southam Bldg., Calgary, Alta., Canada
Phone: R 2021

PERSONNEL

General Manager . . H. R. Carson

STATIONS

CFAC, Calgary; CJOC, Lethbridge; CJCA, Edmonton; CFGP, Grande Prairie.

POLICIES

Coverage: Province of Alberta.

NATIONAL REPRESENTATIVES

All-Canada Radio Facilities Ltd.
Weed & Company

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NETWORK RESUME

EXPANSION keynoted major network activity during 1938, a total of 68 outlets being added to the Coast-to-Coast chains. Of this number, CBS added 10 stations, bringing its network up to a strength of 117 and maintaining its status as the country's largest individual web, as of January 1, 1939.

NBC added 23 additional outlets to its Red and Blue networks, some going to the former or latter and others being optional for either web. In some instances the additions to the web were set down as bonus stations, all depending on the market in question. The combined Red and Blue networks totaled 166 stations, including the M & O and affiliated outlets, as of January 1, 1939.

MBS took on 35 additional affiliates during 1938, the major deal being the expansion of MBS in the Southwest with the adding of the newly organized Texas State Network, which supplied 23 out of the total number that joined MBS during the year. This gives Mutual 110 outlets, as of January 1, 1939.

Other lines of expansion for CBS and NBC were the new, elaborate studios opened on the Coast to facilitate the ever-growing number of big productions originating in Hollywood.

Specialized sales plans were put through by NBC in behalf of its Blue network and this web received substantial promotional and reorganizational backing. CBS did as much for its key stations, including WABC, which received centralized sales attention.

Union activity found the network ready to accept more than its share of the added financial burden and responsibility, particularly in the case of the American Federation of Radio Artists, the nets first signing sustaining contracts and then coming to the rescue of the agency and his client by being the guarantor of the AFRA Code.

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HOW TO behave in RADIO

Accepted radio behaviour during the year 1939 will demand the continued and intensive use of WOR . . . the station that is carrying more national spot programs than any station anywhere into the majority of more than 4,250,000 radio homes in 108 cities in 63 counties in 7 states.

further facts may be obtained by addressing—
Sales Office, WOR, 1440 Broadway in New York

www.americanradiohistory.com

STATIONS

of the United States

Standard ***Experimental***

International ***Canada***

High-Frequency ***Mexico***

Cuba

•

Newspaper Owned Stations

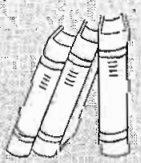
•

F.C.C. Application

Regulations

•

Canada Survey



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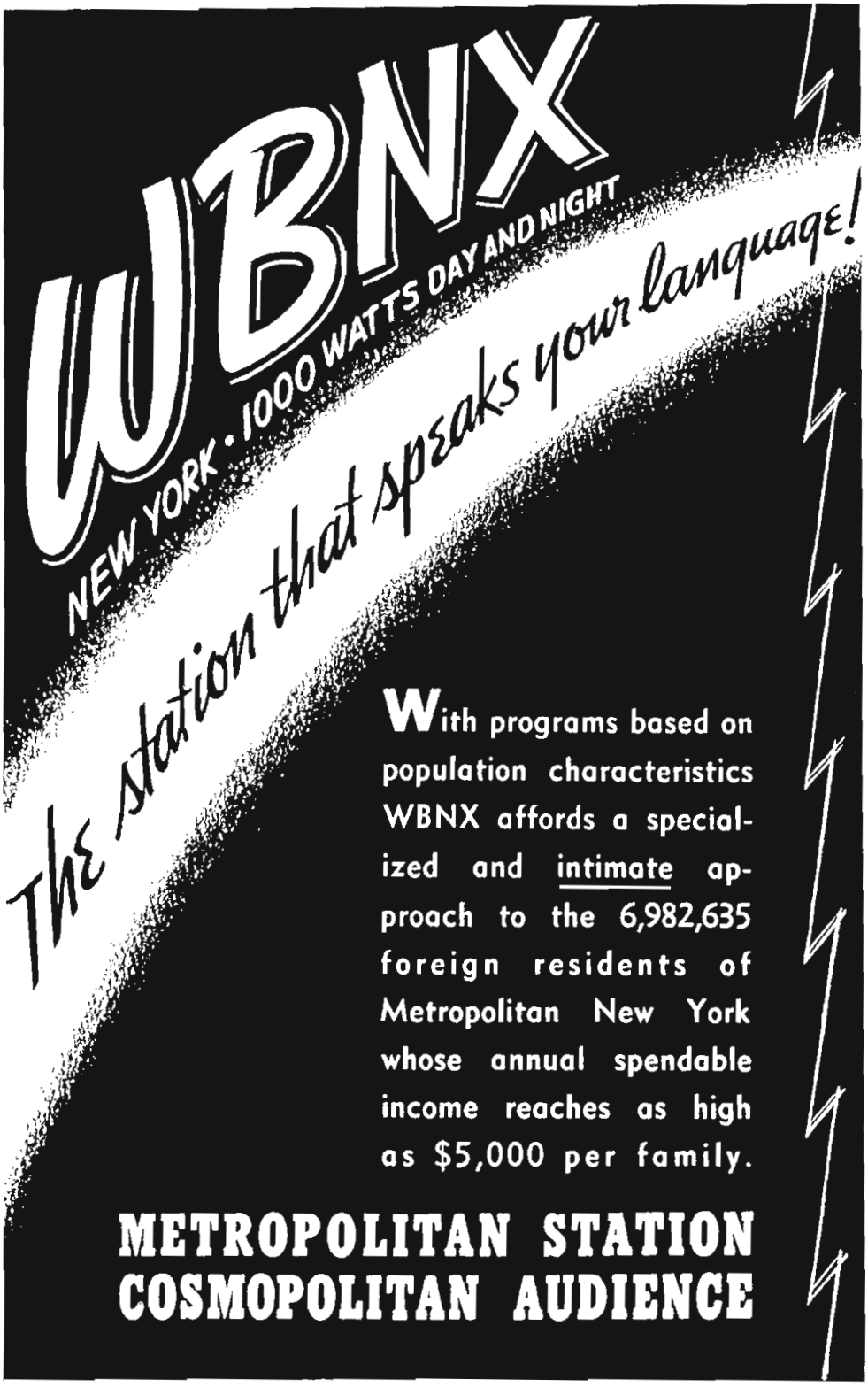

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STANDARD STATIONS
OF THE UNITED STATES

Call Letter—City—Power in Watts—Frequency in Kilocycles and Page Number Providing Complete Station Information

Key to Abbreviations: C.P.—Construction Permit; S.A.—Special Authorization; d—daytime; n—night.

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KABC	San Antonio, Tex.	1420	250 d., 100 n.	389
KABR	Aberdeen, S. Dak.	1390	1000 d., 500 n.	371
KADA	Ada, Okla.	1200	100	345
KALB	Alexandria, La.	1210	250 d., 100 n.	261
KALE	Portland, Ore.	1300	1000	352
KAND	Corsicana, Tex.	1310	100	381
KANS	Wichita, Kans.	1210	100	257
KARK	Little Rock, Ark.	890	1000 d., 500 n.	191
KARM	Fresno, Calif.	1310	100	195
KASA	Elk City, Okla.	1210	100	346
KAST	Astoria, Ore.	1370	100	
		C.P. 1200	250 d., 100 n.	351
KATE	Albert Lea, Minn.	1420	250 d., 100 n.	282
KAWN	Gallup, New Mex.	1500	250 d., 100 n.	307
KBIX	Muskogee, Okla.	1500	100	346
KBKR	Baker, Ore.	C.P. 1500	250 d., 100 n.	351
KBND	Bend, Ore.	C.P. 1310	250 d., 100 n.	351
KBPS	Portland, Ore.	1420	100	353
KBST	Big Spring, Tex.	1500	100	379
KBTM	Jonesboro, Ark.	1200	100	190
KCKN	Kansas City, Kan.	1310	100	255
KCMC	Texarkana, Ark.-Tex.	1420	250 d., 100 n.	391
KCMO	Kansas City, Mo.	1370	100	
		C.P. 1450	1000	290
KCRC	Enid, Okla.	1360	250	346
KCRJ	Jerome, Ariz.	1310	250 d., 100 n.	187
KDAL	Duluth, Minn.	1500	100	282
KDB	Santa Barbara, Calif.	1500	250 d., 100 n.	206
KDFN	Casper, Wyo.	1440	500	414
KDKA	Pittsburgh, Pa.	980	50000	361
KDLR	Devils Lake, N. Dak.	1210	250 d., 100 n.	329
KDNT	Denton, Tex.	1420	100	382
KDON	Monterey, Calif.	1210	100	200
KDTH	Dubuque, Ia.	C.P. 1340	500	250
KDYL	Salt Lake City, Utah	1290	5000 d., 1000 n.	393
KECA	Los Angeles, Calif.	1430	5000 d., 1000 n.	197
KEEN	Seattle, Wash.	1370	100	402
KEHE	Los Angeles, Calif.	780	5000 d., 1000 n.	197
KELA	Between Centralia and Chehalis, Wash.	1440	500	401
KELD	El Dorado, Ark.	1370	100	190
KELO	Sioux Falls, S. Dak.	1200	100	372
KERN	Bakersfield, Calif.	1370	100	193
KEUB	Price, Utah	1420	100	393
KEX	Portland, Ore.	1180	5000	353

www.americanradiohistory.com

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KFAB	Lincoln, Nebr.	770	10000	299
KFAC	Los Angeles, Calif.	1300	1000	197
KFAM	St. Cloud, Minn.	1420	250 d., 100 n.	285
KFAR	Fairbanks, Alaska	C.P. 610	1000	115
KFBB	Great Falls, Mont.	1280	5000 d., 1000 n.	296
KFBI	Abilene, Kans.	1050	5000	251
KFBK	Sacramento, Calif.	1490	10000	201
KFDA	Amarillo, Tex.	C.P. 1500	100	378
KFDM	Beaumont, Tex.	560	1000 d., 500 n.	379
KFDY	Brookings, S. Dak.	780	1000	371
KFEL	Denver, Colo.	920	500	209
KFEQ	St. Joseph, Mo.	680	2500	293
KFGQ	Boone, Ia.	1370	100	218
KFH	Wichita, Kansas	1300	5000 d., 1000 n.	257
KFI	Los Angeles, Calif.	640	50000	197
KFIO	Spokane, Wash.	1120	100	101
KFIZ	Fond Du Lac, Wisc.	1120	100	109
KFJB	Marshalltown, Ia.	1200	250 d., 100 n.	251
KFJI	Klamath Falls, Ore.	1210	100	352
KFJM	Grand Forks, N. Dak.	1410	1000 d., 500 n.	330
KFJZ	Fort Worth, Tex.	1370	250 d., 100 n.	383
KFKA	Greeley, Colo.	880	1000 d., 500 n.	211
KFKU	Lawrence, Kansas	1220	5000 d., 1000 n.	256
KFNF	Shenandoah, Ia.	890	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	251
KFOR	Lincoln, Nebr.	1210	250 d.,100 n	299
KFOX	Long Beach, Calif.	1250	1000	
			C.P. 5000 d.	195
KFPL	Dublin, Tex.	1310	250 d., 100 n	382
KFPW	Fort Smith, Ark.	1210	100	190
KFPY	Spokane, Wash.	890	5000 d., 1000 n.	101
KFQD	Anchorage, Alaska	780	250	114
KFRC	San Francisco, Calif.	610	5000 d., 1000 n.	202
KFRO	Longview, Tex.	1370	250	386
KFRU	Columbia, Mo.	630	1000 d., 500 n.	289
KFSD	San Diego, Calif.	600	1000	202
KFSG	Los Angeles, Calif.	1120	2500 d., 500 n.	198
KFTO	Clayton, (St. Louis) Mo.	550	1000 d., 500 n.	293
KFVD	Los Angeles, Calif.	1000	1000	198
KFVS	Cape Girardeau, Mo.	1210	250 d., 100 n.	289
KFWB	Los Angeles, Calif.	950	5000 d., 1000 n.	198
KFXD	Nampa, Idaho	1200	250 d., 100 n.	230
KFXJ	Grand Junction, Colo.	1200	250 d., 100 n.	210
KFXM	San Bernardino, Calif.	1210	100	202
KFYO	Lubbock, Texas	1310	250 d., 100 n.	387
KFYR	Bismarck, N. Dak.	550	5000 d., 1000 n.	329
KGA	Spokane, Wash.	1170	5000	105
KGAR	Tucson, Ariz.	1370	250 d., 100 n.	188
KGB	San Diego, Calif.	1330	1000	203
KGBU	Ketchikan, Alaska	900	500	115
KGBX	Springfield, Mo.	1230	500	295
KGCA	Decorah, Ia.	1270	100	219
KGCI	Coeur D'Alene, Idaho	C.P. 1200	100	229
KGCU	Mandan, N. Dak.	1210	250	330
KGCX	Wolf Point, Mont.	1150	1000	298
KGDE	Fergus Falls, Minn.	1200	250 d., 100 n.	283
KGDM	Stockton, Calif.	1100	1000	206

www.americanradiohistory.com

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KGEK	Sterling, Colo.	1200	100	211
KGER	Long Beach, Calif.	1360	1000	196
KGEZ	Kalispell, Mont.	1310	100	297
KGFF	Shawnee, Okla.	1420	250 d., 100 n.	349
KGFI	Brownsville, Tex.	1500	250 d., 100 n.	380
KGFJ	Los Angeles, Calif.	1200	100	198
KGFL	Roswell, New Mex.	1370	100	307
KGFW	Kearney, Nebr.	1310	250 d., 100 n.	298
KGFX	Pierre, S. Dak.	630	200	371
KGGF	Coffeyville, Kans.	1010	1000	254
KGGM	Albuquerque, N. Mex.	1230	1000	306
KGHF	Pueblo, Colo.	1320	500	211
KGHI	Little Rock, Ark.	1200	250 d., 100 n.	191
KGHL	Billings, Mont.	780	5000 d., 1000 n.	296
KGIR	Butte, Mont.	1340	5000 d., 1000 n.	296
KGIW	Alamosa, Colo.	1420	100	208
KGKB	Tyler, Tex.	1500	250 d., 100 n.	391
KGKL	San Angelo, Tex.	1370	250 d., 100 n.	388
KGKO	Fort Worth, Tex.	570	5000 d., 1000 n.	383
KGKY	Scottsbluff, Nebr.	1500	250 d., 100 n.	301
KGLO	Mason City, Ia.	1210	250 d., 100 n.	251
KGLU	Safford, Ariz.	1420	250 d., 100 n.	188
KGMB	Honolulu, Hawaii	1320	1000	415
KGNC	Amarillo, Tex.	1410	2500 d., 1000 n.	378
KGNF	North Platte, Nebr.	1430	1000	300
KGNO	Dodge City, Kans.	1340	250	254
KGO	San Francisco, Calif.	790	7500	203
KGU	Honolulu, Hawaii	750	2500	416
KGVL	Greenville, Tex.	C.P. 1200	100	385
KGVO	Missoula, Mont.	1260	5000 d., 1000 n.	297
KGW	Portland, Ore.	620	5000 d., 1000 n.	353
KGY	Olympia, Wash.	1210	100	402
KHBC	Hilo, Hawaii	1400	250	415
KHBG	Okmulgee, Okla.	1210	100	349
KHJ	Los Angeles, Calif.	900	5000 d., 1000 n.	198
KHQ	Spokane, Wash.	590	5000 d., 1000 n.	405
KHSL	Chico, Calif.	1260	250	194
KHUB	Watsonville, Calif.	1310	250	207
KICA	Clovis, New Mex.	1370	100	307
KID	Idaho Falls, Idaho	1320	5000 d., 500 n.	229
KIDO	Boise, Idaho	1350	2500 d., 1000 n.	229
KIDW	Lamar, Colo.	1420	100	211
KIEM	Eureka, Calif.	1450	1000 d., 500 n.	195
KIEV	Glendale, Calif.	850	250	195
KINY	Juneau, Alaska	1430	250	415
KIRO	Seattle, Wash.	650	250	
		S.A. 710	1000	402
KIT	Yakima, Wash.	1250	1000 d., 500 n.	406
KITE	Kansas City, Mo.	1539	1000	290
KIUL	Garden City, Kans.	1210	100	255
KIUN	Pecos, Tex.	1370	100	388
KIUP	Durango, Colo.	1370	100	210
KJBS	San Francisco, Calif.	1070	500	203
KJR	Seattle, Wash.	970	5000	403
KLAH	Carlsbad, New Mex.	1210	250 d., 100 n.	306
KLBM	La Grande, Ore.	1420	250 d., 100 n.	352
KLCN	Blytheville, Ark.	1290	100	189

www.americanradiohistory.com

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KLO	Ogden, Utah	1400	500	
			C.P. 5000 d., 1000 n.	393
KLPM	Minot, N. Dak.	1360	1000 d., 500 n.	331
KLRA	Little Rock, Ark.	1390	5000 d., 1000 n.	191
KLS	Oakland, Calif.	1280	250	201
KLUF	Galveston, Tex.	1370	250 d., 100 n.	385
KLX	Oakland, Calif.	880	1000	201
KLZ	Denver, Colo.	560	5000 d., 1000 n.	209
KMA	Shenandoah, Iowa	930	5000 d., 1000 n.	253
KMAC	San Antonio, Tex.	1370	250 d., 100 n.	389
KMBC	Kansas City, Mo.	950	5000 d., 1000 n.	291
KMED	Medford, Ore.	1410	250	352
KMJ	Fresno, Calif.	580	1000	195
KMLB	Monroe, La.	1200	250 d., 100 n.	262
KMMJ	Clay Center, Nebr.	740	1000	298
KMO	Tacoma, Wash.	1330	1000	105
KMOX	St. Louis, Mo.	1090	50000	293
KMPC	Beverly Hills, Calif.	710	500	194
KMTR	Los Angeles, Calif.	570	1000	199
KNEL	Brady, Tex.	1500	250	379
KNET	Palestine, Tex.	1420	100	387
KNOW	Austin, Tex.	1500	100	
			C.P. 250 d.	378
KNX	Los Angeles, Calif.	1050	50000	199
KOA	Denver, Colo.	830	50000	209
KOAC	Corvallis, Ore.	550	1000	351
KOAM	Pittsburg, Kans.	790	1000	256
KOB	Albuquerque, New Mex.	1180	10000	306
KOBH	Rapid City, S. Dak.	1370	250 d., 100 n.	371
KOCA	Kilgore, Tex.	1210	250 d., 100 n.	386
KOCY	Oklahoma City, Okla.	1310	250 d., 100 n.	347
KOH	Reno, Nev.	1380	500	301
KOIL	Omaha, Nebr.	1260	5000 d., 1000 n.	300
KOIN	Portland, Ore.	940	5000 d., 1000 n.	353
KOKO	La Junta, Colo.	1370	100	211
KOL	Seattle, Wash.	1270	5000 d., 1000 n.	403
KOMA	Oklahoma City, Okla.	1480	5000	347
KOME	Tulsa, Okla.	C.P. 1310	250	349
KOMO	Seattle, Wash.	920	5000 d., 1000 n.	403
KONO	San Antonio, Tex.	1370	250 d., 100 n.	389
KOOS	Marshfield, Ore.	1200	250 d., 100 n.	352
KORE	Eugene, Ore.	1420	100	351
KOTN	Pine Bluff, Ark.	1500	100	191
KOVC	Valley City, N. Dak.	1500	250 d., 100 n.	331
KOY	Phoenix, Ariz.	1390	1000	187
KPAB	Laredo, Tex.	1500	250 d., 100 n.	386
KPAC	Port Arthur, Tex.	1260	500	388
KPDN	Pampa, Tex.	1310	100	387
KPFA	Helena, Mont.	1210	250 d., 100 n.	297
KPLC	Lake Charles, La.	1500	250 d., 100 n.	262
KPLT	Paris, Tex.	1500	250	388
KPMC	Bakersfield, Calif.	1550	1000	193
KPO	San Francisco, Calif.	680	50000	201
KPOF	Denver, Colo.	880	1000	209
KPPC	Pasadena, Calif.	1210	100	201
KPQ	Wenatchee, Wash.	1500	250 d., 100 n.	106
KPRC	Houston, Tex.	920	5000 d., 1000 n.	385

www.americanradiohistory.com

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KQV	Pittsburgh, Pa.	1380	1000 d., 500 n.	363
KQW	San Jose, Calif.	1010	1000	
			C.P. 5000 d.	205
KRBA	Lufkin, Tex.	1310	100	387
KRBC	Abilene, Tex.	1420	250 d., 100 n.	378
KRBM	Bozeman, Mont.	C.P. 1420	250 d., 100 n.	296
KRE	Berkeley, Calif.	1370	250 d., 100 n.	194
KRGV	Weslaco, Tex.	1260	1000	392
KRIC	Beaumont, Tex.	1420	250 d., 100 n.	379
KRIS	Corpus Christi, Tex.	1330	500	381
KRKD	Los Angeles, Calif.	1120	2500 d., 500 n.	199
KRKO	Everett, Wash.	1370	50	401
KRLC	Lewiston, Idaho	1390	250	229
KRLD	Dallas, Tex.	1040	10000	
			C.P. 50000	381
KRLH	Midland, Tex.	1420	100	387
KRMC	Jamestown, N. Dak.	1370	250 d., 100 n.	330
KRMD	Shreveport, La.	1310	250 d., 100 n.	264
KRNR	Roseburg, Ore.	1500	250 d., 100 n.	354
KRNT	Des Moines, Iowa	1320	5000 d., 1000 n.	249
KROC	Rochester, Minn.	1310	250 d., 100 n.	285
KROD	El Paso, Tex.	C.P. 1500	100	382
KROW	Oakland, Calif.	930	1000	201
KROY	Sacramento, Calif.	1210	100	202
KRQA	Sante Fe, New Mexico	1310	100	307
KRRV	Sherman, Tex.	1310	250	390
KRSC	Seattle, Wash.	1120	250	403
KSAC	Manhattan, Kans.	580	1000 d., 500 n.	256
KSAL	Salina, Kans.	1500	250 d., 100 n.	257
KSAM	Huntsville, Tex.	1500	100	386
KSAN	San Francisco, Calif.	1420	100	204
KSCJ	Sioux City, Ia.	1330	5000 d., 1000 n.	253
KSD	St. Louis, Mo.	550	5000 d., 1000 n.	294
KSEI	Pocatello, Idaho	900	1000 d., 250 n.	230
KSFO	San Francisco, Calif.	560	5000 d., 1000 n.	204
KSL	Salt Lake City, Utah	1130	50000	394
KSLM	Salem, Ore.	1370	100	
		C.P. 1360	500	354
KSO	Des Moines, Iowa	1430	5000 d., 1000 n.	250
KSOO	Sioux Falls, S. Dak.	1110	5000	372
KSRO	Santa Rosa, Calif.	1310	25000 d., 10000 n.	206
KSTP	St. Paul, Minn.	1460	250 d., 100 n.	
			C.P. 50000	285
KSUB	Cedar City, Utah	1310	100	392
KSUN	Lowell, Ariz.	1200	250 d., 100 n.	187
KTAR	Phoenix, Ariz.	620	1000	188
KTAT	Fort Worth, Tex.	1240	1000	383
KTBC	Austin, Tex.	1120	1000	379
KTBS	Shreveport, La.	1450	1000	264
KTEM	Temple, Tex.	1370	250	390
KTFI	Twin Falls, Idaho	1240	1000	230
KTHS	Hot Springs National Park, Ark.	1040	10000	190
KTKC	Visalia, Calif.	1190	250	207
KTMS	Santa Barbara, Calif.	1220	500	206
KTOH	Lihue, Hawaii	C.P. 1500	250 d., 100 n.	416
KTOK	Oklahoma City, Okla.	1370	100	347
KTRB	Modesto, Calif.	740	250	200
KTRH	Houston, Tex.	1290	5000 d., 1000 n.	385
KTRI	Sioux City, Ia.	1420	250 d., 100 n.	253
KTSA	San Antonio, Tex.	550	5000 d., 1000 n.	389
KTSM	El Paso, Tex.	1310	250 d., 100 n.	382
KTSW	Emporia, Kans.	C.P. 1370	250 d., 100 n.	255
KTUL	Tulsa, Okla.	1400	5000 d., 1000 n.	350
KTW	Seattle, Wash.	1220	1000	404
KUJ	Walla Walla, Wash.	1370	100	406
KUMA	Yuma, Ariz.	1420	100	189
KUOA	Siloam Springs, Ark.	1260	5000	193
KUSD	Vermillion, S. Dak.	890	500	372
KUTA	Salt Lake City, Utah	1500	100	394
KVAK	Atchison, Kans.	C.P. 1420	100	254
KVAN	Vancouver, Wash.	C.P. 880	250	406
KVCV	Redding, Calif.	1200	100	201
KVEC	San Luis Obispo, Calif.	1200	250 d., 100 n.	205

www.americanradiohistory.com

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
KVGB	Great Bend, Kans.	1370	100	255
KVI	Tacoma, Wash.	570	5000 d., 1000 n.	405
KVNU	Logan, Utah	C.P. 1200	100	392
KVOA	Tucson, Ariz.	1260	1000	189
KVOD	Denver, Colo.	920	500	210
KVOE	Santa Ana, Calif.	1500	100	205
KVOL	Lafayette, La.	1310	250 d., 100 n.	262
KVOO	Tulsa, Okla.	1140	25000	350
KVOR	Colorado Springs, Colo.	1270	1000	208
KVOS	Bellingham, Wash.	1200	100	401
KVOX	Moorhead, Minn.	1310	250 d., 100 n.	284
KVRS	Rock Springs, Wyoming	1370	250 d., 100 n.	414
KVSO	Ardmore, Okla.	1210	250 d., 100 n.	345
KVWC	Vernon, Tex.	C.P. 1500	100	391
KWAL	Wallace, Ida.	C.P. 1420	250 d., 100 n.	230
KWBG	Hutchinson, Kans.	1420	100	255
KWEW	Hobbs, New Mexico	1500	100	307
KWFT	Wichita Falls, Tex.	C.P. 620	1000 d., 250 n.	392
KWG	Stockton, Calif.	1200	100	207
KWJB	Globe, Ariz.	C.P. 1210	250 d., 100 n.	187
KWJJ	Portland, Ore.	1060	500	
		S.A. 1040		351
KWK	St. Louis, Mo.	1350	5000 d., 1000 n.	294
KWKH	Shreveport, La.	850	10000	
		S.A. 1100		265
KWLC	Decorah, Iowa	1270	100	249
KWLK	Longview, Wash.	780	250	402
KWNO	Winona, Minn.	1200	250	286
KWOC	Poplar Bluff, Mo.	1310	100	293
KWOS	Jefferson City, Mo.	1310	250 d., 100 n.	289
KWSC	Pullman, Wash.	1220	000 d., 1000 n.	402
KWTN	Watertown, S. Dak.	1210	100	372
KWTO	Springfield, Mo.	560	5000	295
KWYO	Sheridan, Wyoming	1370	250 d., 100 n.	414
KXA	Seattle, Wash.	760	500 d., 250 n.	
			C.P. 1000	404
KXL	Portland, Ore.	1420	250 d., 100 n.	351
KXO	El Centro, Calif.	1500	100	194
KXOK	St. Louis, Mo.	1250	1000	294
KXRO	Aberdeen, Wash.	1310	250 d., 100 n.	401
KXYZ	Houston, Tex.	1440	1000	386
KYA	San Francisco, Calif.	1230	5000 d., 1000 n.	205
KYCA	Prescott, Ariz.	C.P. 1500	250 d., 100 n.	188
KYOS	Merced, Calif.	1010	250	200
KYSM	Mankato, Minn.	1500	250 d., 100 n.	283
KYW	Philadelphia, Pa.	1020	10000	358
WAAB	Boston, Mass.	1410	1000 d., 500 n.	271
WAAF	Chicago, Ill.	920	1000	233
WAAT	Jersey City, N. J.	940	500	304
WAAW	Omaha, Nebr.	660	500	300
WABC	New York, N. Y.	860	50000	313
WABI	Bangor, Me.	1200	250 d., 100 n.	265
WABY	Albany, N. Y.	1370	250 d., 100 n.	308
WACO	Waco, Tex.	1420	100	391
WADC	Tallmadge, (Akron) Ohio	1320	5000 d., 1000 n.	331
WAGA	Atlanta, Ga.	1450	1000 d., 500 n.	225
WAGF	Dothan, Ala.	1370	250	185
WAGM	Presque Isle, Maine	1420	100	267
WAIM	Anderson, S. C.	1200	100	368
WAIR	Winston-Salem, N. C.	1250	250	328
WALA	Mobile, Ala.	1380	1000 d., 500 n.	185
WALR	Zanesville, Ohio	1210	100	345
WAML	Laurel, Miss.	1310	250 d., 100 n.	288
WAPI	Birmingham, Ala.	1140	5000	183
WAPO	Chattanooga, Tenn.	1420	250 d., 100 n.	373
WARD	Brooklyn, N. Y.	1400	500	309
WASH	Grand Rapids, Mich.	1270	500	279
WATL	Atlanta, Ga.	1370	250 d., 100 n.	225
WATR	Waterbury, Conn.	1190	100	
		C.P. 1290	250	215
WAVE	Louisville, Ky.	940	1000	259
WAWZ	Zarephath, N. J.	1350	1000 d., 500 n.	305
WAYX	Waycross, Ga.	1200	250 d., 100 n.	228

www.americanradiohistory.com

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WAZL	Hazleton, Pa.	1420	100	357
WBAA	West Lafayette, Ind.	890	1000 d., 500 n.	248
WBAL	Baltimore, Md.	1060	10000	267
WBAP	Fort Worth, Tex.	800	50000	385
WBAX	Wilkes-Barre, Pa.	1210	100	366
WBBC	Brooklyn, N. Y.	1400	500	309
WBBL	Richmond, Va.	1210	100	399
WBBM	Chicago, Ill.	770	50000	233
WBBR	Brooklyn, N. Y.	1300	1000	309
WBBZ	Ponca City, Okla.	1200	250 d., 100 n.	349
WBCM	Bay City, Mich.	1410	1000 d., 500 n.	277
WBEN	Buffalo, N. Y.	900	5000 d., 1000 n.	310
WBEO	Marquette, Mich.	1310	250 d., 100 n.	281
WBHP	Huntsville, Ala.	1200	100	185
WBIG	Greensboro, N. C.	1440	1000	326
WBIL	New York, N. Y.	1100	5000	314
WBLK	Clarksburg, W. Va.	1370	100	408
WBLY	Lima, Ohio	1210	100	343
WBNO	New Orleans, La.	1420	250 d., 100 n.	262
WBNS	Columbus, Ohio	1430	5000 d., 1000 n.	341
WBNX	New York, N. Y.	1350	1000	314
WBNY	Buffalo, N. Y.	1370	250 d., 100 n.	311
WBOW	Terre Haute, Ind.	1310	250 d., 100 n.	247
WBRB	Red Bank, N. J.	1210	100	305
WBRC	Birmingham, Ala.	930	5000 d., 1000 n.	184
WBRE	Wilkes-Barre, Pa.	1310	250 d., 100 n.	366
WBRK	Pittsfield, Mass.	1310	250 d., 100 n.	275
WBRY	Waterbury, Conn.	1530	1000	215
WBT	Charlotte, N. C.	1080	50000	324
WBTH	Williamson, W. Va.	C.P. 1370	100	409
WBTM	Danville, Va.	1370	250 d., 100 n.	397
WBZ	Boston, Mass.	990	50000	271
WBZA	Boston, Mass.	990	1000	271
WCAD	Canton, N. Y.	1220	500	312
WCAE	Pittsburgh, Pa.	1220	5000 d., 1000 n.	363
WCAL	Northfield, Minn.	760	5000	284
WCAM	Camden, N. J.	1280	500	303
WCAO	Baltimore, Md.	600	1000 d., 500 n.	268
WCAP	Asbury Park, N. J.	1280	500	303
WCAT	Rapid City, S. Dak.	1200	100	372
WCAU	Philadelphia, Pa.	1170	50000	358
WCAX	Burlington, Vt.	1200	250 d., 100 n.	394
WCAZ	Carthage, Ill.	1070	100	231
WCBA	Allentown, Pa.	1440	500	355
WCBD	Chicago, Ill.	1080	5000	233
WCBM	Baltimore, Md.	1370	250 d., 100 n.	268
WCBS	Springfield, Ill.	1420	250 d., 100 n.	242
WCCO	Minneapolis, Minn.	810	50000	283
WCFL	Chicago, Ill.	970	5000	233
WCHS	Charleston, W. Va.	580	1000 d., 500 n.	407
WCHV	Charlottesville, Va.	1420	250 d., 100 n.	397
WCKY	Covington, Ky.	1490	10000 C.P.50000	333
WCLE	Cleveland, Ohio	610	500	339
WCLO	Janesville, Wisc.	1200	250 d., 100 n.	410
WCLS	Joliet, Ill.	1310	100	240
WCMI	Ashland, Ky.	1310	250 d., 100 n.	259
WCNW	Brooklyn, N. Y.	1500	250 d., 100 n.	310
WCOA	Pensacola, Florida	1340	1000 d., 500 n.	221
WCOC	Meridian, Miss.	880	1000	288
WCOL	Columbus, Ohio	1210	100	341
WCOP	Boston, Mass.	1120	500	272
WCOS	Columbia, S. C.	C.P. 1370	250 d., 100 n.	369
WCOU	Lewiston, Me.	1210	100	266
WCOV	Montgomery, Ala.	C.P. 1210	100	185
WCPO	Cincinnati, Ohio	1200	250 d., 100 n.	337
WCRW	Chicago, Ill.	1210	100	235
WCSC	Charleston, S. C.	1360	1000 d., 500 n.	368
WCSH	Portland, Maine	940	2500 d., 1000 n.	266
WDAE	Tampa, Florida	1220	5000 d., 1000 n.	223
WDAF	Kansas City, Mo.	610	5000 d., 1000 n.	291
WDAH	El Paso, Texas	1310	250 d., 100 n.	382
WDAN	Danville, Ill.	1500	250	239

www.americanradiohistory.com

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WDAS	Philadelphia, Pa.	1370	250 d., 100 n.	359
WDAY	Fargo, N. Dak.	940	5000 d., 1000 n.	330
WDBJ	Roanoke, Va.	930	5000 d., 1000 n.	100
WDBO	Orlando, Fla.	580	5000 d., 1000 n.	221
WDEL	Wilmington, Delaware	1120	500 d., 250 n.	216
WDEV	Waterbury, Vt.	550	500	395
WDGY	Minneapolis, Minn.	1180	5000 d., 1000 n.	284
WDNC	Durham, N. C.	1500	100	
			C.P. 250 d.	325
WDOD	Chattanooga, Tenn.	1280	5000 d., 1000 n.	373
WDRC	Hartford, Conn.	1330	5000 d., 1000 n.	213
WDSM	Superior, Wisc.	C.P. 1200	100	413
WDSU	New Orleans, La.	1250	1000	263
WDWS	Champaign, Ill.	1370	250 d., 100 n.	231
WDZ	Tuscola, Ill.	1020	250	
			C.P. 1000	212
WEAF	New York, N. Y.	660	50000	315
WEAN	Providence, R. I.	780	5000 d., 1000 n.	367
WEAU	Eau Claire, Wisc.	1050	1000	109
WEBC	Duluth, Minn.	1200	5000 d., 1000 n.	282
WEBQ	Harrisburg, Ill.	1210	250 d., 100 n.	240
WEBR	Buffalo, N. Y.	1310	250 d., 100 n.	311
WEDC	Chicago, Ill.	1210	100	235
WEED	Rocky Mount, N. C.	1420	250 d., 100 n.	328
WEEI	Boston, Mass.	590	5000 d., 1000 n.	272
WEEU	Reading, Pa.	830	1000	364
WELI	New Haven, Conn.	930	500 d., 250 n.	214
WELL	Battle Creek, Mich.	1420	100	277
WEMP	Milwaukee, Wisc.	1310	100	411
WENR	Chicago, Ill.	870	50000	235
WENY	Elmira, N. Y.	C.P. 1200	250	312
WEOA	Evansville, Ind.	1370	250 d., 100 n.	243
WESG	Elmira, N. Y.	1010	1000	
		S.A.850		313
WEST	Easton, Pa.	1200	250 d., 100 n.	355
WEVD	New York, N. Y.	1300	1000	315
WEW	St. Louis, Mo.	760	1000	294
WEXL	Royal Oak, Mich.	1310	50	281
WFAA	Dallas, Tex.	800	50000	381
WFAM	South Bend, Ind.	1200	100	217
WFAS	White Plains, N. Y.	1210	100	323
WFBC	Greenville, S. C.	1300	5000 d., 1000 n.	370
WFBG	Altoona, Pa.	1310	100	355
WFBL	Syracuse, N. Y.	1360	5000 d., 1000 n.	321
WFBM	Indianapolis, Ind.	1230	5000 d., 1000 n.	245
WFBR	Baltimore, Md.	1270	1000 d., 500 n,	
			C.P. 5000 d., 1000 n.	268
WFDF	Flint, Mich.	1310	100	279
WFEA	Manchester, N. H.	1340	1000 d., 500 n.	302
WFIL	Philadelphia, Pa.	560	1000	359
WFLA	Tampa, Fla.	620	5000 d., 1000 n.	223
WFMD	Frederick, Md.	900	500	269
WFMJ	Youngstown, Ohio	C.P. 1420	100	344
WFNC	Fayetteville, N. C.	C.P. 1340	250	325
WFOR	Hattiesburg, Miss.	1370	100	287
WFOY	St. Augustine, Fla.	1210	250 d., 100 n.	222
WFTC	Kinston, N. C.	1200	250 d., 100 n.	327
WGAL	Lancaster, Pa.	1500	250 d., 100 n.	357
WGAN	Portland, Me.	640	500	267
WGAR	Cleveland, Ohio	1150	5000 d., 1000 n.	339
WGAU	Athens, Ga.	1310	250 d., 100	225
WGBB	Freeport, N. Y.	1210	100	313
WGBF	Evansville, Ind.	630	1000 d., 500 n.	244
WGBI	Scranton, Pa.	880	1000 d., 500 n.	361
WGCM	Mississippi City, Miss.	1210	250 d., 100 n.	288
WGES	Chicago, Ill.	1360	1000 d., Sun, 500 n.	235
WGH	Newport News, Va.	1310	250 d., 100 n.	398
WGIL	Galesburg, Ill.	1500	250	240
WGKV	Charleston, W. Va.	C.P. 1500	100	407
WGL	Fort Wayne, Ind.	1370	250 d., 100 n.	244
WGN	Chicago, Ill.	720	50000	235
WGNC	Gastonia, N. C.	C.P. 1420	250 d., 100 n.	326
WGNY	Newburgh, N. Y.	1210	100	313

www.americanradiohistory.com

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WGPC	Albany, Ga.	1420	100	225
WGR	Buffalo, N. Y.	550	5000 d., 1000 n.	312
WGRC	New Albany, Ind.	1370	250	246
WGRM	Grenada, Miss.	1210	100	
			C.P. 250 d.	287
WGST	Atlanta, Ga.	890	5000 d., 1000 n.	226
WGTM	Wilson, N. C.	1310	100	328
WGY	Schenectady, N. Y.	790	50000	321
WHA	Madison, Wisc.	940	5000	411
WHAI	Greenfield, Mass.	1210	250	274
WHAM	Rochester, N. Y.	1150	50000	320
WHAS	Louisville, Ky.	820	50000	260
WHAT	Philadelphia, Pa.	1310	100	359
WHAZ	Troy, N. Y.	1300	1000	322
WHB	Kansas City, Mo.	860	1000	291
WHBB	Selma, Ala.	1500	100	186
WHBC	Canton, Ohio	1200	100	
			C.P. 250 d.	333
WHBF	Rock Island, Ill.	1210	250 d., 100 n.	
		C.P. 1240	1000	241
WHBI	Newark, N. J.	1250	2500 d., 1000 n.	304
WHBL	Sheboygan, Wisc.	1300	250	
			C.P. 1000 d.	413
WHBQ	Memphis, Tenn.	1370	100	375
WHBU	Anderson, Ind.	1210	250 d., 100 n.	243
WHBY	Green Bay, Wisc.	1200	250 d., 100 n.	409
WHDF	Calumet, Mich.	1370	250 d., 100 n.	277
WHDH	Boston, Mass.	830	1000	273
WHDL	Olean, N. Y.	1400	250	318
WHEB	Portsmouth, N. H.	740	250	302
WHEC	Rochester, N. Y.	1430	1000 d., 500 n.	320
WHFC	Cicero, Ill.	1420	250 d., 100 n.	239
WHIO	Dayton, Ohio	1260	5000 d., 1000 n.	343
WHIP	Hammond, Ind.	1480	5000	245
WHIS	Bluefield, W. Va.	1410	1000 d., 500 n.	407
WHJB	Greensburg, Pa.	620	250	356
WHK	Cleveland, Ohio	1390	2500 d., 1000 n.	340
WHKC	Columbus, Ohio	640	500	342
WHLB	Virginia, Minn.	1370	250 d., 100 n.	286
WHLS	Port Huron, Mich.	1370	250	281
WHMA	Anniston, Ala.	1420	100	183
WHN	New York, N. Y.	1010	5000 d., 1000 n.	315
WHO	Des Moines, Ia.	1000	50000	250
WHOM	Jersey City, N. J.	1450	250	304
WHP	Harrisburg, Pa.	1430	1000 d., 500 n.	
			C.P. 5000 d., 1000 n.	357
WIBA	Madison, Wisc.	1280	5000 d., 1000 n.	411
WIBC	Indianapolis, Ind.	1050	1000	246
WIBG	Glenside, Pa.	970	100	356
WIBM	Jackson, Mich.	1370	250 d., 100 n.	280
WIBU	Poynette, Wisc.	1210	250 d., 100 n.	412
WIBW	Topeka, Kans.	580	5000 d., 1000 n.	257
WIBX	Utica, N. Y.	1200	250 d., 100 n.	323
WICA	Ashtabula, Ohio	940	250	333
WICC	Bridgeport, Conn.	600	1000 d., 500 n.	213
WIL	St. Louis, Mo.	1200	250 d., 100 n.	295
WILL	Urbana, Ill.	580	1000	
			C.P. 5000	242
WILM	Wilmington, Del.	1420	100	216
WIND	Gary, Ind.	560	5000 d., 1000 n.	245
WINS	New York, N. Y.	1180	1000	315
WIOD-WMBF	Miami, Fla.	610	1000	219
WIP	Philadelphia, Pa.	610	1000	361
WIRE	Indianapolis, Ind.	1400	5000 d., 1000 n.	246
WIS	Columbia, S. C.	560	5000 d., 1000 n.	369
WISN	Milwaukee, Wisc.	1120	1000 d., 250 n.	412
WJAC	Johnstown, Pa.	1310	250 d., 100 n.	357
WJAG	Norfolk, Nebr.	1060	1000	299
WJAR	Providence, R. I.	890	5000 d., 1000 n.	367
WJAS	Pittsburgh, Pa.	1200	5000 d., 1000 n.	363
WJAX	Jacksonville, Fla.	900	5000 d., 1000 n.	218
WJBC	Bloomington, Ill.	1200	250 d., 100 n.	231
WJBK	Detroit, Mich.	1500	250 d., 100 n.	277

www.americanradiohistory.com

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WJBL	Decatur, Ill.	1200	100	239
WJBO	Baton Rouge, La.	1120	500	261
WJBW	New Orleans, La.	1200	100	263
WJBY	Gadsden, Ala.	1210	250 d., 100 n.	185
WJDX	Jackson, Miss.	1270	5000 d., 1000 n.	287
WJEJ	Hagerstown, Md.	1210	100 d.	269
WJHL	Johnson City, Tenn.	C.P. 1200	250 d., 100 n.	374
WJHP	Jacksonville, Fla.	C.P. 1290	250	219
WJIM	Lansing, Mich.	1210	250 d., 100 n.	280
WJJD	Chicago, Ill.	1130	20000	237
WJLS	Beckley, W. Va.	C.P. 1210	250 d., 100 n.	407
WJMC	Rice Lake, Wisc.	C.P. 1210	250	413
WJMS	Ironwood, Mich.	1420	100	280
WJNO	West Palm Beach, Fla.	1200	250 d., 100 n.	223
WJR	Detroit, Mich.	750	50000	278
WJRD	Tuscaloosa, Ala.	1200	250	186
WJSV	Washington, D. C.	1460	10000	
			C.P.50000	216
WJTN	Jamestown, N. Y.	1210	250 d., 100 n.	313
WJW	Akron, Ohio	1210	250 d., 100 n.	333
WJZ	New York, N. Y.	760	50000	317
WKAQ	San Juan, Puerto Rico.	1210	1000	116
WKAR	East Lansing, Mich.	850	1000	
			C.P. 5000	279
WKAT	Miami Beach, Fla.	1500	250 d., 100 n.	221
WKBB	East Dubuque, Ill.			
	C.P. Dubuque, Ia.	1500	250 d., 100 n.	250
WKBH	La Crosse, Wisc.	1380	1000	410
WKBN	Youngstown, Ohio	570	500	345
WKBO	Harrisburg, Pa.	1200	250 d., 100 n.	357
WKBV	Richmond, Ind.	1500	100	247
WKBW	Buffalo, N. Y.	1480	5000	312
WKBZ	Muskegon, Mich.	1500	250 d., 100 n.	281
WKEU	Griffin, Ga.	1500	100	227
WKOK	Sunbury, Pa.	1210	100	365
WKRC	Cincinnati, Ohio	550	5000 d., 1000 n.	337
WKST	New Castle, Pa.	1250	250	358
WKY	Oklahoma City, Okla.	900	5000 d., 1000 n.	347
WKZO	Kalamazoo, Mich.	590	1000	
			C.P. 1000 d., 250 n.	280
WLAC	Nashville, Tenn.	1470	5000	377
WLAK	Lakeland, Fla.	1310	250 d., 100 n.	219
WLAP	Lexington, Ky.	1420	250 d., 100 n.	259
WLAW	Lawrence, Mass.	680	1000	275
WLB	Minneapolis, Minn.	760	5000	281
WLBC	Muncie, Ind.	1310	250 d., 100 n.	246
WLBL	Stevens Point, Wisc.	900	5000	413
WLBZ	Bangor, Me.	620	1000 d., 500 n.	266
WLEU	Erie, Pa.	1420	250 d., 100 n.	356
WLLH	Lowell, Mass.	1370	250 d., 100 n.	275
WLNH	Laconia, N. H.	1310	100	302
WLS	Chicago, Ill.	870	50000	237
WLTH	Brooklyn, N. Y.	1400	500	310
WLVA	Lynchburg, Va.	1200	250 d., 100 n.	398
WLW	Cincinnati, Ohio	700	50000	337
WMAL	Washington, D. C.	630	500 d., 250 n.	217
WMAQ	Chicago, Ill.	670	50000	238
WMAS	Springfield, Mass.	1420	250 d., 100 n.	276
WMAZ	Macon, Ga.	1180	5000 d., 1000 n.	227
WMBC	Detroit, Mich.	1420	250 d., 100 n.	278
WMBD	Peoria, Ill.	1440	5000 d., 1000 n.	240
WMBE-WIOD	Miami, Fla. (See WIOD, Page 219)			
WMBG	Richmond, Va.	1350	500	399
WMBH	Joplin, Mo.	1420	250 d., 100 n.	289
WMBI	Chicago, Ill.	1080	5000	238
WMBO	Auburn, N. Y.	1310	100	
			C.P. 250 d.	308
WMBR	Jacksonville, Fla.	1370	250 d., 100 n.	219
WMBS	Uniontown, Pa.	1120	250 d., 100 n.	365
WMC	Memphis, Tenn.	780	5000 d., 1000 n.	375
WMCA	New York, N. Y.	570	1000	317
WMEX	Boston, Mass.	1500	250 d., 100 n.	
		C.P. 1470	5000	273
WMFD	Wilmington, N. C.	1370	100	328
WMFF	Plattsburg, N. Y.	1310	250 d., 100 n.	319

www.americanradiohistory.com

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WMFG	Hibbing, Minn.	1210	250 d., 100 n.	283
WMFJ	Daytona Beach, Fla.	1420	100	218
WMFO	Decatur, Ala.	1370	100	184
WMFR	High Point, N. C.	1200	100	327
WMIN	St. Paul, Minn.	1370	250 d., 100 n.	286
WMMN	Fairmont, W. Va.	890	5000 d., 1000 n.	408
WMPC	Lapeer, Mich.	1200	250 d., 100 n.	280
WMPS	Memphis, Tenn.	1430	1000 d., 500 n.	375
WMRO	Aurora, Ill. C.P.	1250	250	231
WMSD	Muscle Shoals City, Ala.	1420	100	186
WMT	Cedar Rapids, Ia.	600	5000 d., 1000 n.	248
WNAC	Boston, Mass.	1230	5000 d., 1000 n.	273
WNAD	Norman, Okla.	1010	1000	346
WNAX	Yankton, S. D.	570	5000 d., 1000 n.	372
WNBC	New Britain, Conn.	1380	1000 d., 250 n.	214
WNBF	Binghamton, N. Y.	1500	250 d., 100 n.	309
WNBH	New Bedford, Mass.	1310	250 d., 100 n.	275
WNBX	Springfield, Vt.	1260	1000	395
WNBZ	Saranac Lake, N. Y.	1290	100	321
WNEL	San Juan, Puerto Rico	1290	2500 d., 1000 n.	416
WNEW	New York, N. Y.	1250	5000 d., 1000 n.	317
WNLC	New London, Conn.	1500	100	215
WNOX	Knoxville, Tenn.	1010	5000 d., 1000 n.	374
WNYC	New York, N. Y.	810	1000	317
WOAI	San Antonio, Tex.	1190	50000	389
WOC	Davenport, Ia.	1370	250 d., 100 n.	249
WOCB	Barnstable Township, Mass. C.P.	1210	250 d., 100 n.	271
WOI	Ames, Ia.	640	5000	248
WOKO	Albany, N. Y.	1430	1000 d., 500 n.	308
WOL	Washington, D. C.	1230	1000	217
WOLS	Florence, S. C.	1200	100	370
WOMI	Owensboro, Ky.	1500	250 d., 100 n.	260
WOMT	Manitowoc, Wisc.	1210	100	411
WOOD	Grand Rapids, Mich.	1270	500	279
WOPI	Bristol, Tenn.	1500	100	373
WOR	Newark, N. J.	710	50000	305
WORC	Worcester, Mass.	1280	500	276
WORK	York, Pa.	1320	1000	367
WORL	Boston, Mass.	920	500	274
WOSU	Columbus, Ohio	570	1000 d., 750 n.	342
WOV	New York, N. Y.	1130	1000	318
WOW	Omaha, Nebr.	590	5000 d., 1000 n.	301
WOWO	Fort Wayne, Ind.	1160	10000	244
WPAD	Paducah, Ky.	1420	250 d., 100 n.	261
WPAR	Parkersburg, W. Va.	1420	100	408
WPAX	Thomasville, Ga.	1210	100	228
WPAY	Portsmouth, Ohio	1370	100	343
WPEN	Philadelphia, Pa.	920	1000	361
WPG	Atlantic City, N. J.	1100	5000	303
WPIC	Sharon, Pa.	780	250	365
WPIV	Petersburg, Va.	1210	250 d., 100 n.	399
WPRA	Mayaguez, Puerto Rico	1370	250 d., 100 n.	416
WPRO	Providence, R. I.	630	1000 d., 500 n.	368
WPRP	Ponce, Puerto Rico	1420	250 d., 100 n.	416
WPTF	Raleigh, N. C.	680	5000	327
WQAM	Miami, Fla.	560	1000	221
WQAN	Scranton, Pa.	880	1000 d., 500 n.	364
WQBC	Vicksburg, Miss.	1360	1000	288
WQDM	St. Albans, Vt.	1390	1000	395
WQXR	New York, N. Y.	1550	1000	318
WRAK	Williamsport, Pa.	1370	250 d., 100 n.	366
WRAL	Raleigh, N. C. C.P.	1210	250 d., 100 n.	328
WRAW	Reading, Pa.	1310	100	364
WRBL	Columbus, Ga.	1200	250 d., 100 n.	227
WRC	Washington, D. C.	950	5000 d., 1000 n.	217
WRDO	Augusta, Me.	1370	100	265
WRDW	Augusta, Ga.	1500	250 d., 100 n.	226
WREC	Memphis, Tenn.	600	5000 d., 1000 n.	375
WREN	Lawrence, Kans.	1220	5000 d., 1000 n.	256
WRGA	Rome, Ga.	1500	250 d., 100 n.	227
WRJN	Racine, Wisc.	1370	250 d., 100 n.	412
WRKL	Rock Hill, S. C. C.P.	1500	100	370
WRNL	Richmond, Va.	880	500	399
WROK	Rockford, Ill.	1410	1000 d., 500 n.	241

www.americanradiohistory.com

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
WROL	Knoxville, Tenn.	1310	250 d., 100 n.	374
WRR	Dallas, Tex.	1280	500	381
WRTD	Richmond, Va.	1500	100	400
WRUF	Gainesville, Fla.	830	5000	218
WRVA	Richmond, Va.	1110	5000	
			C.P. 50000	400
WSAI	Cincinnati, Ohio	1330	5000 d., 1000 n.	339
WSAJ	Grove City, Pa.	1310	100	356
WSAL	Salisbury, Md.	1200	250	269
WSAN	Allentown, Pa.	1440	500	355
WSAR	Fall River, Mass.	1450	1000	271
WSAU	Wausau, Wisc.	1370	250 d., 100 n.	413
WSAV	Savannah, Ga.	C.P. 1310	100	227
WSAY	Rochester, N. Y.	1210	250 d., 100 n.	321
WSAZ	Huntington, W. Va.	1190	1000	408
WSB	Atlanta, Ga.	740	50000	226
WSBC	Chicago, Ill.	1210	250 d., 100 n.	238
WSBT	South Bend, Ind.	1360	500	247
WSFA	Montgomery, Ala.	1410	1000 d., 500 n.	186
WSGN	Birmingham, Ala.	1310	250 d., 100 n.	184
WSIX	Nashville, Tenn.	1210	250 d., 100 n.	377
WSJS	Winston-Salem, N. C.	1310	100	329
WSLI	Jackson, Miss.	1420	250 d., 100 n.	288
WSM	Nashville, Tenn.	650	50000	377
WSMB	New Orleans, La.	1320	5000 d., 1000 n.	263
WSMK	Dayton, Ohio	1380	200	
			C.P. 500 d., 250 n.	313
WSNJ	Bridgeton, N. J.	1210	100	303
WSOC	Charlotte, N. C.	1210	250 d., 100 n.	325
WSPA	Spartanburg, S. C.	920	1000	370
WSPD	Toledo, Ohio	1340	5000 d., 1000 n.	344
WSPR	Springfield, Mass.	1140	500	276
WSTP	Salisbury, N. C.	C.P. 1500	250 d., 100 n.	328
WSUI	Iowa City, Ia.	880	1000 d., 500 n.	251
WSUN	St. Petersburg, Fla.	620	5000 d., 1000 n.	222
WSVA	Harrisonburg, Va.	550	500	397
WSYS	Buffalo, N. Y.	1370	50	312
WSVB	Rutland, Vt.	1500	100	394
WSYR-WSYU	Syracuse, N. Y.	570	1000	321 & 322
WTAD	Quincy, Ill.	900	1000	241
WTAG	Worcester, Mass.	580	1000	276
WTAL	Tallahassee, Fla.	1310	250 d., 100 n.	223
WTAM	Cleveland, Ohio	1070	50000	341
WTAQ	Green Bay, Wisc.	1330	1000	
			C.P. 5000 d.	410
WTAR	Norfolk, Va.	780	1000	
			C.P. 5000 d.	398
WTAW	College Station, Tex.	1120	500	380
WTAX	Springfield, Ill.	1210	100	212
WTBO	Cumberland, Md.	800	250	260
WTCN	Minneapolis, Minn.	1250	5000 d., 1000 n.	286
WTEL	Philadelphia, Pa.	1310	100	361
WTHT	Hartford, Conn.	1200	100	213
WTIC	Hartford, Conn.	1060	50000	
		S.A. 1040		214
WTJS	Jackson, Tenn.	1310	250 d., 100 n.	374
WTMA	Charleston, S. C.	C.P. 1210	250 d., 100 n.	369
WTMJ	Milwaukee, Wisc.	620	5000 d., 1000 n.	412
WTMV	East St. Louis, Ill.	1500	250 d., 100 n.	239
WTNJ	Trenton, N. J.	1280	500	305
WTOC	Savannah, Ga.	1260	1000	
			C.P. 5000 d.	228
WTOL	Toledo, Ohio	1200	100	344
WTRC	Elkhart, Ind.	1310	250 d., 100 n.	213
WTRY	Troy, N. Y.	C.P. 950	1000	323
WVFW	Brooklyn, N. Y.	1400	500	310
WWAE	Hammond, Ind.	1200	100	245
WWJ	Detroit, Mich.	920	5000 d., 1000 n.	278
WWL	New Orleans, La.	850	50000	263
WWNC	Asheville, N. C.	570	1000	324
WWRL	Woodside, N. Y.	1500	250 d., 100 n.	324
WWSW	Pittsburgh, Pa.	1500	250 d., 100 n	363
WWVA	Wheeling, W. Va.	1100	5000	409
WXYZ	Detroit, Mich.	1240	1000	278

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STATIONS BY CITIES

WITH MAJOR NETWORK AFFILIATIONS

Key to Network Abbreviations: C—Columbia Broadcasting System; M—Mutual Broadcasting System; NB—National Broadcasting Co. Blue Network; NR—National Broadcasting Co. Red Network.

City and State	Call Letters	Major Network
Aberdeen, S. D.	KABR	
Aberdeen, Wash.	KXRO	M
Abilene, Kansas	KFBI	
Abilene, Texas	KRBC	M
Ada, Okla.	KADA	M
Akron, Ohio (Tallmadge)	WADC	C
	WJW	
Alamosa, Colo.	KGIW	
Albany, Ga.	WGPC	
Albany, N. Y.	WABY	NB
	WOKO	C
Albert Lea, Minn.	KATE	
Albuquerque, N. M.	KGGM	C
	KOB	NB-NR
Alexandria, La.	KALB	
Allentown, Pa.	WCBA	
	WSAN	NB-NR
Altoona, Pa.	WFBG	
Amarillo, Texas	KFDA	
	KGNC	NB-NR-M
Ames, Iowa	WOI	
Anchorage, Alaska	KFQD	
Anderson, Ind.	WHBU	
Anderson, S. C.	WAIM	C
Anniston, Ala.	WHMA	
Ardmore, Okla.	KVSO	M
Asbury Park, N. J.	WCAP	
Asheville, N. C.	WWNC	NB-NR
Ashland, Ky.	WCMI	
Ashtabula, Ohio	WICA	
Astoria, Ore.	KAST	
Atchison, Kans.	KVAK	
Athens, Ga.	WGAU	
Atlanta, Ga.	WAGA	NB
	WATL	
	WGST	C
	WSB	NR
Atlantic City, N. J.	WPG	C
Auburn, N. Y.	WMBO	
Augusta, Ga.	WRDW	C
Augusta, Me.	WRDO	NB-NR-M
Aurora, Ill.	WMRO	
Austin, Texas	KNOW	M
	KTBC	
Baker, Ore.	KBKR	
Bakersfield, Calif.	KERN	NB-NR
	KPMC	M
Baltimore, Md.	WBAL	NB-M
	WCAO	C
	WCBM	
	WFBR	NR
Bangor, Me.	WABI	C
	WLBZ	NB-NR-M
Barnstable Township, Mass.	WOCB	
Baton Rouge, La.	WJBO	NB
Battle Creek, Mich.	WELL	NB
Bay City, Mich.	WBCM	NB
Beaumont, Tex.	KFDM	NB-NR
	KRIC	M
Beckley, W. Va.	WJLS	
Bellingham, Wash.	KVOS	M
Bend, Ore.	KBND	
Berkeley, Calif.	KRE	
Beverly Hills, Calif.	KMPC	
Big Spring, Tex.	KBST	M
Billings, Mont.	KGHL	NB-NR
Binghamton, N. Y.	WNBF	C
Birmingham, Ala.	WAPI	C
	WBRC	NR
	WSGN	NB
Bismarck, N. D.	KFYR	NB-NR
Bloomington, Ill.	WJBC	
Bluefield, W. Va.	WHIS	
Blytheville, Ark.	KLCN	
Boise, Ida.	KIDO	NB-NR
Boone, Iowa.	KFGQ	
Boston, Mass.	WAAB	M
	WBZ	NB
	WCOP	
	WEEI	C
	WHDH	
	WMEX	
	WNAC	NR
	WORL	
Bozeman, Mont.	KRBM	
Brady, Texas	KNEL	
Bridgeport, Conn.	WICC	NB-M
Bridgeton, N. J.	WSNJ	
Bristol, Tenn.	WOPI	
Brookings, S. D.	KFDY	
Brooklyn, N. Y.	WARD	
	WBBC	
	WBBR	
	WCNW	
	WVFW	
Brownsville, Texas	KGFI	

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City and State	Call Letters	Major Network
Buffalo, N. Y.	WBEN	NR
	WBNY	
	WEBR	NB
	WGR	C
	WKBW	C
	WSVS	
Burlington, Vt.	WCAX	
Butte, Mont.	KGIR	NB-NR
Calumet, Mich	WHDF	
Camden, N. J.	WCAM	
Canton, N. Y.	WCAD	
Canton, Ohio	WHBC	
Cape Girardeau, Mo.	KFVS	
Carlsbad, N. M.	KLAH	
Carthage, Ill.	WCAZ	
Casper, Wyoming	KDFN	
Cedar City, Utah	KSUB	
Cedar Rapids, Iowa	WMT	NB-M
Centralia-Chehalis, Wash.	KELA	M
Champaign, Ill.	WDWS	
Charleston, S. C.	WCSC	NB-NR
	WTMA	
Charleston, W. Va.	WCHS	C
	WGKV	
Charlotte, N. C.	WBT	C
	WSOC	NB-NR
Charlottesville, Va.	WCHV	
Chattanooga, Tenn.	WAPO	NB-NR
	WDOD	C
Chicago, Ill	WAAF	
	WBBM	C
	WCBD	
	WCFL	NB-NR
	WCRW	
	WEDC	
	WENR	NB
	WGES	
	WGN	M
	WJJD	
	WLS	NB
	WMAQ	NR
	WMBI	
	WSBC	
Chico, Calif.	KHSL	
Cicero, Ill.	WHFC	
Cincinnati, Ohio	WCKY	NB-NR
	WCPO	
	WKRC	C
	WLW	NB-NR-M
	WSAI	NB-NR-M
Clarksburg, W. Va.	WBLK	
Clay Center, Nebr	KMMJ	
Clayton, Mo.	KFUO	
Cleveland, Ohio.	WCLE	M
	WGAR	C
	WHK	NB-M
	WTAM	NR
Clovis, N. M.	KICA	
Coeur d'Alene, Ida.	KGCI	
Coffeyville, Kans.	KGGF	M
College Station, Tex	WTAW	
Colorado Springs, Colo.	KVOR	C
Columbia, Mo.	KFRU	
Columbia, S. C.	WCOS	
	WIS	NB-NR
Columbus, Ga.	WRBL	
Columbus, Ohio	WBNS	C
	WCOL	NB-NR
	WHKC	M
	WOSU	
Corpus Christi, Tex.	KRIS	NB-NR-M
Corsicana, Texas	KAND	M
Corvallis, Ore.	KOAC	
Cumberland, Md.	WTBO	
Dallas, Tex.	KRLD	C
	WFAA	NB-NR
	WRR	M
Danville, Ill.	WDAN	
Danville, Va.	WBTM	
Davenport, Iowa	WOC	C
Dayton, Ohio	WHIO	C
	WSMK	
Daytona Beach, Fla.	WMFJ	
Decatur, Ala.	WMFO	
Decatur, Ill	WJBL	
Decorah, Iowa	KGCA	
	KWLC	
Denton, Tex.	KDNT	
Denver, Colo.	KFEL	M
	KLZ	C
	KOA	NR
	KPOF	
	KVOD	NB
Des Moines, Iowa	KRNT	C
	KSO	NB-M
	WHO	NR
Detroit, Mich.	WJBK	
	WJR	C
	WMBC	
	WWJ	NR
	WXYZ	NB
Devils Lake, N. D.	KDLR	
Dodge City, Kans	KGNO	
Dothan, Ala.	WAGF	
Dublin, Texas	KFPL	
Dubuque, Ia.	KDTH	
	WKBB	C
Duluth, Minn.	KDAL	C
	WEBC	NB-NR
Durango, Colo.	KIUP	
Durham, N. C.	WDNC	C
East Lansing, Mich.	WKAR	
East St. Louis, Ill.	WTMV	
Easton, Pa.	WEST	
Eau Claire, Wis.	WEAU	
El Centro, Calif	KXO	M
El Dorado, Ark.	KELD	
Elk City, Okla.	KASA	
Elkhart, Ind.	WTRC	
Elmira, N. Y.	WENY	
	WESG	C
El Paso, Tex.	KROD	
	KTSM	NB-NR
	WDAH	
Emporia, Kans	KTSW	
Enid, Okla	KCRC	M
Erie, Pa.	WLEU	NB
Eugene, Ore.	KORE	M
Eureka, Calif.	KIEM	M
Evansville Ind.	WEOA	C
	WGBF	NB-NR

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City and State	Call Letters	Major Network
Everett, Wash.	KRKO	M
Fairbanks, Alaska	KFAR	
Fairmont, W. Va.	WMMN	C
Fall River, Mass.	WSAR	M
Fargo, N. D.	WDAY	NB-NR
Fayetteville, N. C.	WFNC	
Fergus Falls, Minn.	KGDE	
Flint, Mich.	WFDF	NB
Florence, S. C.	WOLS	
Fond du Lac, Wis.	KFIZ	
Fort Smith, Ark.	KFPW	
Fort Wayne, Ind.	WGL	NB-NR
	WOWO	NB
Fort Worth, Tex.	KFJZ	M
	KGKO	NB-NR
	KTAT	M
	WBAP	NB-NR
Frederick, Md.	WFMD	
Freeport, N. Y.	WGBB	
Fresno, Calif.	KARM	C
	KMJ	NB-NR
Gadsden, Ala.	WJBY	
Gainesville, Fla.	WRUF	
Galesburg, Ill.	WGIL	
Gallup, N. M.	KAWM	
Galveston, Texas	KLUF	M
Garden City, Kans.	KIUL	
Gary, Ind.	WIND	
Gastonia, N. C.	WGNC	
Glendale, Calif.	KIEV	
Glenside, Pa.	WIBG	
Globe, Ariz.	KWJB	
Grand Forks, N. D.	KFJM	
Grand Junction, Colo.	KFXJ	
Grand Rapids, Mich.	WASH	
	WOOD	NB-NR
Great Bend, Kans.	KVGB	
Great Falls, Mont.	KFBB	C
Greeley, Colo.	KFKA	M
Green Bay, Wisc.	WHBY	
	WTAQ	C
Greenfield, Mass.	WHAI	M
Greenville, S. C.	WFBC	NB-NR
Greenville, Tex.	KGVL	
Greensboro, N. C.	WBIG	C
Greensburg, Pa.	WHJB	
Grenada, Miss.	WGRM	
Griffin, Ga.	WKEU	
Grove City, Pa.	WSAJ	
Hagerstown, Md.	WJEJ	
Hammond, Ind.	WHIP	
	WWAE	
Harrisburg, Ill.	WEBQ	
Harrisburg, Pa.	WHP	C
	WKBO	
Harrisonburg, Va.	WSVA	
Hartford, Conn.	WDRC	C
	WTHT	M
	WTIC	NR
Hattiesburg, Miss.	WFOR	
Hazleton, Pa.	WAZL	
Helena, Mont.	KPFA	NB-NR
Hibbing, Minn.	WMFG	C
High Point, N. C.	WMFR	
Hilo, Hawaii	KHBC	C
Hobbs, N. M.	KWEW	
Honolulu, Hawaii	KGMB	C-M
	KGU	NB-NR
Hot Springs, Ark.	KTHS	NB-NR
Houston, Texas	KPRC	NR
	KTRH	C
	KXYZ	NB-M
Huntington, W. Va.	WSAZ	
Huntsville, Ala.	WBHP	
Huntsville, Tex.	KSAM	
Hutchinson, Kans.	KWBG	
Idaho Falls, Ida.	KID	
	WFBM	C
	WIBC	
	WIRE	NR
Iowa City, Iowa	WSUI	
Ironwood, Mich.	WJMS	
Jackson, Mich.	WIBM	NB
Jackson, Miss.	WJDX	NR
	WSLI	
Jackson, Tenn.	WTJS	
Jacksonville, Fla.	WJAX	NB-NR
	WJHP	
	WMBR	C
Jamestown, N. Y.	WJTN	NB
Jamestown, N. D.	KRMC	
Janesville, Wisc.	WCLO	
Jefferson City, Mo.	KWOS	
Jerome, Ariz.	KCRJ	
Jersey City, N. J.	WAAT	
	WHOM	
Johnson City, Tenn.	WJHL	
Johnstown, Pa.	WJAC	
Joliet, Ill.	WCLS	
Jonesboro, Ark.	KBTM	
Joplin, Mo.	WMBH	
Juneau, Alaska	KINY	
Kalamazoo, Mich.	WKZO	
Kalispell, Mont.	KGEZ	
Kansas City, Kans.	KCKN	
Kansas City, Mo.	KCMO	
	KITE	
	KMBC	C
	WDAF	NR
	WHB	M
Kearney, Nebr.	KGFW	
Ketchikan, Alaska	KGBU	
Kilgore, Texas	KOCA	
Kinston, N. C.	WFTC	
Klamath Falls, Ore.	KFJI	
Knoxville, Tenn.	WNOX	C
	WROL	NB-NR
Laconia, N. H.	WLNH	M
LaCrosse, Wisc.	WKBH	C
Lafayette, La.	KVOL	
La Grande, Ore.	KLBM	
LaJunta, Colo.	KOKO	
Lake Charles, La.	KPLC	
Lakeland, Fla.	WLAK	NB-NR
Lamar, Colo.	KIDW	
Lancaster, Pa.	WGAL	NB-NR
Lansing, Mich.	WJIM	NB
Lapeer, Mich.	WMPC	
Laredo, Tex.	KPAB	

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City and State	Call Letters	Major Network
Laurel, Miss.	WAML	
Lawrence, Kans.	KFKU	
	WREN	NB
Lawrence, Mass	WLAW	
Lewiston, Ida.	KRLC	
Lewiston, Me.	WCOU	M
Lexington, Ky.	WLAP	
Lihue, Hawaii	KTOH	
Lima, Ohio.	WBLY	
Lincoln, Nebr	KFAB	C
	KFOR	M
Little Rock, Ark.	KARK	NB-NR
	KGHI	
	KLRA	C
Logan, Utah	KVNU	
Long Beach, Calif.	KFOX	
	KGER	
Longview, Texas	KFRO	M
Longview, Wash	KWLK	
Los Angeles, Calif	KECA	NB
	KEHE	
	KFAC	
	KFI	NR
	KFSG	
	KFVD	
	KFWB	
	KGFJ	
	KHJ	M
	KMTR	
	KNX	C
	KRKD	
Louisville, Ky.	WAVE	NB-NR
	WHAS	C
Lowell, Ariz.	KSUN	
Lowell, Mass.	WLLH	M
Lubbock, Texas	KFYO	M
Lufkin, Texas	KRBA	
Lynchburg, Va.	WLVA	
Macon, Ga.	WMAZ	C
Madison, Wisc.	WHA	
	WIBA	NB-NR
Manchester, N. H	WFEA	NB-NR-M
Mandan, N D.	KGCU	
Manhattan, Kans	KSAC	
Manitowoc, Wisc	WOMT	
Mankato, Minn.	KYSM	
Marquette, Mich.	WBEO	
Marshalltown, Ia.	KFJB	
Marshfield, Ore.	KOOS	M
Mason City, Iowa	KGLO	C
Mayaguez, P. R.	WPRA	
Medford, Ore	KMED	NB-NR
Memphis, Tenn	WHBQ	
	WMC	NR
	WMPS	NB
	WREC	C
Merced, Calif.	KYOS	
Meridian, Miss	WCOC	C
Miami, Fla.	WIOD-WMBF	NB-NR
	WQAM	C
Miami Beach, Fla.	WKAT	
Midland, Texas	KRLH	
Milwaukee, Wisc.	WEMP	
	WISN	C
	WTMJ	NB-NR
Minneapolis, Minn	WCCO	C
	WDGY	M
	WLB	
	WTCN	NB
Minot, N. D.	KLPM	
Mississippi City, Miss.	WGCM	
Missoula, Mont.	KGVO	C
Mobile, Ala.	WALA	NB-NR
Modesto, Calif	KTRB	
Monroe, La	KMLB	
Monterey, Calif	KDON	M
Montgomery, Ala	WCOV	
	WSFA	C
Moorhead, Minn.	KVOX	
Muncie, Ind.	WLBC	
Muscle Shoals City, Ala.	WHSD	
Muskegon, Mich.	WKBZ	
Muskogee, Okla.	KBIX	M
Nampa, Ida.	KFXD	
Nashville, Tenn	WLAC	C
	WSIX	
	WSM	NB-NR-M
New Albany, Ind.	WGRC	
Newark, N. J.	WHBI	
	WOR	M
New Bedford, Mass.	WNBH	M
New Britain, Conn.	WNBC	NB-NR
Newburgh, N. Y.	WGNY	
New Castle, Pa.	WKST	
New Haven, Conn.	WELI	
New London, Conn.	WNLC	M
New Orleans, La.	WBNO	
	WDSU	NB
	WJBW	
	WSMB	NR
	WWL	C
Newport News, Va.	WGH	
New York	WABC	C
	WBIL	
	WBNX	
	WEAF	NR
	WEVD	
	WHN	
	WINS	
	WJZ	NB
	WLTH	
	WMCA	
	WNEW	
	WNYC	
	WOV	
	WQXR	
Norfolk, Nebr	WJAG	
Norfolk, Va.	WTAR	NB-NR
Norman, Okla	WNAD	
Northfield, Minn.	WCAL	
North Platte, Neb.	KGNF	
Oakland, Calif.	KLX	
	KLS	
	KROW	
Ogden, Utah.	KLO	NB
Oklahoma City, Okla.	KOCY	
	KOMA	C
	KTOK	NB-NR-M
	WKY	NB-NR
Okmulgee, Okla.	KHBG	

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City and State	Call Letters	Major Network
Olean, N. Y.	WHDL	
Olympia, Wash.	KGY	M
Omaha, Nebr.	KOIL	NB-M
	WAAW	
	WOW	NR
Orlando, Fla.	WDBO	C
Owensboro, Ky.	WOMI	
Paducah, Ky.	WPAD	
Palestine, Tex.	KNET	
Pampa, Texas	KPDN	
Paris, Texas	KPLT	M
Parkersburg, W. Va.	WPAR	C
Pasadena, Calif.	KPPC	
Pecos, Texas	KIUN	
Pensacola, Fla.	WCOA	C
Peoria, Ill.	WMBD	C
Petersburg, Va.	WPIV	
Philadelphia, Pa.	KYW	NR
	WCAU	C
	WDAS	
	WFIL	NB-M
	WHAT	
	WIP	
	WPEN	
	WTEL	
Phoenix, Ariz.	KOY	C
	KTAR	NB-NR
Pierre, S. D.	KGFX	
Pine Bluff, Ark.	KOTN	
Pittsfield, Mass.	WBRK	C
Pittsburg, Kans.	KOAM	NB-NR
Pittsburgh, Pa.	KDKA	NB
	KQV	
	WCAE	NR-M
	WJAS	C
	WWSW	
Plattsburg, N. Y.	WMFF	NB
Pocatello, Ida.	KSEI	NB-NR
Ponca City, Okla.	WBBZ	
Ponce, Puerto Rico	WPRP	
Poplar Bluff, Mo.	KWOC	
Port Arthur, Tex.	KPAC	
Port Huron, Mich.	WHLS	
Portland, Me.	WCSH	NR
	WGAN	C
Portland, Ore.	KALE	M
	KBPS	
	KEX	NB
	KGW	NR
	KOIN	C
	KWJJ	
	KXL	
Portsmouth, N. H.	WHEB	
Portsmouth, Ohio	WPAY	
Poynette, Wis.	WIBU	
Prescott, Ariz.	KYCA	
Presque Isle, Me.	WAGM	
Price, Utah	KEUB	
Providence, R. I.	WEAN	NB-M
	WJAR	NR
	WPRO	C
Pueblo, Colo.	KGHF	NB-NR
Pullman, Wash.	KWSC	
Quincy, Ill.	WTAD	
Racine, Wisc.	WRJN	
Raleigh, N. C.	WPTF	NB-NR
	WRAL	
Rapid City, S. D.	KOBH	
	WCAT	
Reading, Pa.	WEEU	NB-NR
	WRAW	NB-NR
Red Bank, N. J.	WBRB	
Redding, Calif.	KVCV	
Reno, Nev.	KOH	C
Rice Lake, Wisc.	WJMC	
Richmond, Ind.	WKBV	
Richmond, Va.	WBBL	
	WMBG	NR
	WRNL	
	WRTD	NB
	WRVA	C-M
Roanoke, Va.	WDBJ	C
Rochester, Minn.	KROC	
Rochester, N. Y.	WHAM	NB
	WHEC	C
	WSAY	
Rockford, Ill.	WROK	
Rock Hill, S. C.	WRKL	
Rock Island, Ill.	WHBF	M
Rock Springs, Wyo.	KVRS	
Rocky Mount, N. C.	WEED	
Rome, Ga.	WRGA	
Roseburg, Ore.	KRNR	M
Roswell, N. M.	KGFL	
Royal Oak, Mich.	WEXL	
Rutland, Vt.	WSYB	
Sacramento, Calif.	KFBK	NB-NR
	KROY	C
Safford, Ariz.	KGLU	
St. Albans, Vt.	WQDM	
St. Augustine, Fla.	WFOY	
St. Cloud, Minn.	KFAM	
St. Joseph, Mo.	KFEQ	
St. Louis, Mo.	KMOX	C
	KSD	NR
	KWK	NB-M
	KXOK	
	WEW	
	WIL	
St. Paul, Minn.	KSTP	NR
	WMIN	
St. Petersburg, Fla.	WSUN	NB-NR
Salem, Ore.	KSLM	M
Salina, Kans.	KSAL	
Salisbury, Md.	WSAL	
Salisbury, N. C.	WSTP	
Salt Lake City, Utah	KDYL	NR
	KSL	C
	KUTA	NB
San Angelo, Tex.	KGKL	M
San Antonio, Tex.	KABC	M
	KMAC	
	KONO	
	KTSA	C
	WOAI	NB-NR
San Bernardino, Calif.	KFXM	M
San Diego, Calif.	KFSD	NB
	KGB	M
San Francisco, Calif.	KFRC	M
	KGO	NB
	KJBS	
	KPO	NR
	KSAN	
	KSFO	C
	KYA	

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City and State	Call Letters	Major Network
San Jose, Calif.	KQW	M
San Juan, P. R.	WKAQ	
	WNEL	
San Luis Obispo, Calif.	KVEC	M
Santa Ana, Calif.	KVOE	M
Santa Barbara, Calif.	KDB	M
	KTMS	NB
Santa Fe, N. M.	KRQA	
Santa Rosa, Calif.	KSRO	
Saranac Lake, N. Y.	WNBZ	
Savannah, Ga.	WSAV	
	WTOC	C
Schenectady, N. Y.	WGY	NR
Scottsbluff, Nebr.	KGKY	
Scranton, Pa.	WGBI	C
	WQAN	
Seattle, Wash.	KEEN	
	KIRO	C
	KJR	NB
	KOL	M
	KOMO	NR
	KRSC	
	KTW	
	KXA	
Selma, Ala.	WHBB	
Sharon, Pa.	WPIC	
Shawnee, Okla.	KGFF	M
Sheboygan, Wisc.	WHBL	
Shenandoah, Ia.	KFNF	
	KMA	NB
Sheridan, Wyo.	KWYO	
Sherman, Texas	KRRV	M
Shreveport, La.	KRMD	
	KTBS	NB-NR
	KWKH	C
Siloam Springs, Ark.	KUOA	
Sioux City, Ia.	KSCJ	C
	KTRI	
Sioux Falls, S. D.	KELO	NB NR
	KSOO	NB-NR
South Bend, Ind.	WFAM	
	WSBT	C
Spartanburg, S. C.	WSPA	
Spokane, Wash.	KFIO	
	KFPY	C
	KGA	NB
	KHQ	NR
Springfield, Ill.	WCBS	
	WTAX	
Springfield, Mass.	WMZA	NB
	WMAS	C
	WSPR	M
Springfield, Mo.	KGBX	NB-NR
	KWTO	
Springfield, Vt.	WNBX	C
Sterling, Colo.	KGEK	
Stevens Pt., Wisc.	WLBL	
Stockton, Calif.	KGDM	
	KWG	NB-NR
Sunbury, Pa.	WKOK	
Superior, Wisc.	WDSM	
Syracuse, N. Y.	WFBL	C
	WSYR-WSYU	NB
Tacoma, Wash.	KMO	M
	KVI	C
Tallahassee, Fla.	WTAL	
Tallmadge, Ohio (Akron)	WADC	C
Tampa, Fla.	WDAE	C
	WFLA	NB-NR
Temple, Texas	KTEM	M
Terre Haute, Ind.	WBOW	NB-NR
Texarkana, Ark.-Tex.	KCMC	NB-NR
Thomasville, Ga.	WPAX	
Toledo, Ohio	WSPD	NB-NR
	WTOL	
Topeka, Kans.	WIBW	C
Trenton, N. J.	WTNJ	
Troy, N. Y.	WHAZ	
	WTRY	
Tucson, Ariz.	KGAR	C
	KVOA	NB-NR
Tulsa, Okla.	KOME	M
Tulsa, Okla.	KTUL	C
	KVOO	NB-NR
Tuscaloosa, Ala.	WJRD	
Tuscola, Ill.	WDZ	
Twin Falls, Ida.	KTFI	NB-NR
Tyler, Texas	KGKB	M
Uniontown, Pa.	WMBS	
Urbana, Ill.	WILL	
Utica, N. Y.	WIBX	C
Valley City, N. D.	KOVC	
Vancouver, Wash.	KVAN	
Vermilion, S. D.	KUSD	
Vernon, Texas	KVWC	M
Vicksburg, Miss.	WQBC	
Virginia, Minn.	WHLB	C
Visalia, Calif.	KTKC	M
Waco, Texas	WACO	M
Wallace, Ida.	KWAL	
Walla Walla, Wash.	KUJ	
Washington, D. C.	WJSV	C
	WMAL	NB
	WOL	M
	WRC	NR
Waterbury, Conn.	WATR	M
	WBRY	C
Waterbury, Vt.	WDEV	
Watertown, S. D.	KWTN	
Watsonville, Calif.	KHUB	
Wausau, Wisc.	WSAU	
Waycross, Ga.	WAYX	
Wenatchee, Wash.	KPQ	M
Weslaco, Texas	KRGV	NB-NR-M
West Palm Beach, Fla.	WJNO	C
West Lafayette, Ind.	WBAA	
Wheeling, W. Va.	WWVA	C
White Plains, N. Y.	WFAS	
Wichita, Kans.	KANS	NB-NR
	KFH	C
Wichita Falls, Tex.	KWFT	
Wilkes-Barre, Pa.	WBAX	M
	WBRE	NB-NR
Williamson, W. Va.	WBTH	
Williamsport, Pa.	WRAK	
Wilmington, Del.	WDEL	NR
	WILM	
Wilmington, N. C.	WMFD	
Wilson, N. C.	WGTM	
Winona, Minn.	KWNO	
Winston Salem, N. C.	WAIR	
	WSJS	C
Wolf Point, Mont.	KGCX	
Woodside, N. Y.	WWRL	
Worcester, Mass.	WORC	C
	WTAG	NR
Yakima, Wash.	KIT	M
Yankton, S. Dak.	WNAX	C
York, Pa.	WORK	NB-NR
Youngstown, Ohio	WKBN	C
	WMFJ	
Yuma, Arizona	KUMA	
Zanesville, Ohio	WALR	
Zarephath, N. J.	WAWZ	

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STANDARD BROADCASTING STATIONS OF THE UNITED STATES

The following list of stations is arranged in alphabetical order as to states and territories and cities therein.

Every effort has been made to present accurate and complete information in a self explanatory method. In order to obtain this information, more than 800 questionnaires were sent to the stations early in December. After some second requests, less than 50 questionnaires remained unanswered or went astray. Data in these cases was compiled from sources considered reliable. In every case, however, corrections were made up to the time of going to press, to insure keeping pace with late developments.

RADIO ANNUAL has purposely refrained from including such fluctuating data as belong to the rate card. For such information, the reader is referred to the station itself, its representative or the current issue of STANDARD RATE and DATA.

ALABAMA

Population 2,895,000

Number of Families 670,000 — **Number of Radio Homes 375,200**

Retail Sales $337,217,000 — **Auto Registrations 239,178**

W H M A

"THE SHOWMANSHIP STATION"

ANNISTON—EST. 1938

ALABAMA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Harry M. Ayres. OPERATED BY: John S. Pitts. BUSINESS ADDRESS: WHMA Bldg., 14th & Noble Sts. PHONE: 2380-2381. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime Schedule. NEWSPAPER AFFILIATION: Anniston Star. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

General Manager.....John S. Pitts
Commercial Manager.....J. Allen Brown
Program Director.....Harold Russey
Chief Engineer.....J. G. Cobble

POLICIES

Station does not accept liquor or Foreign language programs. Merchandising includes publicity and program listing in the Anniston Star; also advance "plugs" on the air.

W A P I

"THE VOICE OF ALABAMA"

BIRMINGHAM—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1140 Kc. POWER: 5000 Watts. OWNED BY: Alabama Polytechnic Institute, University of Alabama and Alabama College. OPERATED BY: Voice of Alabama, Inc. BUSINESS ADDRESS: Protective Life Bldg. STUDIO ADDRESS 14th floor, same building. TRANSMITTER LOCATION: Sandusky. TIME ON THE AIR: 6:00 A.M. to 12:00 Midnight; Sundays,

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8:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Pub.

Personnel

Chairman of Board.....Ed Norton
President & Genl. Mgr.....Thad Holt
Treasurer-Radio Sales Director
H. A. Holtshouser
Program Director.. ..... Dick Faulkner
Agricultural-Publicity Director...Harwood Hull

POLICIES

Same policies as Columbia Broadcasting System.

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W B R C

"ALABAMA'S DOMINANT STATION"

BIRMINGHAM—EST. 1925

NBC—(RED)

FREQUENCY: 930 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Birmingham Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Bankhead Hotel. PHONE: 3-9293. STUDIO ADDRESS: Bankhead Hotel. TRANSMITTER LOCATION: Coalburg. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Birmingham Post, Southern Radio News. NEWS SERVICE: International News Service.

Personnel

President ..... .K. G. Marshall
Commercial Manager ....K. G. Marshall
Vice President and General Manager.J. C. Bell
Sales Manager .. ..J. C. Bell
Ass't Manager ....John M. Connolly
Musical Director ... .W. D. Rushing
Chief Engineer ..... .J. C. Bell

POLICIES

Station bans the broadcasting of hard liquor but does permit announcements for beer and wines. Policy in regard to patent medicines is that their announcement copy must be submitted to station for approval before acceptance.

Merchandising: Merchandising and exploitation features in connection with commercial programs at cost.

REPRESENTATIVE

Paul H. Raymer Co.

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W S G N

"THE NEWS-AGE-HERALD STATION"

BIRMINGHAM—EST. 1927

NBC (BLUE) DIXIE
ALABAMA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: R. B. Broyles Co. OPERATED BY: The Birmingham News Co. BUSINESS ADDRESS: Tutwiler Hotel. PHONE: 4-3434. STUDIO ADDRESS: Tutwiler Hotel. TRANSMITTER LOCATION: Druid Hills. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. CST. NEWSPAPER AFFILIATIONS: The Birmingham News, The Birmingham Age-Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

V-P. and Gen. Mgr.....Henry P. Johnston
Station Manager .. ..
Chief Engineer.... . . . .P. B. Cram
Program Director.....Bob McRaney
Promotion Manager.. . . . ...H. A. Gilleland
Production Manager.. .. ... . .Bill Terry

POLICIES

Accept beer, but not whiskey—foreign language when English version is furnished.

Complete department maintained for merchandising with assistance of papers. Merchandise via mail letters to trade, contact accounts, at cost to sponsor—have access to newspaper publicity so long as sponsor's name does not appear in the columns of paper.

REPRESENTATIVE

Kelly Smith Company

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W M F O

"THE FRIENDLY STATION"

DECATUR—EST. 1935

ALABAMA NETWORK
SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: 418½ Second Ave. PHONE: Decatur 802, 803, 804. STUDIO ADDRESS: 418½ Second Ave. TRANSMITTER LOCATION: 418½ Second Ave. MAINTAINS ARTISTS' BUREAU. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Birmingham Post. Southern Radio News (Cooperative only). NEWS SERVICE: United Press.

Personnel

President..... James R. Doss, Jr.
Commercial Manager.. ....R. H. Albright
Advertising Manager... ....Ted R. Woodard
Artists' Bureau Head. .. . . Edwin Mullinax
Chief Announcer . . . .Edwin Mullinax
Station Manager .....Ted R. Woodard
Sales Manager.....R. H. Albright
Publicity Director. . . . Ted R. Woodard
Musical Director. ... Cois Lowery
Chief Engineer. ... . .Fred L. James

POLICIES

Local County option laws (Morgan County is Dry) according to state statutes prohibits liquor advertising in dry counties.

Merchandising through Window Cards, Posters, Direct Mail to retail merchants and Newspaper listings and publicity in Birmingham Post and Southern Radio News. Also advance "Plugs" from Station.

REPRESENTATIVE

Burn-Smith Co.

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W A G F

"THE TRI-STATES STATION"

DOTHAN—EST. 1932

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Dothan Broadcasting Co. OPERATED BY: Dothan Broadcasting Co. BUSINESS ADDRESS: 204½ E. Main St. PHONE: 1430. STUDIO ADDRESS: 204½ E. Main St. TRANSMITTER LOCATION: S. E. Ala. Fairgrounds. TIME ON THE AIR: 8:00 A.M. to local sunset. NEWS SERVICE: Transradio Press.

Personnel

Station Manager.....Julian C. Smith
Commercial Manager.....Fred Moseley
Chief Announcer.....Samuel Hall
Chief Engineer.....John T. Hubbard

POLICIES

Does not accept liquor announcements. Wines and beer accepted. No foreign language element in this territory.

No special merchandising policies.

REPRESENTATIVE

Burn-Smith Co.

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W J B Y

GADSDEN—EST. 1928

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Gadsen Broadcasting Co., Inc. OPERATED BY: Gadsden Broadcasting Co., Inc. BUSINESS ADDRESS: 108 Broad St. PHONE: 88. STUDIO ADDRESS: 108 Broad St. TRANSMITTER LOCATION: 108 Broad St. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....B. H. Hopson
Commercial Manager.....J. W. Buttram
Advertising Manager.....J. W. Buttram
Station Manager.....J. W. Buttram
Sales Manager.....J. W. Buttram
Chief Engineer.....Vernon Story

POLICIES

No liquor advertising accepted.

Merchandising includes Radio NewsGrams. Letters to the trade. Publicity and program listings in the Southern Radio News and the Gadsden Free Press.

REPRESENTATIVE

Sears & Ayer.

•

W B H P

"SERVING THOUSANDS THROUGHOUT THE TENNESSEE VALLEY"

HUNTSVILLE—EST. 1937

ALABAMA MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: W. H. Pollard. OPERATED BY: W. H. Pollard. BUSINESS ADDRESS: Time's Bldg. PHONE: 313. STUDIO ADDRESS: Time's Bldg. TRANSMITTER LOCATION: 1½ miles west of Huntsville. MAINTAINS ARTISTS' BUREAU. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President.....W. H. Pollard
Commercial Manager.....John C. Hughes
Advertising Manager.....John S. Allen
Artists' Bureau Head.....Weston Britt
Chief Announcer.....Vance Brooks
Station Manager.....W. H. Pollard
Sales Manager.....John S. Allen
Musical Director.....Weston Britt
Chief Engineer.....M. C. Davie, Jr.

POLICIES

Does not accept liquor or foreign language programs.

REPRESENTATIVE

Burn-Smith Co.

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W A L A

MOBILE—EST. 1930

NATIONAL BROADCASTING CO.

FREQUENCY: 1380 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: W. O. Pape. OPERATED BY: Pape Broadcasting Company. BUSINESS ADDRESS: 106 St. Joseph St. PHONE: Dexter 5893-4. STUDIO ADDRESS: 106 St. Joseph St. TRANSMITTER LOCATION: Mobile. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTON SERVICE: NBC Thesaurus.

Personnel

General Manager.....W. O. Pape
Assistant Manager.....J. H. Hunt
Artists' Bureau Head.....H. J. Grant
Sales Manager.....H. K. Martin
Musical Director.....H. J. Grant
Chief Engineer.....R. M. Cole
Chief Announcer.....H. J. Grant

POLICIES

Liquor advertising depends on local option in this state.

Merchandising: Station maintains a merchandising department which works with advertiser in any way possible to obtain satisfactory results.

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W C O V *

MONTGOMERY—EST. 1938

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Capital Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Exchange Hotel. STUDIO ADDRESS: Same. TIME ON THE AIR: Daytime Schedule. TRANSCRIPTION SERVICE: Standard Radio.

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Personnel

Manager.....G. W. Covington, Jr.
Commercial Manager.....R. B. Raney
Program Director.....Weston Britt

* Station was licensed to operate under a C. P. at time of going to press.

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W S F A

"WE SELL FOR ADVERTISERS"

MONTGOMERY—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Montgomery Broadcasting Co., Inc. OPERATED BY: Montgomery Broadcasting Co., Inc. BUSINESS ADDRESS: Jefferson Davis Hotel. PHONE: Cedar 5880. STUDIO ADDRESS: Jefferson Davis Hotel. TRANSMITTER LOCATION: Narrow Lane Road. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....S. G. Persons
Treasurer and Gen. Mgr. .....Howard E. Pill
Local Sales Manager.. .... John B. DeMotte
Publicity Director.....M. E. Price
Musical Director.....E. Caldwell Stewart
Chief Engineer.....Paul B. Duncan

POLICIES

No foreign language programs accepted.

Merchandising features: All mailing at clients' expense; Advertising department will detail man for dealer contacts when requested; Broadside of announcements preceding inaugural of new series of programs, giving time of program, features, etc.

REPRESENTATIVE

Kelly Smith Co.

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W H B B

"CREATING BUSINESS FOR YOU IS OUR BUSINESS"

SELMA—EST. 1935

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Selma Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Box 26. PHONE: 1233. STUDIO ADDRESS: 209 Washington St. TRANSMITTER LOCATION: Highway 80 (2 miles from town). TIME ON THE AIR: 7:00 A. M. to 9:00 P. M. (unlimited). NEWS SERVICE: Transradio Press.

Personnel

Station Manager.....W. J. Reynolds, Jr.
Chief Announcer. ....W. A. Coleman
Chief Engineer.....William Pigg

POLICIES

No stated special policies. Advertising of alcoholic beverages accepted.

W M S D

"WITH THE MUSCLE SHOALS DISTRICT"

MUSCLE SHOALS CITY—EST. 1933

ALABAMA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Muscle Shoals Broadcasting Corp. OPERATED BY: Muscle Shoals Broadcasting Corp. BUSINESS ADDRESS: Box 688, Sheffield. PHONE: 821. STUDIO ADDRESS: Highland Park. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Station Manager.. .....Joe Van Sandt
Chief Announcer.. ... Horace McGregor
Advertising Manager.....Joe Van Sandt
Program Director ..... . James Connolly
Publicity Director .. .. .Beulah Sutton
Musical Director . .. ...Beulah Sutton
Chief Engineer ....J. V. Sanderson

POLICIES

All advertising for Alcoholic Beverages and Medicines must be checked 24 hours in advance by the Station or Office Manager.

REPRESENTATIVE

Burn-Smith Co.

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W J R D

"BRIGHTEST DAY TIME SPOT ON YOUR DIAL"

TUSCALOOSA—EST. 1936

ALABAMA SPORTS NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: James R. Doss, Jr. OPERATED BY: James R. Doss, Jr. BUSINESS ADDRESS: First National Bank Bldg., Box 303. PHONE: 1401-1022. STUDIO ADDRESS: First National Bank Bldg. TRANSMITTER LOCATION: Greensboro Road opposite Jug Factory Road. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio. MAINTAINS ARTIST BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Commercial Manager.....J. Ed Reynolds
Chief Announcer ...William "Dick" DeFreitas
Program and Production
Manager. . . .Alfred Owen
Musical Director.. . .. John Dighton
Chief Engineer . .. . .E. H. Eudy

POLICIES

Local law prohibits liquor advertisements.

WJRD does not participate in promotional advertising, or schemes of any kind.

REPRESENTATIVE

Burn-Smith Co.

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ARIZONA

Population 412,000

Number of Families 104,000 | Number of Radio Homes 79,600

Retail Sales $121,083,000 | Auto Registrations 106,496

K W J B

"THE GLOBE-MIAMI STATION"

GLOBE—EST. 1938

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Sims Broadcasting Co. OPERATED BY: Same. BUSINESS OFFICE: South Globe. PHONE: 41. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON AIR: 8:00 A.M. to 10 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Manager.....Bartley T. Sims
Commercial Manager.....Vester Sansing
Publicity Director.....Emma W. Henderson

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K C R J

JEROME—EST. 1930

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Charles C. Robinson. OPERATED BY: Charles C. Robinson. BUSINESS ADDRESS: Robinson's Jewelry Bldg. STUDIO ADDRESS: Robinson's Jewelry Bldg. TRANSMITTER LOCATION: Near Jerome. TIME ON THE AIR: Unlimited (actual, 9:00 A.M. to 9:00 P.M.).

POLICIES

Spanish staff service available for Spanish programs.

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K S U N

"BISBEE-DOUGLAS STATION"

LOWELL—EST. 1933

ARIZONA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Copper Elec. Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Copper Electric Bldg. PHONE: 9. STUDIO ADDRESS: Lowell. TRANSMITTER LOCATION: Lowell. TIME ON THE AIR: 9:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President.....James S. Maffeo
Commercial Manager.....R. B. Thompson
Station Manager.....Carleton W. Morris
Sales Manager.....R. B. Thompson
Chief Engineer.....David C. Karbach

POLICIES

Will take any liquor account provided all copy is edited by station. Foreign language accounts accepted in Spanish only.

Station will cooperate in any way possible to merchandise accounts.

REPRESENTATIVE

John Blair & Company

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K O Y

PHOENIX—EST. 1921 (as KFCB)
1929 (as KOY)

COLUMBIA BROADCASTING SYSTEM
THE ARIZONA NETWORK

FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: Salt River Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 838 N. Central. PHONE: 4-4144. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 621-623 N. Central Ave. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Transcription Service.

Personnel

President .....William A. Baldwin
Business Manager.....Don Ben Roush
Artists' Bureau Head .....Roberta Bragdon
Chief Announcer .....Joe Dana
Program Director .....Jack Williams
Station Manager .....Fred A. Palmer
Publicity Director .....Lucille Braine
Musical Director.....Alfred Becker
Chief Engineer .....E. E. Alden

POLICIES

Broadcasting policy maintained in accordance with FCC requirements. Station does not accept payment for station time from Churches. Time on the air donated to such religious organizations. Schedule rotated to accommodate every church, etc., etc.

Merchandising: Special merchandising letters, cards, etc., sent out by mailing department drawing attention to certain commercial programs.

REPRESENTATIVE

International Radio Sales

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K T A R

"SERVING ARIZONA WITH THE BEST IN RADIO"

PHOENIX—EST. 1922

NBC (Red and Blue)

FREQUENCY: 620 Kc. POWER: 1000 Watts. OWNED BY: The Arizona Republic and Electrical Equipment Co. OPERATED BY: The Arizona Republic and Electrical Equipment Co. BUSINESS ADDRESS: "Atop the Heard Bldg." PHONE: 4-4161. STUDIO ADDRESS: "Atop the Heard Bldg." TRANSMITTER LOCATION: "Atop the Heard Bldg." TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: The Arizona Republic (morning), Phoenix Gazette (evening), The Arizona Weekly Gazette. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio Library and MacGregor Library.

Personnel

Station Manager..... Dick Lewis
Commercial Manager..... ..J. R. Heath
Artists' Bureau Head .. .... Fay Meyerson
Publicity Director.. .. .. Hal Roach
Program Director..... ..J. Howard Pyle
Chief Engineer..... Arthur Anderson

POLICIES

No wine or hard liquor advertising is accepted.

Maintains a policy of strict censorship in effort to prevent fraudulent, misleading and objectionable advertising. Station does not accept advertising that makes unfair attacks on groups or individuals. In attempting to present clean programs in the public interest Station will endeavor to refuse the following types of advertising: Patent Medicines of dubious character, fraudulent schools, matrimonial agencies, fortune tellers and lotteries, financial firms of questionable character, Mail order advertising which is competitive to local merchants, etc.

Merchandising: Announcements over KTAR a few days prior to start of program series. Also a mention of client and program in a program resume several times before actual presentation in order to call attention and acquaint audience with client's radio program and time it is to be broadcast. Paid newspaper listings, covering sponsor's name and program title, in blackface type in Arizona Republic (morning) and Phoenix Gazette (evening) newspapers. A weekly listing of all programs, one week in advance, in the Arizona Weekly Gazette, a newspaper of general circulation, featuring information and statistical data pertinent to business firms and professional men. A personal contact, telephone call, or letter informing distributors and larger dealers of advertising campaign, suggesting their cooperation by window displays, etc., which makes them alert and appreciative of advertising support tendered by those whose products they sell. Mailing out of advance program schedules to a select group of advertising agencies, representatives, and clients, as well as a select group of local distributors, dealers and business organizations. Mailing out material pertaining to program and products in letters sent from KTAR to listeners and others where it will prove effective in the interests of radio clients. Mailing material to be furnished by clients. KTAR is prepared to take care of other merchandising services advertisers desire, such as mailing letters to the trade, supervising window displays, etc., on a cost basis. This method has been proved more practical and offers an equal opportunity for clients to secure the merchandising tie-ins needed with their programs to achieve the best results.

REPRESENTATIVES

The Katz Agency
Walter Biddick Co.

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K Y C A *

PRESCOTT

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Southwest Broadcasting Co. TIME ON THE AIR: Unlimited Schedule.

*Station was licensed to operate under a C. P. at time of going to press. Issues are being determined by the Court of Appeals of Washington, D. C.

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K G L U

SAFFORD—EST. 1938

ARIZONA NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Gila Broadcasting Co. OPERATED BY: Same. STUDIO ADDRESS: Sixth Ave. and Relation St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:00 P.M.

Personnel

President. . .. . .Louis F. Long
General Manager.....John Merino
Chief Technician. . . . . ..Paul Merrill
Program Director.... ....Ralph W. Langley

POLICIES

Advertising of alcoholic beverages accepted.

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K G A R

"IN THE VALLEY OF THE SANTA CRUZ"

TUCSON—EST. 1929

COLUMBIA BROADCASTING SYSTEM

ARIZONA NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tucson Motor Service Co. OPERATED BY: Tucson Motor

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Service Co. BUSINESS ADDRESS: S. 6th Ave. & 12th St. PHONE: Tucson 918 & 2929. STUDIO ADDRESS: Sixth Ave. & 12th St. TRANSMITTER LOCATION: Tucson. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M; Sundays, 9 A.M. to 11 P.M. NEWS SERVICE: Trans-Radio Press (via Arizona Network). TRANSCRIPTION SERVICE: Lang-Worth Feature Programs.

Personnel

President.....Frank Z. Howe
Manager.....F. P. Nelson
Studio Director.....R. H. Johnson
Traffic Manager.....Gleatha Johnson
Chief Engineer.....C. Livingston

POLICIES

All programs, talks and announcements are subject to station approval.

REPRESENTATIVES

Joseph Hershey McGillvra (N. Y. and Chicago)

KVOA

"COVERS SOUTHERN ARIZONA LIKE THE SUNSHINE"

TUCSON—EST. 1929

NBC

FREQUENCY: 1260 Kc. POWER: 1000 Watts. OWNED BY: KTAR Broadcasting Co., OPERATED BY: KTAR Broadcasting Co. BUSINESS ADDRESS: P. O. Box 2888. PHONE: 3703. STUDIO ADDRESS: Albert Steinfeld & Co. Bldg., Pennington and Stone. TRANSMITTER LOCATION: 10th and Lee. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M.; Sundays, 8 A.M. to 10 P.M. NEWS SERVICE: Associated Press (in cooperation with the Arizona Daily Star). TRANSCRIPTION SERVICE: C. P. MacGregor & Co.

Personnel

President.....Harold Steinfeld
General Manager.....R. B. Williams
Office Manager.....Caret Allen
Program Director.....Gil Meynier
Publicity Director.....Carl C. Hickman
Musical Director.....Carl C. Hickman
Chief Engineer.....Leonard L. Nalley

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer. Foreign language accounts accepted.

Merchandising: Commercial programs sold on basis of carefully prepared merchandising campaign. All possible merchandising help given.

REPRESENTATIVES

The Katz Agency
Walter Biddick Co. (Pacific Coast)

KUMA *

"THE VOICE OF YUMA COUNTY"

YUMA—EST. 1932

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: A. H. Schermann. OPERATED BY: E. B. Sturdivant d/b Silver Crest Theaters. BUSINESS ADDRESS: P. O. Box 1871. PHONE: 88. STUDIO ADDRESS: Lee Hotel Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7-9 A.M.—11-2 P.M.—6-10 P.M. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Station Manager.....E. N. Sturdivant
Chief Announcer.....Bill Talley
Chief Engineer.....Fred Bangerter

POLICIES

Advertises beer, wine, but not whiskey.

Merchandising: Station will cooperate with sponsor of any program, including direct mail campaign, providing sponsor supplies material.

REPRESENTATIVE

Walter Biddick Co.

*License revoked as of April 1, 1939 on order of FCC.

ARKANSAS

Population 2,048,000

Number of Families 501,000 — Number of Radio Homes 254,800

Retail Sales $240,724,000 — Auto Registrations 164,950

KLCN

BLYTHEVILLE—EST. 1923

FREQUENCY: 1290 Kc. POWER: 100 watts. OWNED BY: C. L. Lintzenich. OPERATED BY: Same. BUSINESS ADDRESS: Sec. & Walnut. PHONE: 123-122. STUDIO ADDRESS: 203 Main. TRANSMITTER LOCATION: Sec. & Walnut. TIME ON THE AIR: 9:00 A.M. to 5:00 P.M. NEWS SERVICE: Local news.

Personnel

Owner and Operator.....C. L. Lintzenich
Advertising Manager .....C. L. Lintzenich
Chief Announcer.....A. J. Bishop

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Publicity Director.....John Burns
Chief Engineer.....C. L. Lintzenich

POLICIES

No stated special policy.

KELD

"IN TUNE WITH SOUTH ARKANSAS"

EL DORADO—EST. 1935

ARKANSAS NETWORK

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Radio Enterprises, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 212 Exchange Bldg. PHONE: 1313-4. STUDIO ADDRESS: P.O. Box 610 Country Club Colony. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....R. E. Meinert
Station Manager.....F. E. Bolls
Commercial Manager.....F. E. Bolls
Advertising Manager.....T. P. Thompson
Chief Announcer.....Leon Sipes
Publicity Director.....Leon Sipes
Musical Director.....Rodney Smith
Chief Engineer.....Charles Matthis, Jr.

POLICIES

Does not broadcast liquor announcements.

Station publishes house organ at regular intervals to aid in merchandising commercials.

REPRESENTATIVE

Joseph Hershey McGillvra.

KFPW

"THE GOLDMAN HOTEL STATION"

FORT SMITH—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Southwestern Hotel Co. OPERATED BY: Same. BUSINESS ADDRESS: Goldman Hotel. PHONE: 4106-7-7069. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press and local news. TRANSCRIPTION SERVICES: NBC Thesaurus & World Broadcasting System. MAINTAINS ARTISTS BUREAU.

Personnel

President.....John A. England
Commercial Manager.....Jimmie Barry
Advertising Manager.....Jimmie Barry
Artists Bureau Head.....Dorothy A. Gibson
Station Manager.....Dorothy A. Gibson
Sales Manager.....J. Barry
News Bureau Director.....Bill Slates
Musical Director.....Alton Blake
Chief Engineer.....L. Willard Doane

POLICIES

Does not accept liquor accounts. Beer is accepted. No foreign language accounts. Closing time for programs in advance. No time sold in bulk for re-sale.

Merchandising aids through news tie-ups and specially arranged services.

KTHS

"KUM-TO-HOT SPRINGS"

HOT SPRINGS—EST. 1924

NBC (RED and BLUE)

MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK

FREQUENCY: 1040 Kc. POWER: 10,000 watts. OWNED BY: H. S. Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: Hot Springs. PHONE: 212-3. STUDIO ADDRESS: Hot Springs. TRANSMITTER LOCATION: Hot Springs. TIME ON THE AIR: 6:00 A.M. to Local Sunset, 8:00 P.M. to Midnight; Sundays, 7:00 A.M. to Local Sunset, 8:00 P.M. to Midnight. NEWSPAPER AFFILIATIONS: Hot Springs New Era and Sentinel Record. NEWS SERVICE: Associated Press (non-commercial). MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....S. A. Kemp
General Manager.....S. A. Cisler
Commercial Manager.....H. A. Shuman
Program Director.....Jack Wolever
Chief Engineer.....J. Clinton Norman

POLICIES

No liquor advertising.

Advance announcements gratis on programs.

Dealer contacts by arrangement.

REPRESENTATIVE

John Blair & Co.

KBTM

"YOUR FRIENDLY RADIO NEIGHBOR"

JONESBORO—EST. 1930

ARKANSAS NETWORK

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: Jay P. Beard. OPERATED BY: Jay P. Beard. BUSINESS ADDRESS: 104½ W. Washington. PHONE: 433-866. STUDIO ADDRESS: W. Washington. TRANSMITTER LOCATION: State Highway No. 1. TIME ON THE AIR: 7:15 A.M. to 5:00 P.M. (winter); 7:30 A.M. to 6:30 P.M. (summer). NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager-Owner.....Jay P. Beard
President.....W. J. Beard
Commercial Manager.....Jay P. Beard
Advertising Manager.....Jay P. Beard
Chief Announcer.....Dick Altman
Publicity Director.....Clarence Adams
Chief Engineer.....J. C. Warren

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POLICIES

No liquor advertising, except beer, is accepted.

All announcements limited to 100 words. No foreign language programs accepted. All advertising must be approved by station management before presented.

A merchandising department, supervised by station manager, is available to contracts using reasonable amount of station time. Specific merchandising services are available to these accounts at regular station card rate. Details available upon request.

●

K A R K

LITTLE ROCK—EST. 1930

NBC (RED and BLUE)
ARKANSAS NETWORK

FREQUENCY: 890 Kc. POWER: 1000 watts. OWNED BY: Ark. Radio & Equipment Co. OPERATED BY: Ark. Radio & Equipment Co. BUSINESS ADDRESS: 11th Floor, Professional Bldg. PHONE: 2-1841. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Little Rock. TIME ON THE AIR: 6:00 A.M. to Midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: Arkansas Farmer. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

V-P. and Gen. Mgr. ..... G. E. Zimmerman
Station Manager ..... Larry Meinert
Commercial Manager ..... C. K. Beaver
Program Director ..... Jack Lewis
Sales Manager ..... C. K. Beaver
Musical Director ..... Thomas Morrisey
Chief Engineer ..... Dan Winn

POLICIES

Accepts beer and wine but no liquor. Accepts foreign language programs.

Resume of programs given twice daily. Letters sent to trade at cost. New programs given build up. Complete cooperation is offered in publicity and merchandising; tie-in with Arkansas Democrat and Arkansas Farmer.

REPRESENTATIVE

Edward Petry & Company

●

K G H I

LITTLE ROCK—EST. 1927

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: Arkansas Gazette Bldg. STUDIO ADDRESS: Arkansas Gazette Bldg. TRANSMITTER LOCATION: Little Rock. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Arkansas Gazette.

Personnel

Manager ..... R. G. Terrill
Program Director ..... Henry Frick
Chief Engineer ..... K. F. Tracy

POLICIES

Advertising of alcoholic beverages accepted.

●

K L R A

"VOICE OF ARKANSAS"

LITTLE ROCK—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Arkansas Broadcasting Co. OPERATED BY: Arkansas Broadcasting Co. BUSINESS ADDRESS: P. O. Box 550. PHONE: 5427-8—LD132. STUDIO ADDRESS: Gazette Bldg. TRANSMITTER LOCATION: Adjacent to North Little Rock. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Arkansas Gazette. NEWS SERVICE: United Press, Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President ..... A. L. Chilton
General Manager ..... S. C. Visonhaler
Chief Announcer ..... Earl Rodell
Sales Manager ..... Ray Lang
Publicity Manager ..... Ray Lang
Musical Director ..... Alleene Ables
Chief Engineer ..... K. F. Tracy

POLICIES

No hard liquor advertising. No call for foreign language accounts in this section of the country.

Assist in counter display cards, and point of sale advertising, and through exploitation with the Arkansas Gazette.

REPRESENTATIVE

The Katz Agency.

●

K O T N

"COTTON CENTER OF ARKANSAS"

PINE BLUFF—EST. 1934

ARKANSAS NETWORK

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Universal Broadcasting Corp. OPERATED BY: Universal Broadcasting Corp. BUSINESS ADDRESS: 505½ Main St. PHONE: 464. STUDIO ADDRESS: 505½ Main. TRANSMITTER LOCATION: 505½ Main. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M., CST. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President ..... B. J. Parrish
Commercial Manager ..... R. W. Etter
Station Manager ..... B. J. Parrish

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HOW CBS SERVES THE BIG 5 PACIFIC COAST "BUSINESS STATES"

A "Business State" is a *wholesale* trading area, surrounding a major distributing center, as defined by leading drug and grocery distributors. It is the territory throughout which you must advertise if you hope to send people into all the stores stocked by your wholesalers.

COLUMBIA Pacific Network advertising offers the most *economical* method of paralleling wholesalers' efforts. You not only tell your sales story to the thickly settled metropolitan areas but you can also support your *rural* distribution as well. At no extra cost!

Notice how the important CBS stations are located: CBS in *every* important Metropolitan Center of the Pacific Coast (Los Angeles, San Francisco, Portland, Seattle, Tacoma and Spokane) — plus CBS stations in *every* important subdistributing center located *beyond!* Intense Daytime Primary Areas of the major stations. That insures even penetration of your program throughout the entire area.

MERGE YOUR COAST DOLLARS FOR MORE POWER!

Next time you advertise on the Coast, procure the extra prestige of a Hollywood-produced, pre-tested Columbia Pacific Network show. CBS is now broadcasting on the Coast the biggest and best array of programs in its history — good company for *your* program — large audiences of *your* customers.

COLUMBIA *Pacific* NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco

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Musical Director.....Lucille Grubbs
Chief Engineer.....J. R. Whitworth

POLICIES

Does not accept liquor advertising. Have not as yet carried any foreign language programs as Arkansas population is practically all American.

Cooperates in every way possible with merchants and distributors. Plugs regular commercial programs daily at various times. Has a number of programs in which listeners participate.

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K U O A

"VOICE OF THE OZARKS"

SILOAM SPRINGS—EST. 1922

FREQUENCY: 1260 Kc. Power: 5000 Watts. OWNED BY: KUOA, Inc. OPERATED BY: KUOA, Inc. BUSINESS ADDRESS: Siloam Springs. PHONE: Long distance 77. STUDIO ADDRESS: Siloam Springs. TRANSMITTER LOCATION: 1 mile west of Siloam Springs. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Langworth Programs, Standard Radio Features.

Personnel

Chairman of Board.....John E. Brown
President.....Richard Hodges
Commercial Manager.....Storm Whaley
Station Manager.....C. M. Books
Musical Director.....Reginald W. Martin
Chief Engineer.....J. L. Miller

POLICIES

Station will not accept liquor or any alcoholic beverage advertising.

Also no Sunday commercials.

Closely connected with Ozark American, a monthly magazine, which devotes space to listing and publicity. Also provides posters, and supplemental radio mention on resume programs.

REPRESENTATIVE

Joseph Hershey McGillvra.

CALIFORNIA

Population 6,154,000

Number of Families 1,818,000 — Number of Radio Homes 1,719,800

Retail Sales $2,239,009,000 — Auto Registrations 2,319,341

K E R N

BAKERSFIELD—EST. 1932

NBC (RED & BLUE) CALIFORNIA RADIO SYSTEM

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Elk's Bldg. PHONE: 5700-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sundays, 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Fresno Bee, Sacramento Bee. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Guy C. Hamilton
Commercial Manager.....Howard Lane
Station Manager.....Robert L. Stoddard
Sales Manager.....Robert L. Stoddard
Publicity Director.....Philip McHugh
Chief Engineer.....Verne Shatto

POLICIES

Does not accept liquor advertising—except beer. No foreign language broadcasts.

Merchandising: Offers complete merchandising service which includes contacting leading stores of the city, pre-announcements on new commercials—and a program resume each day during the noon hour.

REPRESENTATIVE

Paul H. Raymer Co.

•

K P M C

BAKERSFIELD—EST. 1933

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1550 Kc. POWER: 1000 Watts. OWNED BY: Pioneer Mercantile Co. OPERATED BY: Pioneer Mercantile Co. BUSINESS ADDRESS: Twentieth & Eye Sts. PHONE: 4500, 5100. STUDIO ADDRESS: 307½ E. 21st St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 12:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....F. G. R. Schamblin
Station Manager.....L. A. Schamblin

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Commercial Manager . . L. A. Schamblin
Chief Announcer . . . . . C. C. Sturm
Musical Director . . . . . Arthur Manter
Chief Engineer . . . . . L. P. Jarvis

POLICIES

Liquor policy—wine and beer only. Programs and commercials subject to station's approval.

Merchandising through publicity in local newspapers, contact reports, local theater advertising.

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K R E

BERKELEY—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Central California Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 601 Ashby Ave. PHONE: Ashberry 7715. STUDIO ADDRESS: 601 Ashby Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager . . . . . Arthur Westlund
Commercial Manager . . . . . Arthur Westlund
Advertising Manager . . . Frederick MacPherson
Chief Announcer . . . . . Donald Hambly
Sales Manager . . . . . Frederick MacPherson
Publicity Director . . . . . Frederick Macpherson
Musical Director . . . . . Harrold S. Hawley
Chief Engineer . . . . . Ralph Kennedy

POLICIES

Beer and wine accounts acceptable. Other liquor advertising rejected. Participating sponsorship acceptable on existing Italian News program. Other foreign language programs accepted only at the discretion of the management. Patent medicines, "Doctors" of this and that, health services, etc., acceptable at discretion of management, but such accounts are not solicited.

No fixed policy of merchandising assistance. Point of sale displays, broadsides, billboards, courtesy announcements, and various other promotional features arranged in cooperation with sponsor if desired. Extraordinarily extensive merchandising service available at cost.

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K M P C

"THE STATION OF THE STARS"

BEVERLY HILLS—EST. 1928

FREQUENCY: 710 Kc. POWER: 500 Watts. OWNED BY: G. A. Richards. OPERATED BY: Same. BUSINESS ADDRESS: 9631 Wilshire Blvd. PHONE: Woodbury 61166; Oxford 6211. STUDIO ADDRESS: 9631 Wilshire Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset; 9:30 P.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President . . . . . G. A. Richards
Vice-President . . . . . Leo Fitzpatrick
Vice-President . . . . . John Patt
Vice-President-General Manager . . Leo B. Tyson
Publicity Director . . . . . Lois Cowan
Chief Announcer . . . . . Matt Murray
Musical Director . . . . . Oliver Alberti
Chief Engineer . . . . . Roger Love

POLICIES

Accept beer and wine. No hard liquors, no foreign language.

All new programs announced over air in advance free of charge. One hundred letters sent out free of charge. Other merchandising at actual cost. Full cooperation on publicity.

REPRESENTATIVE

Gene Furgason & Co.

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K H S L

"VOICE OF THE GOLDEN EMPIRE"

CHICO—EST. 1935

FREQUENCY: 1260 Kc. POWER: 250 Watts. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 914. PHONE: 237-8. STUDIO ADDRESS: 2nd & Flume Sts. TRANSMITTER LOCATION: Hooker & Madrone Aves. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Library of Transcriptions are purchased outright.

Personnel

President and Gen'l Mgr. . . . . Harold Smithson
Vice-President . . . . . William Schield
Chief Announcer . . . . . Don Honsdel
Musical Director . . . . . Max Sypher
Chief Engineer . . . . . Robert Songstad

POLICIES

No liquor ads accepted. No foreign language programs.

Will distribute window cards and contact advertisers' local customers and generally assist the advertiser with their customers to promote business and better business for both.

Will accept from reputable station representatives. No exclusive representative appointed.

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K X O

EL CENTRO—EST. 1927

MUTUAL BROADCASTING SYSTEM
DON LEE BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: E. R. Irey and F. M. Bowles. OPERATED BY: F. M. Bowles. BUSINESS ADDRESS: 793 Main Street. PHONE: El Centro

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1100. STUDIO ADDRESS: 793 Main Street. TRANSMITTER LOCATION: El Centro. TIME ON THE AIR: Unlimited (actual, 7:00 A.M. to 11:00 P.M.).

Personnel

Manager.....E. R. Irey

POLICIES

No advertising of alcoholic beverages accepted.

For any business outside of network consult station or any recognized agency.

K I E M

"THE VOICE OF THE REDWOODS"

EUREKA—EST. 1933

MUTUAL—DON LEE

FREQUENCY: 1450 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Redwood Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Vance Hotel. PHONE: 93-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eureka Inlet, Humboldt Bay. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Titan.

Personnel

Station Manager.....Wm. B. Smullin

POLICIES

Accepts only beer and wine liquor accounts. No foreign language programs.

Station maintains merchandising service and give same to advertisers on sustained campaigns without additional charge.

REPRESENTATIVE

John Blair & Company

K A R M

"THE VOICE OF CENTRAL CALIFORNIA"
"YOUR COLUMBIA STATION FOR CENTRAL CALIFORNIA"

FRESNO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: George Harm. OPERATED BY: George Harm. BUSINESS ADDRESS: 1333 Van Ness Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: First & Clinton Sts. TIME ON THE AIR: Full Time License. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated, Standard Radio.

Personnel

President and Owner.....George Harm
Station Manager .....Lou Keplinger
Program Director .....Dick Wegener
Chief Engineer .....John Scales

POLICIES

No liquor advertising before 10:00 P.M. All program material subject to station approval.

Station offers complete merchandising facilities.

REPRESENTATIVE

Joseph Hershey McGillvra.
Walter Biddick Co. (Coast)

K M J

FRESNO—EST. 1922

NBC (RED AND BLUE)
CALIFORNIA RADIO SYSTEM

FREQUENCY: 580 Kc. POWER: 1000 watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Van Ness & Calaveras. PHONE: 2-8817—(transmitter) 2-0311. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1st and Shields. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: McClatchy Newspapers. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

Personnel

President .....Guy Hamilton
Commercial Manager.....Howard Lane
National Sales Manager (N. Y. C.)
Humboldt J. Gregg
Station Manager.....Keith Collins

POLICIES

Advertising of alcoholic beverages not accepted excepting beer and wine. All programs subject to acceptance of station management and must conform to station policy and government regulations. Only station announcers allowed at the microphone.

Maintains a merchandising service for advertisers.

REPRESENTATIVES

Paul H. Raymer Co.

K I E V

GLENDALE—EST. 1933

FREQUENCY: 850 Kc. POWER: 250 Watts. OWNED BY: Cannon System, Ltd. OPERATED BY: Cannon System, Ltd. BUSINESS ADDRESS: 701 E. Broadway. STUDIO ADDRESS: 701 E. Broadway. TRANSMITTER LOCATION: Glendale. TIME ON THE AIR: Daytime to local sunset.

Personnel

President .....David H. Cannon
General Manager .....L. W. Peters

POLICIES

Advertising of alcoholic beverages accepted.

K F O X

"WHERE YOUR SHIP COMES IN"

LONG BEACH—EST. 1924

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1250 Kc. POWER: 1000 watts (C. P. 5000 watts, d.). OWNED BY: Hal G. Nichols. OPERATED BY: Same. BUSINESS

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ADDRESS: 220 E. Anaheim St. PHONE: 672-81. STUDIO ADDRESS: 220 E. Anaheim St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: Long Beach Independent. NEWS SERVICE: Associated Press, United Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

President ..... Hal G. Nichols
Commercial Manager.. Lawrence W. McDowell
Station Manager..... Hal G. Nichols
Publicity Director..... Lou Huston
Musical Director..... Rolly Wray
Chief Engineer.. . . .. Lawrence W. McDowell

POLICIES

Beer and light wines only—no hard liquor. Accepts early morning Spanish accounts only.

REPRESENTATIVE

Walter Biddick Co.

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K G E R

"THE HARBOR STATION"

LONG BEACH—EST. 1926

FREQUENCY: 1360 Kc. POWER: 1000 Watts. OWNED BY: Consolidated Broadcasting Corp. OPERATED: BY: Same. BUSINESS ADDRESS: Dobyns Footwear Bldg., 435 Pine Ave. PHONE: 660-41. STUDIO ADDRESS: Dobyns Footwear Bldg.; 426 S. Hill St., Los Angeles; County Hall of Records, Los Angeles; Hermosa Biltmore Hotel, Hermosa Beach.. TRANSMITTER LOCATION: North Long Beach. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Long Beach Press, Telegram and Sun. NEWS SERVICE: Transradio Press. KGER News Bureau, and local news. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio, NAB Transcriptions. MAINTAINS ARTISTS' BUREAU.

Personnel

President-Gen'l Manager...C. Merwyn Dobyns
Commercial Manager ... .John A. Dobyns
Business Manager .....Tom Hunter
Chief Announcer .....Victor Eckland
Program Director.....Helene Smith
Publicity and Production Director
Les Mawhinney
News Editor.. . ...Clete Roberts
Chief Engineer .....Jay Tapp

POLICIES

Foreign language are accepted and will be prepared by a special foreign language department, at times satisfactory to station. Advertising of alcoholic beverages accepted but only with copy and time acceptable to station. All such contracts subject to immediate cancellation. Station reserves the right

ADMITTEDLY . .

• The most popular shows on the air are listened to over KFI.

OBVIOUSLY . . .

• In Southern California, the best buy is . . . KFI.

• Powered to cover—Powered to sell—three million buyers in the nation's third major market.

50,000 WATTS

KFI

NBC RED NETWORK

640 ON YOUR DIAL

Earle C. Anthony, Inc.

KFI — LOS ANGELES — KECA

EDWARD PETRY & CO.

NATIONAL SALES REPRESENTATIVES

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to refuse or revise all programs. Programs must conform to station rules and all othe regulations.

REPRESENTATIVE
Howard H. Wilson Company

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K E C A

"KNOWLEDGE; EDUCATION; CULTURE; ARTISTRY."

LOS ANGELES—EST. 1929

NBC—BLUE

FREQUENCY: 1430 Kc. POWER: 5000 watts. OWNED BY: Earle C. Anthony. OPERATED BY: Same. BUSINESS ADDRESS: 1000 S. Hope St. PHONE: Richmond 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 82nd St. & Compton Ave. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Transcript Library.

Personnel

President.....Earle C. Anthony
General and Station Manager
Harrison Holliway
Commercial and Sales Manager...Clyde Scott
Program Manager.....Glan Heisch
Production Manager.....John I. Edwards
Musical Director.....Claude Sweeten
Publicity Director.....Bernard Smith
Chief Engineers .....Curtis Mason,
H. L. Blatterman

POLICIES

Station will cooperate with publicity and sales promotional facilities and reasonal merchandising requests.

REPRESENTATIVE
Edward Petry & Company

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K E H E

"THE EVENING HERALD & EXPRESS STATION"

LOS ANGELES—EST. 1925

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Hearst Radio, Inc. OPERATED BY: Hearst Radio, Inc. BUSINESS ADDRESS: 141 No. Vermont. PHONE: Exposition 1341. STUDIO ADDRESS: 141 No. Vermont. TRANSMITTER LOCATION: (Near Baldwin Hills) 2951 Moynier Lane. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Los Angeles Evening Herald and Express. NEWS SERVICES: International and Universal Services. TRANSCRIPTION SERVICES: Associated Library and C. P. MacGregor.

Personnel

General Manager.....Jack O. Gross
Assistant Manager.....Howard W. Gambrill
Musical Director.....Jack Stanley
Chief Announcer .....George Irwin
Program Director .....Al Poska
Chief Engineer.....Fred Ragsdale

POLICIES

Light wines and beer acceptable. No foreign language programs.

Merchandising service available upon request.

REPRESENTATIVE
International Radio Sales.

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K F A C

"HOME, CHURCH AND SCHOOL"

LOS ANGELES—EST. 1933

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Los Angeles Broadcasting Co. OPERATED BY: Los Angeles Broadcasting Co. BUSINESS ADDRESS: 645 So. Mariposa. PHONE: Fitzroy 1234. STUDIO ADDRESS: 645 So. Mariposa. TRANSMITTER LOCATION: 8581 W. 18th St. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: United Press.

Personnel

President and Gen'l Manager...Calvin J. Smith
Sales Manager.....Chas. T. Hughes
Program Manager.....Robert Swan
Publicity Director.....Lucille Dinsmore
Traffic Manager.....Ruth Brown
Musical Director.....Gino Severi
Chief Engineer.....H. W. Anderson

POLICIES

Station accepts no advertising of a questionable nature, such as oil deals, patent medicines, etc. No hard liquor advertising is accepted and wines and beer advertising only after 10:00 P.M. Station prohibits use of blood and thunder children's programs, as well as foreign language programs. Medical advertising must be approved by the Los Angeles Medical Association.

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K F I

"THE BEST BUY IS KFI"

LOS ANGELES—EST. 1922

NBC—RED

NATIONAL BROADCASTING CO.

FREQUENCY: 640 Kc. POWER: 50,000 watts. OWNED BY: Earle C. Anthony. OPERATED BY: Same. BUSINESS ADDRESS: 1000 S. Hope St. PHONE: Richmond 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Buena Park. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Transcription Library.

Personnel

President.....Earle C. Anthony
General and Station Manager
Harrison Holliway
Commercial Manager.....Clyde Scott
Program Manager.....Glan Heisch

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Publicity Director..... .....Bernard Smith
Musical Director..... ..... Claude Sweeten
Projection Manager..... ..John I. Edwards
Chief Engineers..... .....Curtis Mason.
H. L. Blatterman

POLICIES

Station will cooperate with publicity, sales promotional and merchandising facilities.

REPRESENTATIVE

Edward Petry & Company

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K F S G

LOS ANGELES

FREQUENCY: 1120 Kc. POWER: 2500 Watts. d.; 500 Watts, n. OWNED BY: Echo Park Evangelistic Association. OPERATED BY: Echo Park Evangelistic Association. TIME ON THE AIR: Shares Time with KRKD.

POLICIES

Station does not sell time.

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K F V D

"CENTER OF THE DIAL"

LOS ANGELES

FREQUENCY: 1000 Kc. POWER: 1000 Watts. OWNED BY: Standard Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 338 S. Western Ave. PHONE: Fitzroy 6346. STUDIO ADDRESS: 338 S. Western. TRANSMITTER LOCATION: Culver City. TIME ON THE AIR: 6:00 A.M. to local sunset. 10:00 P.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

Personnel

Owner.. ... .J. F. Burke
Station Manager . . ...Frank Burke
Sales Manager . . . . .Pete Watts
Chief Announcer .. .. .Howard Gray
Chief Engineer..... ..... Jack Smithson

POLICIES

Will not accept any liquor or beer account.

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K F W B

"WARNER BROS. MOTION PICTURE STUDIOS IN HOLLYWOOD"

LOS ANGELES—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 watts. d.; 1000 watts, n. OWNED BY: Warner Bros. Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 5833 Fernwood Ave. PHONE: Hempstead 5151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Baldwin Hills. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 8:00 A.M. to midnight (Sundays). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Associated Music. MAINTAINS ARTISTS BUREAU.

Personnel

President ....J. L. Warner
Station Manager .. ... .Harry Maizlish
Chief Announcer . . . ...Harry Hall
Sales Manager ... . . . .C. C. Mittendorf
Production Manager. . . . Manning Ostroff
Publicity Director.... ... .Irving Parker
Musical Director . ..Leon Leonardi
Chief Engineer .. ..Harry Myers

POLICIES

Liquor advertising or foreign language programs not acceptable.

Merchandising: Collaboration with clients on development of merchandising tie-ins to programs. Station makes arrangements for complete field merchandising service for clients at cost.

REPRESENTATIVE

Paul H. Raymer Co.

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K G F J

LOS ANGELES—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Ben S. McGlashan. OPERATED BY: Ben S. McGlashan. STUDIO ADDRESS: 1417 S. Figueroa St. PHONE: Prospect 2434. TRANSMITTER LOCATION: Washington and Oak Sts. TIME ON THE AIR: Full Time License. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor; Titan Production Co.; Associated Recorded Program Service; Standard Radio

Personnel

Manager .....Ben S. McGlashan
Assistant Manager ..... .H. Duke Hancock
Program Director . . ..Thelma Kirchner

POLICIES

Beer and wine accounts accepted, but no hard liquor, nor patent medicines. Commercials limited according to length of program. Foreign language accounts (Spanish) taken. All copy subject to approval of Better Business Bureau.

REPRESENTATIVE

Cox & Tanz

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K H J

KINDNESS, HAPPINESS AND JOY"

LOS ANGELES—EST. 1932

MUTUAL & DON-LEE BROADCASTING SYSTEM

FREQUENCY: 900 Kc. POWER: 5000 Watts, 1000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: Seventh & Bixel Sts.; 1076 W. 7th St. PHONE: VA. 7111. STUDIO ADDRESS: Seventh & Bixel Sts., 1076 W. 7th St. TRANSMITTER LOCATION: Same. TIME ON

www.americanradiohistory.com

THE AIR: 6:00 A.M. to 1:00 A.M. (daily); 8:00 A.M. to 12:00 Midnight (Sunday). NEWS SERVICE: Transradio Press. International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President .....Thomas Lee
Vice-President and General Manager
Lewis Allen Weiss
Commercial Manager.....Sydney Gaynor
Chief Announcer.....James Burton
Publicity Director.....Frances Goloth
Musical Director.....William Krauth
Chief Engineer .....Frank Kennedy

POLICIES

Will take beer and wine.

Merchandising plan: Theater trailers in five downtown theaters, lobby cards in theaters, 8 x 10 ads in the following papers; L. A. Daily News, L. A. Downtown Shopping News, L. A. Evening News, Hollywood Shopping News, and San Gabriel Valley Topics; weekly full page. back cover (two colors), in Southern California Grocers Journal with a circulation of 4,250 among independent grocers; display cards in 450 Yellow Taxis with a circulation of 400,000.

REPRESENTATIVE

John Blair & Company

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K M T R

"KMTR, 570 Kc.—TOP OF THE DIAL"

LOS ANGELES—EST. 1924

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: KMTR Radio Corp. OPERATED BY: KMTR Radio Corp. BUSINESS ADDRESS: 1000 Cahuenga Blvd. PHONE: Hillside 1161. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 5:00 A.M. to 12:00 P.M. (on unlimited license). MAINTAINS ARTISTS' BUREAU.

Personnel

President .....Victor E. Dalton
General Manager.....Kenneth O. Tinkham
Production Manager.....Bud Ernst, Jr.
Musical Director .....Salvatore Santaella
Chief Technician .....Carrol Hauser

POLICIES

Station does not accept patent medicine or medical advertising. Beer and wine advertising accepted; hard liquor advertising accepted only after 10:00 P.M. Station does not accept advertising for stock-selling companies, lotteries, fortune tellers or astrologists. Station accepts foreign language programs.

REPRESENTATIVE

Burn-Smith Co.

K N X

"THE VOICE OF HOLLYWOOD"

LOS ANGELES—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1050 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 6125 Sunset Blvd., Columbia Square, Hollywood. PHONE: Hollywood 2484. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Park, Torrance, Calif. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sundays, 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. ARTISTS' BUREAU: Columbia Management of California, Inc. TRANSCRIPTION SERVICE: Associated Library Service.

Personnel

General Manager....Donald W. Thornburgh
Ass't Gen'l Manager.....John M. Dolph
Sales Manager.....Harry W. Witt
Director of Public Affairs.....Fox Case
Radio Sales Manager....George L. Moskovics
Program Director.....Charles Vanda
Ass't Program Director.....Ben Paley
Musical Director.....Wilbur Hatch
Chief Engineer.....Lester H. Bowman
Sales Promotion Manager.Edwin W. Buckalew
Publicity Director.....Hal B. Rorke
Continuity Chief.....Russ Johnston
Production Manager.....Edith Todesca
Traffic Manager.....Allan N. Cormack
Sound Effects Chief.....Alfred Span
Managing News Editor.....Nelson Pringle
Comptroller.....Charles D. Ryder, Jr.
Chief Announcer.....Don Forbes

POLICIES

No liquor advertising accepted. Contracts not accepted more than 60 days in advance of initial program. Maximum length of contract, one year. All programs and advertising copy subject to approval of station. Lectures and Talks (except political talks) are not accepted between the hours of 6:00 P.M. and 12:00 midnight. No commercial broadcasts consisting of straight talks (except political talks) are acceptable for periods of more than five minutes and then only before 6:00 P.M. (Other restrictions same as CBS network.)

Merchandising: Individualized service supplants routine merchandising assistance; every product is considered a new exploitation opportunity. A complete publicity department is maintained rendering plus service for sponsors and their products.

REPRESENTATIVE

Radio Sales.

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K R K D

LOS ANGELES—EST. 1927

FREQUENCY: 1120 Kc. POWER: 2500 watts, d.; 500 watts, n. OWNED BY: Radio Broad-

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casters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 541 South Spring St. PHONE: Tucker 7111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1100 Glendale Blvd. TIME ON THE AIR: (Mon., Tues., Wed., Thurs. & Sat.) 6:00 A.M. to 7:45 P.M. (Friday) 6:00 A.M. to midnight. (Sunday) 6:30 A.M. to 10:30 A.M.—12:30 P.M. to 3:00 P.M. & 4:00 P.M. to 7:00 P.M. NEWSPAPER AFFILIATIONS: Daily News, Evening News. NEWS SERVICE: United Press.

Personnel

General Manager . . . . . John A. Driscoll
Studio Manager & Program Director Howard R. Bell
Publicity Director . . . . . Joe Micciche
Musical Director . . . . . Salvatore Santaella
Chief Engineer . . . . . Willis O. Freitag

POLICIES

Does not solicit any liquor or foreign language accounts.

Maintains a promotion department that aids accounts in conducting special sales or events.

REPRESENTATIVE

Joseph Hershey McGillvra.

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K Y O S

"VOICE OF GREATER YOSEMITE EMPIRE"

MERCED—EST. 1936

FREQUENCY: 1040 Kc. POWER: 250 Watts. OWNED BY: Merced Star Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: Merced. PHONE: 1430-1-2. STUDIO ADDRESS: Merced. TRANSMITTER LOCATION: 2 miles N.E. of Merced on G Street Grade. TIME ON THE AIR: 6:00 A.M. to sunset. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio Library.

Personnel

President . . . . . Ray McClung
Commercial Manager . . . . . George Barringer
Chief Announcer . . . . Charles Kingsley, Jr.
Station Manager . . . . . John W. Crews
Sales Manager . . . . . John W. Crews
Publicity Director . . . . . Stanley Pratt, Jr.
Chief Engineer . . . . . Morton Weibers

POLICIES

No mention of names or prices on hard liquors.

Foreign language programs allowed if translated copy is supplied in advance; no duplicate announcements in English; cash in advance.

REPRESENTATIVE

Walter Biddick Co. - West Coast

K T R B

"VOICE OF CENTRAL CALIFORNIA"

MODESTO—EST. 1934

FREQUENCY: 740 Kc. POWER: 250 Watts. OWNED BY: T. R. McTammany and Wm. H. Bates, Jr. OPERATED BY: Central California Broadcasters Co. BUSINESS ADDRESS: McHenry and Sylvan Aves. PHONE: Modesto 774. STUDIO ADDRESS: McHenry and Sylvan Aves. TRANSMITTER LOCATION: McHenry and Sylvan Aves. TIME ON THE AIR: Sunrise to sunset. NEWSPAPER AFFILIATIONS: Oakdale Enterprise, Jamestown Enterprise. NEWS SERVICE: United Press and local news.

Personnel

Station Manager . . . . . T. R. McTammany

POLICIES

Only beer and wine accounts accepted. All programs and announcements are subject to the owner's approval and the Federal Communications Commission regulations.

REPRESENTATIVES

Walter Biddick Co. and Cox & Tanz

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K D O N

"THE MONTEREY BAY STATION"

MONTEREY—EST. 1935

DON LEE—MUTUAL

FREQUENCY: 1210 Kc POWER: 100 Watts. OWNED BY: Monterey Peninsula Broadcasting Co. OPERATED BY: Monterey Peninsula Broadcasting Co. BUSINESS ADDRESS: 275 Pearl Ct. PHONE: 8111. STUDIO ADDRESS: 275 Pearl St., Monterey; Hotel Palomar, Santa Cruz; 137 Monterey St., Salinas. TRANSMITTER LOCATION: Municipal Wharf, Montrey, Calif. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Monterey Peninsula Herald, Salinas Newspapers, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. McGregor, Inc.

Personnel

President . . . . . Allen Griffin
Station Manager . . . . . Howard V. Walters
Commercial Manager . . . . . H. V. Walters
Chief Announcer . . . . . Jack Eliassen
Publicity Director . . . . . Bob Pinkerton
Chief Engineer . . . . . Melvin Johnson, Jr.

POLICIES

Takes wine and beer advertising.

Merchandising aids through movie trailers (when furnished by advertiser), letters to the trade, etc.

REPRESENTATIVE

John Blair & Co.

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K L S

OAKLAND—EST. 1921

BAY BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 250 Watts, day and night. OWNED BY: Warner Brothers. OPERATED BY: Same. BUSINESS ADDRESS: 327-21st St. PHONE: Higate 1212. STUDIO ADDRESS: 327-21 St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 24 hours daily. NEWS SERVICE: International News Service.

Personnel

Station Manager.....S. W. Warner
Commercial Manager.....F. W. Morse

POLICIES

Beer and wine accepted. Portuguese and Italian programs now being carried.

Merchandising: Sponsors products may be displayed in special windows and spaces within Warner Brothers Village — a novel broadcasting center with transmitter-offices-studios-and reception court open to the public. Area of village 22,000 square feet. Eleven indoor cottages comprise the village. Court area adequate to show 5 automobiles.

K L X

OAKLAND—EST. 1922

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Tribune Building Co. OPERATED BY: Tribune Building Co. BUSINESS ADDRESS: Tribune Tower, 13th & Franklin. PHONE: Templebar 6000. STUDIO ADDRESS: Tribune Tower, 13th & Franklin Sts. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M.; Sundays, 12:00 noon to 11:00 P.M. NEWSPAPER AFFILIATION: The Oakland Tribune. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Manager .....Preston D. Allen

POLICIES

Advertising of alcoholic beverage not accepted, excepting beer and wine. Advertisers cooperating in group broadcasts are required to make individual contracts with the company subject to card rates and regulations.

K R O W *

OAKLAND—EST. 1925

FREQUENCY: 930 Kc. POWER: 1000 Watts. OWNED BY: Educational Broadcasting Corp. OPERATED BY: Educational Broadcasting Corp. BUSINESS ADDRESS: 464 Nineteenth St. PHONE: Glencort 6774. STUDIO ADDRESS: Hotel Bellevue. PHONE: Ordway 6868. TRANSMITTER LOCATION: 1520 Eighth Ave. TIME ON THE AIR: Unlimited. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

* No further information made available after usual requests.

K P P C

PASADENA—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Pasadena Presbyterian Church. OPERATED BY: Presbyterian Church. BUSINESS ADDRESS: 585 E. Colorado St. PHONE: Terrace 2193. STUDIO ADDRESS: 585 E. Colorado. TRANSMITTER LOCATION: 585 E. Colorado. TIME ON THE AIR: (Sunday) 9:00 A.M. to 1:00 P.M. & 6:45 P.M. to 9:00 P.M. (Wednesday) 7:00 A.M. to 9:30 P.M.

Personnel

Station Manager .....David Black
Chief Announcer .....Vincent Parsons
Program Director.....Leon Hall
Chief Engineer .....N. V. Parsons

POLICIES

Takes no commercial programs.

K V C V

"VOICE OF THE CENTRAL VALLEY"

REDDING—EST. 1936

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Golden Empire Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 477. PHONE: 900. STUDIO ADDRESS: Main 99 Highway. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11 P.M. NEWS SERVICE: United Press.

Personnel

President .....Harold Smithson
Vice-President.....William Schield
Commercial Manager.....Harold Smithson
Advertising Manager.....Harold Smithson
Chief Announcer.....Harry De Lasaux
Station Manager.....Harold Smithson
Production Manager.....Harry De Lasaux
Publicity Director.....Harold Smithson
Chief Engineer.....Robert Songstad

POLICIES

Approved beer advertising—but no wine or liquor advertising accepted. No foreign language programs.

Will contact local merchants re: samples, showcards etc. for advertisers as merchandising aid.

K F B K

"THE CAPITOL STATION OF CALIFORNIA"

SACRAMENTO—EST. 1922

NBC (RED & BLUE)—CALIFORNIA RADIO SYSTEM

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: McClatchy Broadcasting

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Co. OPERATED BY: Same. BUSINESS ADDRESS: 708 Eye St. PHONE: Main 5000. STUDIO ADDRESS: 708 Eye St. TRANSMITTER LOCATION: Yolo County, California. TIME ON THE AIR: 7:00 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATION: The Sacramento Bee. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Vice-President ..... G. C. Hamilton
Business Manager. . . .Howard Lane
Chief Announcer . . . . . .Tony Koester
Station Manager ... ..Howard Lane
Sales Manager . . . .Leo Ricketts
Publicity Director .. . . . .H. Jacobsen
Musical Director . . . . . .George Breece
Chief Engineer .....Norman D. Webster

POLICIES

No hard liquor advertising accepted. No foreign language programs.

Merchandising: Placement of displays, letters to the trade, publicity in newspapers of territory.

REPRESENTATIVE

Paul H. Raymer Company

KROY

"THE ROY MILLER STATION"

SACRAMENTO—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Royal Miller. OPERATED BY: Same. BUSINESS ADDRESS: Sacramento Hotel. PHONE: Main 665-6. STUDIO ADDRESS: Sacramento Hotel. TRANSMITTER LOCATION: 6th Ave. & 65th St. TIME ON THE AIR: 6:30 A.M. to sundown. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Owner ....Royal Miller
General Manager. ..... Will Thompson, Jr.
Station Manager..... Will Thompson, Jr.
Chief Announcer. ... . .Lee Kendall
Chief Engineer..... .....Milton Cooper

POLICIES

No hard liquor or foreign language accounts accepted.

Complete merchandising service is available to national advertisers.

REPRESENTATIVE

Joseph Hershey McGillvra.
Walter Biddick & Company (Coast).

KFXM

"VOICE OF THE SUNKIST VALLEY"

SAN BERNARDINO—EST. 1929

MUTUAL—DON LEE

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: J. C. & E. W. Lee. OPERATED BY: Lee Bros. Broadcasting Co. BUSINESS ADDRESS: California Hotel. PHONE: 4761 & 2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. except Wednesday; Sunday, 1:00 P.M. to 6:45 P.M. and 9:00 P.M. to 12:00 midnight; Wednesday, 6:00 A.M. to 7:00 P.M. and 9:30 to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager. . . . . ..J. Clifford Lee
Commercial Manager. . . . Gene W. Lee
Chief Announcer ... Howard Baichly
Sales Manager. .. .Maurice Vroman
Publicity Director. .....E. W. Lee
Chief Engineer.. ... .Richard F. Lewis

POLICIES

Liberal policy, but does not solicit liquor advertising or encourage same.

Merchandising: Maintains contact man to work with distributors and dealers. Newspaper and shopping news publicity.

REPRESENTATIVE

John Blair & Company

KFSD

SAN DIEGO—EST. 1926

NBC (Pacific-Blue)

FREQUENCY: 600 Kc. POWER: 1000 Watts. OWNED BY: Airfan Radio Corp., Ltd. OPERATED BY: Airfan Radio Corp., Ltd. BUSINESS ADDRESS: U. S. Grant Hotel, 326 Broadway. PHONE: Franklin 6353. STUDIO ADDRESS: U. S. Grant Hotel, 326 Broadway. TRANSMITTER LOCATION: U. S. Grant Hotel, 326 Broadway. TIME ON THE AIR: (daily) 7:00 A.M. to midnight, (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-Station Manager....Thomas E. Sharp
Assistant Manager.. . ..... Sam Lipsett
Commercial Manager. .....John Babcock
Sales Manager .. ..John Babcock
Program-Publicity Director ....Leah McMahon
Musical Director ... . Leah McMahon
Chief Engineer .....Harold Hasenbeck

POLICIES

Station accepts beer and wine advertising but has so far not accepted hard liquor accounts.

Has not accepted any foreign language accounts.

Merchandising: Contests of legitimate nature are allowed on any commercial program. Exploitation and publicity for both sustaining and commercial programs are handled by Publicity Director. News stories, pictures, cuts, and mats, when available are released daily to both local and out-of-town papers and radio

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journals for release. Surveys and any extra exploitation may be arranged for on an actual cost basis.

REPRESENTATIVE

Joseph Hershey McGillvra

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K G B

SAN DIEGO—EST. 1931

MUTUAL—DON LEE

FREQUENCY: 1330 Kc. POWER: 1000 Watts. OWNED BY: Don Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1012 First Ave. PHONE: Franklin 6151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 AM. (Sunday) 8:00 A.M. to midnight. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Genl. Mgr. ..... Lewis Allen Weiss
Station Manager ..... S. W. Fuller
Sales Manager ..... D. J. Donnelly
Program Director ..... David R. Young
Chief Engineer ..... Milam Cater

POLICIES

No liquor; beer and wine only. No foreign language accounts accepted.

Merchandising: Station offers complete merchandising cooperation by means of dealer surveys, point-of-sale promotion, display advertising in the San Diego Shopping News.

REPRESENTATIVE

John Blair & Co.

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K F R C

SAN FRANCISCO—EST. 1926

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Don-Lee Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Van Ness Ave. PHONE: Prospect 0100. STUDIO ADDRESS: 1000 Van Ness Ave. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to midnight; Sundays, 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President ..... Thomas S. Lee
Station Manager ..... Wilbur Eickelberg
Commercial Manager ..... Ward D. Ingrim
Program Director ..... William D. Pabst
Chief Announcer ..... Robert Bence
Publicity Director ..... Pat Kelly
Musical Director ..... Chet Smith
Chief Engineer ..... Ernest G. Underwood

POLICIES

Wine and beer advertising accepted. Do not broadcast foreign language programs.

Merchandising is available, dependent on specific requirements of individual accounts.

REPRESENTATIVE

John Blair & Co.

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K G O

SAN FRANCISCO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 790 Kc. POWER: 7,500 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oakland. TIME ON THE AIR: (daily) 7:00 A.M. to midnight—(Sunday) 8:00 A.M. to midnight. NEWS SERVICE: International News Service and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President ..... Gerard Swope
Station Manager ..... Lloyd E. Yoder
Sales Promotion Manager ... Robert McAndrews
Program Director ..... Glenn Dolberg
Production Manager ..... Robert Seal
Office Manager ..... S. P. Dorais
Chief Announcer ..... Richard Ellers
Sales Manager ..... William B. Ryan
Publicity Director ..... Milton Samuel
Musical Director ..... Walter Kelsey
Station Engineer ..... Curtis D. Peck

POLICIES

Station subscribes to all policies of National Broadcasting Company's operated stations. Merchandising facilities include extensive machinery for picture displays in stores and lobbies, special feature material broadcast on daily program of radio news, attention-calling announcements and resume broadcasts, and consultation of sales promotion department in devising merchandising tie-ups for sponsor.

REPRESENTATIVE

National Broadcasting Co., Inc.

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K J B S

SAN FRANCISCO—EST. 1925

KJBS-KQW COMBINATION

FREQUENCY: 1070 Kc. POWER: 500 Watts. OWNED BY: Julius Brunton & Sons Co. OPERATED BY: Julius Brunton & Sons Co. BUSINESS ADDRESS: 1470 Pine St. PHONE: Ordway 4148. STUDIO ADDRESS: 1470 Pine St. TRANSMITTER LOCATION: 1470 Pine St. TIME ON THE AIR: (Mon., Tues., Wed., Thurs., Fri. & Sunday) 10:00 A.M. to local sunset. (Saturday) 10:30 A.M. to local sunset. NEWS SERVICE: United Press, KJBS News Service. TRANSCRIPTION SERVICE: Standard Radio, Langlois & Wentworth, NAB Library.

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Personnel

General Manager . . . . . Ralph R. Brunton
Operations Manager . . . . . E. P. Franklin

POLICIES

Beer and wine advertising is accepted; no hard liquor advertising accepted. Foreign language accounts not accepted. All continuity must be passed on by continuity department as to length, content, etc.

Merchandising service includes trailers in leading San Francisco and Peninsula Theaters. Close cooperation with leading San Francisco newspapers. Tune-in announcements.

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K P O

SAN FRANCISCO—EST. 1922

NATIONAL BROADCASTING CO.

FREQUENCY: 680 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 111 Sutter St. PHONE: Sutter 1920. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: (daily) 7:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: International News Service and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President . . . . . Lenox R. Lohr
Station Manager . . . . . Lloyd E. Yoder
Sales Promotion Manager . . Robert McAndrews
Program Director . . . . . Glenn Dolberg
Production Manager . . . . . Robert Seal
Office Manager . . . . . S. P. Dorais
Chief Announcer . . . . . Richard Ellers
Sales Manager . . . . . William B. Ryan
Publicity Director . . . . . Milton Samuel
Musical Director . . . . . Meredith Willson
Station Engineer . . . . . Curtis D. Peck

POLICIES

Station subscribes to all policies of the National Broadcasting Company's operated stations. Merchandising facilities include extensive machinery for picture displays in stores and lobbies, special feature material broadcast on daily program of radio news, attention-calling announcements and resume broadcasts, and consultation of sales promotion department in devising merchandising tie-ups for sponsor.

REPRESENTATIVE

National Broadcasting Co., Inc.

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K S A N

"SAN FRANCISCO'S TWENTY-FOUR HOUR STATION"

SAN FRANCISCO—EST. 1925

BAY BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Golden Gate Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1355 Market St. PHONE: Market 8171. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, Transco.

Personnel

Station Manager . . . . . S. H. Patterson
Sales Manager . . . . . C. E. Hopkins
Publicity Director . . . . . Les. Malloy
Musical Director . . . . . Gordon Willis
Chief Engineer . . . . . Wm. C. Grove

POLICIES

No hard liquor accepted. No other restrictions. Limited foreign language programs now on station.

Merchandising: Newspaper space, theater trailers, theater shows, mailing department, billboard, or any or all of these may be included in a contract for time and or talent.

REPRESENTATIVE

Howard Wilson Company

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K S F O

"THE CBS STATION"

SAN FRANCISCO—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Associated Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Palace Hotel Bldg., 140 esse St. PHONE: Garfield 4700. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Islais Creek. TIME ON THE AIR: 6:15 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio, NAB Library.

Personnel

President . . . . . W. I. Dumm
Vice-President . . . . . Philip G. Lasky
General Manager . . . . . Philip G. Lasky
Program Director . . . . . J. C. Morgan
Publicity Director . . . . . Harry Elliott
Musical Director . . . . . Dick Aurawdt
Chief Engineer . . . . . R. V. Howard

POLICIES

No liquor advertising; only beer. No foreign language programs. No lectures or talks are accepted between 6:00 and 11:00 P.M. except political during a campaign. No commercial broadcasting consisting of straight talks (except political) are acceptable for periods of more than five minutes and then only before 6:00 P.M. Medical products subject to examination by station before acceptance, and usually only well-known products accepted. No unusual claims allowed.

Merchandising done on actual cost basis. Station has facilities to send letters and bulletins to jobbers and reasonable list of retailers; personal calls to jobbers and prominent re-

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tailers. Station will distribute displays, cards or merchandise at cost, but will not solicit business for advertisers. All merchandising problems are handled as individual cases, without attempting to apply a rigid fixed policy.

REPRESENTATIVE

Free & Peters, Inc.

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K Y A

SAN FRANCISCO—EST. 1926

CALIFORNIA RADIO SYSTEM

FREQUENCY: 1230 Kc. POWER: 5,000 Watts. d.; 1,000 Watts, n. OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hearst Bldg. PHONE: Douglas 2536. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Candlestick Point, Bay View Park. TIME ON THE AIR: (daily) 6:30 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: San Francisco Examiner, San Francisco Chronicle, S. F. Call-Bulletin, S. F. Daily News. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Service.

Personnel

President.....J. V. Connolly
Station Manager.....Reiland Quinn
Chief Announcer.....David S. Vaile
Commercial Manager.....Reiland Quinn
Publicity Director.....J. Clarence Meyers
Musical Director.....Walter Rudolph
Chief Engineer.....Paul C. Schulz

POLICIES

Beer and wine accounts acceptable at any time. Hard liquor accounts only acceptable after 10 p.m.; must have a live talent show.

REPRESENTATIVE

International Radio Sales.

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K Q W

SAN JOSE—EST. 1910

MUTUAL—DON LEE

FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: Pacific Agricultural Foundation, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 87 East San Antonio St. PHONE: Ballard 2616. STUDIO ADDRESS: 87 East San Antonio St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:15 A.M. to 12:00 Midnight, PST. NEWSPAPER AFFILIATION: San Jose Mercury Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Program Library.

Personnel

President.....Ralph R. Brunton
General Manager.....C. L. McCarthy
Sales Manager.....H. O. Fiebig

POLICIES

Beer and wines accepted subject to our approval of copy. No hard liquor.

Foreign language programs restricted to the period 6:30 to 7:00 A.M. daily except Sunday.

Theater trailers and display space in newspaper.

REPRESENTATIVE

Joseph Hershey McGillvra

•

K V E C

SAN LUIS OBISPO—EST. 1937

MUTUAL—DON LEE

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Christina M. Jacobson, tr. as The Valley Electric Co. OPERATED BY: The Valley Electric Co. BUSINESS ADDRESS: Mt. View and Hill Sts. PHONE: San Luis Obispo 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Roosevelt Highway, California Polytechnic property. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sundays, 8:30 A.M. to 12:00 midnight. TRANSCRPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

Manager.....Les Hacker
Commercial Manager.....John C. Clifton
Sales Manager.....Jack Wasson
Program Director.....Lee Hoagland
Chief Announcer.....Aram Rejebian

POLICIES

Advertising of beer and wine acceptable.

REPRESENTATIVES

John Blair & Co.

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K V O E

"THE VOICE OF THE ORANGE EMPIRE"

SANTA ANA—EST. 1926

DON LEE—MUTUAL

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: The Voice of the Orange Empire, Inc., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Walter L. Moore Bldg., Room 100. PHONE: 4901-R. STUDIO ADDRESS: 2825 W. 5th St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: C. P. MacGregor, World Transcription System.

Personnel

President and General Manager,
Ernest L. Spencer
Program Director.....Wallace S. Wiggins
Musical Director.....Wallace S. Wiggins
Chief Engineer.....Wallace S. Wiggins

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POLICIES

No liquor advertising accepted.

Merchandising: Publicity of program in local newspaper; also program listing in radio logs of daily papers. Direct mail sent out at cost. Surveys made at actual cost. Distribution of window and counter cards is available without charge to advertisers.

REPRESENTATIVE

John Blair & Company

•

K D B

"THE VOICE OF SANTA BARBARA"

SANTA BARBARA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Santa Barbara Broadcasters, Ltd. OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: 15 E. Haley. PHONE: 21427. STUDIO ADDRESS: 15 E. Haley. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Thomas S. Lee
Station Manager.....Earl Pollock
Chief Announcer.....Tony La Frano
Sales Manager.....Bill A. Skaggs
Chief Engineer.....Robert Arne

POLICIES

No liquor advertising on Sunday. Spanish program Sunday, 8 to 8:45 A.M.

Complete merchandising service, market analysis, customer contact is available for advertisers. A weekly publication, "Program Highlights," in which programs and sponsors are exploited, is distributed by local merchants. Station offers complete cooperation with all requests.

REPRESENTATIVE

John Blair & Co.

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K T M S

"THE NEWS-PRESS STATION"

SANTA BARBARA—EST. 1937

NATIONAL BROADCASTING CO. (BLUE) CALIFORNIA RADIO SYSTEM

FREQUENCY: 1220 Kc. POWER: 500 Watts. OWNED BY: News-Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: De La Guerra Plaza. PHONE: 6111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Goleta. TIME ON THE AIR: (daily) 7:00 A.M. to midnight. (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Santa Barbara News-Press. NEWS SERVICE: Associated Press (non - Commercial). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....T. M. Storke
Chief Engineer.....C. C. Van Cott

POLICIES

Does not accept liquor accounts, excepting beer and wine. Copy for medical advertising must be submitted for approval along with contract.

Merchandising services—information of specific features given out on request.

REPRESENTATIVES

Weed & Company
Walter Biddick Co.

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K S R O

SANTA ROSA—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: The Press Democrat Publishing Co. OPERATED BY: The Press Democrat Publishing Co. BUSINESS ADDRESS: 427 Mendocino Ave. PHONE: Santa Rosa 110. STUDIO ADDRESS: 427 Mendocino Ave. TRANSMITTER LOCATION: Santa Rosa. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: Santa Rose Press-Democrat. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

President.....E. L. Finley
Manager.....Wilt Gunzendorfer
Commercial Manager.....L. A. Thatcher
Chief Engineer.....Bob Nichols

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. All programs and copy subject to the rules and regulations of the Federal Communications Commission and station management. Medical programs not accepted.

Station facilities include merchandising service, the services of an advertising counselor, program director, and production department as well as the use of audition studios.

•

K G D M

STOCKTON—EST. 1926

MUTUAL—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 1000 Watts. OWNED BY: E. F. Peffer. OPERATED BY: E. F. Peffer. STUDIO ADDRESS: 42 S. California St. TRANSMITTER LOCATION: South of Stockton. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Manager.....A. H. Green
Program Director.....Lillian Best

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POLICIES

Advertising of alcoholic beverages, excepting beer and wine, is not accepted. Medical advertising accepted subject to station approval.

Merchandising: Station publicizes programs via theatre displays and newspapers.

REPRESENTATIVES

Small & Brewer (Coast)
John Blair & Co.

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K W G

"VOICE OF SAN JOAQUIN VALLEY"

STOCKTON—EST. 1921

NBC (RED AND BLUE) & CALIFORNIA RADIO SYSTEM

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: McClatchy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolf. PHONE: 580 J. 580 M. STUDIO ADDRESS: Hotel Wolf. TRANSMITTER LOCATION: Weber & E. Sts. TIME ON THE AIR: 7:00 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Guy C. Hamilton
Station Manager.....George Ross
Sales Manager.....George Ross
Chief Announcer.....Dean Banta
Chief Engineer.....Russell Bennett

POLICIES

Wine and beer advertising accepted but no hard liquor. Laxative accounts not accepted. Patent medicine accounts subject to approval of management.

Merchandising: Will send letters to trade, make personal calls on trade and post streamers etc. without charge.

REPRESENTATIVE

Paul H. Raymer Company

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K T K C

"VOICE OF TULARE & KINGS COUNTIES"

VISALIA—EST. 1937

FREQUENCY: 1190 Kc. POWER: 250 Watts. OWNED BY: Tulare-Kings Counties Radio Assoc. OPERATED BY: Same. BUSINESS ADDRESS: Visalia, P. O. Box 511. PHONE: 574-5. STUDIO ADDRESS: Visalia. TRANSMITTER LOCATION: 1½ miles south of Visalia. TIME ON THE AIR: 6:00 A.M. to local sunset; 7:30 A.M. to local sunset. NEWS SERVICE: United Press. NEWSPAPER AFFILIATIONS: Time-Delta-Visalia Recorder, Porterville, Times & Advance Register, Tulare; Sentinel & Journal, Hanford. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio, NAB Library.

Personnel

President.....Chas. A. Whitmore
Advertising Manager.....Milland Kibbe
Chief Announcer.....Sheldon Anderson
Station Manager.....Chas. P. Scott
Sales Manager.....Chas. P. Scott
Publicity Director.....Chas. P. Scott
Musical Director.....Chas. P. Scott
Chief Engineer.....Bert Williamson

POLICIES

No liquor accounts excepting beer and wine.

REPRESENTATIVE

Cox & Tanz.
Walter Biddick Co. (Pacific Coast).

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K H U B

"THE HOME STATION OF THE MONTEREY"

WATSONVILLE—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: John P. Scripps. OPERATED BY: Same. BUSINESS ADDRESS: Watsonville. PHONE: 1700-1. STUDIO ADDRESSS: Watsonville. TIME ON THE AIR: 6:00 A.M. to local sunset (daily); 7:00 A.M. to local sunset (Sunday). NEWSPAPER AFFILIATION: Associated Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Manager.....John H. Bennett
Production Manager.....Charles Kinsley
Program Director.....Emery Milburn
Chief Announcer.....Jack Wagner
Publicity Director.....Charles Kinsley
Musical Director.....Helen Farrell
Women's Director.....Helen Farrell
Chief Engineer.....Harold Platt

POLICIES

All foreign language programs must submit continuities and translations 36 hours before program time. Wines and beers may be mentioned—not hard liquors.

Merchandising: A daily column for program promotion in the Watsonville Register-Pajaronian. Commercial features with universal appeal receive full publicity in this town's only daily newspaper, and promotional spots on the air.

REPRESENTATIVE

Walter Biddick Co.

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COLORADO

Population 1,071,000

Number of Families 288,000 — Number of Radio Homes 233,500

Retail Sales $302,559,000 — Auto Registrations 307,220

K G I W

"THE VOICE OF THE GREAT SAN LUIS VALLEY"

ALAMOSA—EST. 1929

SOUTHWEST BROADCASTING CO.

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Leonard E. Wilson. OPERATED BY: Leonard E. Wilson. BUSINESS ADDRESS: Alamosa, Colo. PHONE: Alamosa 26. STUDIO ADDRESS: Alamosa and Monte Vista. TRANSMITTER LOCATION: East Alamosa, Colo. TIME ON THE AIR: 7:30 A.M. to 9:30 P.M. (Shares time with KDIW). NEWS SERVICE: Radio News Association. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

Owner . . . . . Leonard E. Wilson

EXCLUSIVE

DENVER SPONSORSHIP OF MUTUAL NETWORK CO-OPERATIVE PROGRAMS AVAILABLE ON

Exclusive sponsor identification with the prestige and major audience of live coast to coast network programs like

THE SHADOW
THE LONE RANGER
FULTON LEWIS, JR.
THE GREEN HORNET
FAMOUS JURY TRIALS
THE JOHNSON FAMILY
SHOW OF THE WEEK

Complete information, availabilities and low pro rata talent costs on request to.

GENE O'FALLON—KFEL Manager

OR ASK A JOHN BLAIR MAN

Commercial Manager . . . . . Edgar L. Allen
Program Director . . . . . Sherrill Ellsworth
News Editor . . . . . John R. Thomas
Chief Engineer . . . . . Will M. Thomas

POLICIES

Advertising of alcoholic beverages accepted. All copy must be contracted for and in the hands of the program director five days prior to scheduling due to advance reservation of time.

REPRESENTATIVE

L. E. Wilson, La Junta, Colo.

•

K V O R

"VOICE OF THE ROCKIES"

COLORADO SPRINGS—EST. 1922

CBS

FREQUENCY: 1270 Kc. POWER: 1000 Watts. OWNED BY: Outwest Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Antlers Hotel. PHONE: Main 278. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Platte Ave. East of city limits. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATIONS: Colorado Springs Gazette & Telegraph. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Radio, & Lang-Worth Features. MAINTAINS ARTISTS BUREAU.

Personnel

President . . . . . E. K. Gaylord
Station Manager . . . . . Hugh B. Terry
Artists Bureau Head . . . . . Zell Wade
Chief Announcer . . . . . Robert Freed
Program and Publicity Director . . Zell Wade
Musical Director . . . . . Arbor Fuller
Chief Engineer . . . . . Cozine Strang

POLICIES

No hard liquor accounts accepted.

Merchandising: Special merchandising department under full time merchandising man. Dealer contacts, counter and window displays, letters to dealers, product surveys, etc.

REPRESENTATIVE

The Katz Agency

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K F E L

"THE NEW CRY OF THE OLD WEST"

DENVER—EST. 1923

MUTUAL—NBC (Blue)
COLORADO NETWORK

FREQUENCY: 920 Kc. POWER: 500 Watts. OWNED BY: Eugene P. O'Fallon, Inc. OPERATED BY: Eugene P. O'Fallon, Inc. BUSINESS ADDRESS: Albany Hotel. PHONE: Keystone 0178. STUDIO ADDRESS: Albany Hotel. TRANSMITTER LOCATION: 5580 West 20th Ave. TIME ON THE AIR: 5:30 A.M. to 8:30 A.M., 10:30 A.M. to 12:30 P.M., 3:00 P.M. to 4:30 P.M., and 6:00 P.M. to 7:30 P.M.; Sunday, 10:30 A.M. to 7:30 P.M.; additional on Tue., Thurs. and Sat.: 9:00 P.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NAB Library, World Broadcasting System, Lang-Worth, Standard Radio.

Personnel

President-Station Manager.....Gene O'Fallon
Director.....Frank Bishop
Local Sales Manager.....Holly Moyer
Program Director.....Bill Wales
News Editor.....Wally Reef
Publicity and Promotion Director..Don McCaig
Chief Announcer.....Albert Stephens
Chief Engineer.....J. P. Veatch

POLICIES

Hard liquor after 9 P.M. only.

Foreign language announcements must be repeated in English.

Mailing lists available for retailers, wholesalers and jobbers.

REPRESENTATIVE

John Blair & Company

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K L Z

"PIONEER BROADCASTING STATION OF THE WEST"

DENVER—EST. 1920

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KLZ Broadcasting Co. OPERATED BY: KLZ Broadcasting Co. BUSINESS ADDRESS: Shirley Savoy Hotel. PHONE: Main 4271. STUDIO ADDRESS: Shirley Savoy Hotel. TRANSMITTER LOCATION: Englewood. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (daily); 7:00 A.M. to 12:00 midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Program Service, Standard Radio.

Personnel

President.....E. K. Gaylord
Station Manager.....F. W. Meyer
Sales Manager.....Fred L. Allen
Program Director.....Arthur Wuth
Production Manager..Howard R. Chamberlain
Promotion Director.....Charles Inglis
Musical Director.....Les Weelans
Chief Engineer.....T. A. McClelland

POLICIES

Does not accept liquor advertising or foreign language accounts. Careful supervision is given to all copy, in particular to those pertaining to medical accounts.

KLZ publishes a bi-weekly program schedule for gratis distribution; operates a merchandising department; exhibits screen trailers in eleven Denver Fox theatres; offers display space in the studio lobby and the lobby of the adjoining Sherley-Savoy Hotel's Lincoln Room.

REPRESENTATIVE

The Katz Agency

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K O A

DENVER—EST. 1924

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 830 Kc. POWER: 50,000 Watts. OWNED BY: General Electric Co. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 1625 California St. PHONE: Main 6211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Aurora, Colo. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: Denver Post. TRANSCRIPTION SERVICES: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

Personnel

President.....Gerard Swope
Artists Bureau Head.....Duncan McColl
Chief Announcer.....C. C. Moore
Station Manager.....R. H. Owen
Sales Manager.....A. W. Crapsey
Publicity Director.....Jas. MacPherson
Musical Director.....Carl Wieninger
Chief Engineer.....C. A. Peregrine

POLICIES

Policies same as those of National Broadcasting Company.

Merchandising: Every consistent and sensible effort possible is made to help advertising clients extract greatest possible value from programs. Lobby display windows are made available. Letters are written to dealers and jobbers where client furnishes list and postage; studios are made available for sales meetings and limited number of personal calls are made on distributors for advertising clients without charge.

REPRESENTATIVE

National Broadcasting Co., Inc.

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K P O F

DENVER—EST. 1928

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Pillar of Fire (A Corporation). OPERATED BY: Pillar of Fire (A Corporation) BUSINESS ADDRESS: 1845 Champa St. STU-

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DIO ADDRESS: 1845 Champa St. TRANSMITTER LOCATION: Denver. TIME ON THE AIR: Shares Time with KFKA.

POLICIES

Station does not sell time.

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KVOD

"THE VOICE OF DENVER"

DENVER—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 920 Kc. POWER: 500 watts. OWNED BY: Colorado Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 202 Continental Oil Bldg. PHONE: Tabor 2291. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: So. Federal & Alameda outside of Denver. TIME ON THE AIR: 8:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio & Associated Library.

Personnel

President and General Manager... W. D. Pyle
Secretary-Treasurer..... ...T. C. Ekrem
Commercial Manager.. ....M. F. Schroeder
Chief Announcer ....J. E. Finch
Station Manager ... .T. C. Ekrem
Publicity Director ....B. H. Stanton
Musical Director ....J. E. Finch
Chief Operator .....D. Garretson

RESULTS

Prove

KVOD

DENVER

SELLS Denver

AND VICINITY

ONE OF THE MOST
CONCENTRATED
MARKETS
IN THE UNITED STATES

Lowest Cost Per Listener

NBC EDWARD PETRY, Nat. Rep.

POLICIES

Advertising of alcoholic beverages accepted after 9:00 P.M. only.

REPRESENTATIVE

Edward Petry & Co.

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KIUP

"THE VOICE OF THE SAN JUAN BASIN"

DURANGO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: San Juan Broadcasting Co., Inc. OPERATED BY: San Juan Broadcasting Co., Inc. BUSINESS ADDRESS: 2800 Main Ave. PHONE: 117. STUDIO ADDRESS: 2800 Main Ave. TRANSMITTER LOCATION: 2800 Main Ave. TIME ON THE AIR: 7:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....M. L. Cummins
Commercial Manager.....R. M. Beckner
Station Manager.....Raymond M. Beckner
Sales Manager.....Raymond M. Beckner
Chief Engineer ....G. L. Schmehl

POLICIES

Liquor and foreign language accounts are not accepted.

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KFXJ

"THE VOICE OF WESTERN COLORADO"

GRAND JUNCTION—EST. 1926

MUTUAL BROADCASTING SYSTEM
COLORADO NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: R. G. Howell and Chas. Howell doing business as Western Slope Broadcasting Co. OPERATED BY: Western Slope Broadcasting Co. BUSINESS ADDRESS: La Court Hotel. PHONE: Grand Junction 126. STUDIO ADDRESS: La Court Hotel and Hilcrest Manor. TRANSMITTER LOCATION: Hillcrest Manor. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 11:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press, Radio News Association. TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

Personnel

General Manager.... .....Rex Howell
Treasurer ....Chas. Howell
Chief Engineer.....Fred Mendenhall

POLICIES

Policies forbid alcoholic liquor advertising, superlative statements or direct mention of competitive products or services.

Merchandising facilities include periodic surveys, dealer contacts, supervision of supplementary advertising, lobby displays, and general monitoring of campaign results.

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K F K A

"NORTHERN COLORADO'S OWN STATION"

GREELEY—EST. 1922

MUTUAL BROADCASTING SYSTEM
COLORADO RADIO NETWORK

FREQUENCY: 880 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Mid-Western Radio Corp. OPERATED BY: Mid-Western Radio Corp. BUSINESS ADDRESS: 620 Eighth Ave. PHONE: 450-I. STUDIO ADDRESS: 620 Eighth Ave. TRANSMITTER LOCATION: Hoover Park. TIME ON THE AIR: 5:30 A.M. to 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Managing Director.....H. E. Green
Secretary .....Patricia Murphy

POLICIES

No stated special policies.

REPRESENTATIVE

Bassler & Co.

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K O K O

"COME KOKO"

LA JUNTA—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: The Southwest Broadcasting Co. OPERATED BY: The Southwest Broadcasting Co. BUSINESS ADDRESS: Box 225. Phone: "42." STUDIO ADDRESS: La Junta. TRANSMITTER LOCATION: La Junta. TIME ON THE AIR: 6:00 A.M. to 9:30 P.M. NEWS SERVICES: Radio News Assn. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

Station Manager.....Leonard E. Wilson
Commercial Manager.....R. B. Miller
Advertising Manager.....L. E. Wilson
Chief Announcer .....Jack Lund
Sales Manager.....R. B. Miller
Publicity Director.....L. E. Wilson
Chief Engineer.....Jack Lund

POLICIES

Merchandising: Contacts are made regularly with merchants throughout the territory to maintain cooperation between the wholesaler or manufacturing sponsor and retailers.

REPRESENTATIVE

Bassler & Co.

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K I D W

"THERE'S NO USE TALKING UNLESS YOU'RE HEARD"

LAMAR—EST. 1932

SOUTHWEST BROADCASTING COMPANY

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Southwest Broadcasting Co. OPERATED BY: Leonard E. Wilson. BUSINESS ADDRESS: 129 W. Elm St. PHONE: 16. STUDIO ADDRESS: 129 W. Elm St. TRANSMITTER LOCATION: Lamar. TIME ON THE AIR: 7:00 A.M. to 6:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President and Advertising Manager,
Leonard E. Wilson
General Manager.....Sherrill Ellsworth
Musical Director.....Jack Phillips
Chief Engineer.....J. E. Phillips

POLICIES

Accepts liquor and foreign language accounts.

Merchandising: Newspaper pictures and stories, supplementary spot announcements, window display cards, personal dealer contacts and cooperation.

REPRESENTATIVE

Cox & Tanz, Inc.

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K G H F

PUEBLO—EST. 1928

NATIONAL BROADCASTING CO.
(BLUE & RED)

FREQUENCY: 1320 Kc. POWER: 500 Watts. OWNED BY: Curtis P. Ritchie. OPERATED BY: Same. BUSINESS ADDRESS: 113 Broadway. PHONE: 3877. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Local paper tieup (A.P.). TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

Owner.....Curtis P. Ritchie
Station Manager.....J. H. McGill
Program Director.....Fred Amos
Chief Engineer.....George Ikelman

POLICIES

No stated special policies.

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K G E K

STERLING—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Elmer G. Beehler. OPERATED BY: Elmer G. Beehler. BUSINESS ADDRESS: Fleming Road. PHONE: 679. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:30 A.M. to 1:30 P.M. daily, and Tuesdays and Fridays 7:15 P.M. to 8:45 P.M.; Sunday, 11:00 A.M. to 12:15 P.M. and 2:30 P.M. to 3:30 P.M. TRANSCRIPTION SERVICE: C. P. MacGregor.

POLICIES

Clean novelty type of electrical transcription program will be accepted on alcoholic beverage advertising.

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BESSIE HERSELF IS NO TROUBLE.. But

HER FAN MAIL GETS US DOWN

"Bessie Bossie," Ben Hawthorne's stooge, is only the canned moo of a mythical Guernsey—just a sound effect. To hear her at all you've got to tune in WTIC's "Morning Watch" between 7 and 8 A.M. And still Bessie's fan mail is a problem.

She gets home-baked cakes and cookies by the dozen—more than WE could ever eat—and to answer her correspondence would keep us busy all week long, every week in the year.

Yet if Bessie's mail is a problem to us, it's mighty important to you or anyone else with goods to sell in Southern New England. It's a grade A indication that WTIC has and has had for years a thorough following the whole length of the Connecticut River Valley. When can we put our friendly audience and our 50,000 Watts to work for you?

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

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

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CONNECTICUT

Population 1,741,000

Number of Families 437,000 — Number of Radio Homes 402,100

Retail Sales $556,722,000 — Auto Registrations 380,274

W I C C

BRIDGEPORT (New Haven)—EST. 1926

NBC (BLUE)—YANKEE—COLONIAL

FREQUENCY: 600 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Hotel Stratfield. PHONE: 6-1121. STUDIO ADDRESS: Hotel Stratfield, 1110 Chapel St., New Haven. TRANSMITTER LOCATION: Pleasure Beach. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. NEWS SERVICES: International News Service, Universal Service, Yankee Network News Service. TRANSCRIPTION SERVICES: Associated Library, Yankee Network Transcription Service. AFFILIATED with Yankee Network Artists Bureau.

Personnel

President.....John Shepard 3rd
Vice-President in Charge of Station Operations.....R. L. Harlow
Commercial Manager.....Richard Voynow
Advertising Manager.....Carleton McVarish
Artists Bureau Head.....Van Sheldon
Station Manager.....Joseph Lopez
Sales Manager.....Fred Rowe
Publicity Director and Program Director.....Judson La Haye
Chief Engineer.....Garo Ray

POLICIES

Policies same as Yankee Network.

Constant personal contact is maintained with the wholesale jobber and retail trade by members of the staff, as merchandising aids.

REPRESENTATIVE

Edward Petry & Co., Inc.

W D R C

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDRC, Inc. OPERATED BY: WDRC, Inc. BUSINESS ADDRESS: 750 Main St. PHONE: 7-1188-9. STUDIO ADDRESS: 750 Main St. TRANSMITTER LOCATION: Blue Hills Ave., Bloomfield. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily); 9:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and Station Manager.....Franklin M. Doolittle
Commercial Manager.....Wm. F. Malo
Advertising Manager.....Wm. F. Malo
Studio Manager.....Walter Haase
Sales Manager.....Wm. F. Malo
Publicity Director.....Walter Haase
Musical Director.....Sterling V. Couch
Chief Engineer.....Italo Martino

POLICIES

No liquor advertising—beer accepted. No foreign language accounts.

Complete merchandising service at cost.

REPRESENTATIVE

Paul H. Raymer Co.

W T H T

"THE VOICE OF HARTFORD"

HARTFORD—EST. 1936

MUTUAL—COLONIAL

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: The Hartford Times. OPERATED BY: Same. BUSINESS ADDRESS: 983 Main St. PHONE: 7-6481. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Hartford Times. NEWS SERVICES: Associated Press and Yankee Network News. TRANSCRIPTION SERVICES: Associated Music Publishers, Standard Radio.

Personnel

Station Manager.....Cedric W. Foster
Commercial Manager.....C. Glover Delaney
Program Director.....Laureat A. Martineau
Chief Engineer.....Richard K. Blackburn

POLICIES

Takes no liquor advertising of any kind or nature whatsoever. Foreign language programs are accepted but station reserves at all times the right of complete supervision of accounts.

Merchandising: Able to accord commercial program news space in The Hartford Times

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but not too heavy a story. The Times will not publicize its own programs to the exclusion of the other stations in Hartford and feels that too much publicity is taking an unfair advantage.

REPRESENTATIVE
J. P. McKinney & Son

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WTIC

HARTFORD

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1040 Kc. POWER: 50000 Watts. OWNED BY: Travelers Indemnity Co. OPERATED BY: Travelers Broadcasting Service Corp. BUSINESS ADDRESS: 26 Grove St. PHONE: Hartford 2-3181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avon. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:45 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager . . . . . P. W. Morency
Sales Manager . . . . . J. F. Clancy
Chief Announcer . . . . . Fred Wade
Publicity Director . . . . . G. Malcolm-Smith
Musical Director . . . . . Moshe Paranov
Chief Engineer . . . . . J. C. Randall

POLICIES

Beer and light wine advertising accepted.

WBRY

1000 WATTS—FULL TIME

Member of

The

Columbia

Broadcasting

System

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Offices & Studios

152 Temple St., New Haven
136 Grand St. Waterbury

Hard liquor advertising is not acceptable to the station.

Merchandising in connection with commercial programs is done at the client's expense.

All new programs are publicized in our general program resume.

REPRESENTATIVE
Weed & Company

(See page 212)

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WNBC

"CENTRAL CONNECTICUT STATION"

NEW BRITAIN—EST. 1935

NBC—BLUE

FREQUENCY: 1080 Kc. POWER: 1000 Watts, d.; 250 Watts, n. OWNED BY: State Broadcasting Corp. OPERATED BY: State Broadcasting Corp. BUSINESS ADDRESS: 147 Main St. PHONE: 240-1. STUDIO ADDRESS: 147 Main St. and 54 Pratt St., Hartford. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Library.

Personnel

President . . . . . Patrick J. Goode
Vice-President . . . . . Harold LaFount
Treasurer . . . . . Rosalyn Richman
General Manager . . . . . R. W. Davis
Chief Announcer . . . . . Hal Goodwin
Commercial Manager. Laurence C. Edwardson

POLICIES

All contracts subject to station approval and governmental regulations. The station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the management. All talks, programs, political speeches, contests, continuities, etc., must be submitted in advance for review by the program director.

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WELI

"NEW HAVEN'S OWN STATION"

NEW HAVEN—EST. 1935

FREQUENCY: 930 Kc. POWER: 500 Watts, d.; 250 Watts, n. OWNED BY: Patrick J. Goode. OPERATED BY: City Broadcasting Corp. BUSINESS ADDRESS: 221 Orange St. PHONE: 8-1133. STUDIO ADDRESS: 221 Orange St. TRANSMITTER LOCATION: West Haven. TIME ON THE AIR: Sunrise to local sunset. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President . . . . . Patrick J. Goode
Manager . . . . . James T. Milne
Artists' Bureau Head. . . . . Marion Reynolds
Chief Announcer. . . . . Charles Wright
Publicity Director . . . . Sidney Golluboff
Musical Director . . . . . Marion Reynolds
Chief Engineer. . . . . J. Gordon Keyworth

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POLICIES

Accepts beer and wine advertising and programs in Italian and Polish as these are the two dominant foreign nationalities in locality. All script material must be submitted two weeks in advance of program and must comply with all legislative demands such as FCC rulings . . . particularly in food and drug copy. Musical programs must be submitted one week in advance in order to allow for clearing of restricted numbers.

Merchandising: Handles all requests for samples by sending people to their neighborhood stores where product has distribution; also handle contest awards.

On occasion contacts dealer outlets, retail outlets and obtains distribution for products.

REPRESENTATIVE

Gene Furgason & Co.

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W N L C

"THE FRIENDLY VOICE OF THE THAMES"

NEW LONDON—EST. 1936

YANKEE-COLONIAL-MUTUAL

FREQUENCY—1500 Kc. POWER: 100 Watts. OWNED BY: Thames Broadcasting Corp. OPERATED BY: Thames Broadcasting Corp. BUSINESS ADDRESS: Mohican Hotel. PHONE: New London 3353-4. STUDIO ADDRESS: Mohican Hotel. TRANSMITTER LOCATION: Winthrop Point. TIME ON THE AIR: 7:30 A.M. to local sunset. NEWS SERVICE: Yankee Network News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....R. J. Morey
Station Manager.....G. J. Morey
Commercial Manager.....Edwin J. Morey
Advertising Manager.....Robert Howell
Artists' Bureau Head.....Len Stevens
Chief Announcer.....Paul R. Swimelar
Publicity Director.....Edwin J. Morey
Musical Director.....Richard Benvenuti
Chief Engineer.....Neil Spencer

POLICIES

No special liquor or foreign language restrictions.

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W A T R

"VOICE OF WATERBURY"

WATERBURY—EST. 1934

INTERCITY

CONNECTICUT BROADCASTING SYSTEM

FREQUENCY: 1190 Kc. POWER: 100 Watts (C.P. 250 Watts on 1290 Kc.). OWNED BY: WATR Co., Inc. OPERATED BY: WATR Co., Inc. BUSINESS ADDRESS: 71 Grand St. PHONE: 3-5161. STUDIO ADDRESS: 71 Grand St. TRANSMITTER LOCATION: 71 Grand St. TIME ON THE AIR: 7:00 A.M. to local sunset at San Antonio, Texas. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Harold Thomas
Commercial Manager.....Sam Elman
Advertising Manager.....Sam Elman
Chief Announcer.....James Parker
Station Manager.....Harold Thomas
Sales Manager.....Sam Elman
Publicity Director.....Chas. Cutler
Musical Director.....Romeo Delfino
Chief Engineer.....Norman Blake

POLICIES

Station conforms to standards set forth by the N.A.B. There is no restrictions on liquor, beer or wine advertising.

Station maintains a merchandising service at no extra charge.

REPRESENTATIVE

Gene Furgason & Co.

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W B R Y

"THE PIONEER HIGH FIDELITY BROADCASTING STATION"

WATERBURY-NEW HAVEN EST. 1934

CBS

FREQUENCY: 1530 Kc. POWER: 1000 Watts. OWNED BY: American-Republican, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 136 Grand St., Waterbury—152 Temple St., New Haven. PHONE: Waterbury 3-1125—New Haven 7-1243. TIME ON THE AIR: 8:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Waterbury Republican and Waterbury American. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....W. J. Pape
Station Manager.....E. J. Frey
Program Director.....Jack Henry
Manager—New Haven Office.....D. E. Halpern
Publicity Director.....E. Christy Erk
Chief Engineer.....S. E. Warner

POLICIES

No special restrictions as to liquor or foreign language programs.

Merchandising: The merchandising department of the Waterbury Republican and American is occasionally used for regular merchandising service requested by national advertisers.

REPRESENTATIVE

Joseph Hershey McGillvra

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DELAWARE

Population 261,000

Number of Families 67,000 — Number of Radio Homes 57,600

Retail Sales $76,877,000 — Auto Registrations 53,000

WDEL

WILMINGTON—EST. 1922

NBC (RED)—INTER-CITY—MASON DIXON

FREQUENCY: 1120 Kc. POWER: 500 watts, d.; 250 watts, n. OWNED BY: WDEL, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 10th and King Sts. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Governor Printz Boulevard. TIME ON THE AIR: 7:30 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President ..... Clair R. McCollough
Station Manager ..... J. Gorman Walsh
Commercial Manager ..... J. Gorman Walsh
Program Manager ..... Edw. Browning
Publicity Director ..... Lonny Starr
Chief Engineer ..... J. E. Mathiot

POLICIES

Station reserves the right to censor copy.

REPRESENTATIVE

Paul H. Raymer Co.

WILM

WILMINGTON—EST. 1922

MASON DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Delaware Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 920 King St. PHONE: 7268. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carrcroft. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President ..... Clair R. McCollough
Station Manager ..... J. Gorman Walsh
Commercial Manager ..... J. Gorman Walsh
Program Manager ..... Sidney Horwitz
Publicity Director ..... Mary McCauley
Chief Engineer ..... J. E. Mathiot

POLICIES

Station reserves the right to censor copy.

DISTRICT OF COLUMBIA

Population 627,000

Number of Families 168,000 — Number of Radio Homes 152,900

Retail Sales $330,813,000 — Auto Registrations 150,687

WJSV

"COLUMBIA'S STATION FOR THE NATION'S CAPITAL"

WASHINGTON, D. C.—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1460 Kc. POWER: 10,000 Watts (C.P. for 50,000 Watts). OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 817 Earle Bldg. PHONE: Metropolitan 3200. STUDIO ADDRESS: 817 Earle Bldg. TRANSMITTER LOCATION: Mt. Vernon Memorial Highway, Alexandria, Va. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRAN-

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SCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....A. D. Willard, Jr.
Commercial Manager....William D. Murdock
Sales Promotion Director.....John Heiney
Program Director.....F. A. Long
Publicity Director.....Ann Gillis
Chief Engineer.....Clyde Hunt

POLICIES

Station does not accept liquor advertising, has no foreign language accounts, and follows the general policies of the Columbia Broadcasting System.

REPRESENTATIVE

Radio Sales

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W M A L

WASHINGTON, D. C.—EST. 1925

NATIONAL BROADCASTING CO.
(BASIC BLUE)

FREQUENCY: 630 Kc. POWER: 500 Watts, d.; 250 Watts, n. OWNED BY: Washington Evening Star. OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: TransLux Bldg. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 712—11th St. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Washington Evening Star owns complete stock of owning company. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library.

Personnel

President..... Norman Leese
General Manager.....K. H. Berkeley
Assistant Manager.....Carleton D. Smith
Assistant Manager.....Fred Shawn
Sales Manager.....John H. Dodge
Advertising Manager.....John H. Dodge
Publicity Director.....Phebe M. Gale
Chief Engineer.....A. E. Johnson

POLICIES

Does not accept hard liquor or wine advertisements, nor foreign language accounts. NBC policies apply otherwise.

REPRESENTATIVE

National Broadcasting Co., Inc.

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W O L

"MUTUAL'S STATION FOR THE DISTRICT OF COLUMBIA"

WASHINGTON, D. C.—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 1000 Watts. OWNED BY: American Broadcasting Co. OPERATED BY: American Broadcasting Co. BUSINESS ADDRESS: 1627 K St. N.W. PHONE: Metro 0012-3-4. STUDIO ADDRESS: 1627 K St. N.W. TRANSMITTER LOCATION: Chillum, Md. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M.; Sunday, 7:00 A.M. to 2:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Associated Music Publishers, Lang-Worth and NAB Library.

Personnel

President and Owner.....Helen S. Mark
General Manager.....W. B. Dolph
Sales Manager.....Henry V. Seay
Program Director.....Madeline Ensign
Publicity Director.....Madeline Ensign
Musical Director .....Frank Blair
Chief Engineer.....H. H. Lyon

POLICIES

Station does not accept liquor advertising on Sundays; on weekdays after 10:00 P.M. only. Maximum length of contract: one year. No periods sold in bulk for re-sale. All programs subject to approval of station management.

REPRESENTATIVE

William G. Rambeau Co.

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W R C

WASHINGTON, D. C.—EST. 1923

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 950 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: National Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: TransLux Bldg. PHONE: Republic 4000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. D. No. 1, Hyattsville, Md. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus & NAB Library.

Personnel

President.....Lenox R. Lohr
General Manager.....K. H. Berkeley
Assistant Manager.....Carleton D. Smith
Assistant Manager.....Fred Shawn
Sales Manager.....John H. Dodge
Advertising Manager.....John H. Dodge
Publicity Director.....Phebe M. Gale
Chief Engineer.....A. E. Johnson

POLICIES

Station does not accept hard liquor or wine advertisements, or foreign language accounts. NBC policies apply.

REPRESENTATIVE

National Broadcasting Co., Inc.

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FLORIDA

Population 1,670,000

Number of Families 443,000 — Number of Radio Homes 297,900

Retail Sales $425,807,000 — Auto Registrations 250,762

W M F J

"THE TOPS IN PROGRAMS AT THE TOP OF YOUR DIAL"

DAYTONA BEACH—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: W. Wright Esch. OPERATED BY: W. Wright Esch. BUSINESS ADDRESS: 126½ Magnolia Ave. PHONE: 91. STUDIO ADDRESS: 126½ Magnolia Ave. TRANSMITTER LOCATION: 126½ Magnolia Ave. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 9:00 P.M. (Sunday). NEWS SERVICE: Radio News Assoc. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Manager . . . . . W. Wright Esch
Commercial Manager . . . . . Ed Sims

WJAX

JACKSONVILLE, FLORIDA

♦

THE
MUNICIPAL
BROADCASTING
STATION

900 Kc. 5000 Watts Day
1000 Watts Night

♦

AFFILIATED NBC
Phone Jacksonville 5-5821

Representatives

John Blair & Co. New York, Chicago, Detroit and West Coast

H E Cummings, Southeast

Chief Announcer . . . . . Ray Clancy
Program Director . . . . . A. B. Esch
Chief Engineer . . . . . W. K. Ellenwood
Engineers . . . . Clark Overton, Otis Wright

POLICIES

No liquor accounts accepted.

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W R U F

"THE VOICE OF FLORIDA"

GAINESVILLE—EST. 1928

FREQUENCY: 830 Kc. POWER: 5000 Watts. OWNED BY: State and University of Florida. OPERATED BY: Same. BUSINESS ADDRESS: University Campus. PHONE: 1000 Ext. 55. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to sunset at Denver, Colo.; Sunday, 8:00 A.M. to sunset at Denver, Colo. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

Station Executive . . . . Garland Powell
Asst. Director . . . . . Russell McCaughan
Chief Announcer . . . . . Dan Riss
Chief Engineer . . . . . Joseph Weil

POLICIES

Advertising of alcoholic beverages not accepted. Political speeches not accepted. Station does not accept business on a "per inquiry" basis. All programs subject to approval by station management, rules, and regulations of Federal and State governments, and policies of the Board of Control of Institutions of Higher Learning of Florida.

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W J A X

(SUMMER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF OCEAN BREEZES"
(WINTER) "WJAX, JACKSONVILLE IN FLORIDA, THE LAND OF SUNSHINE"

JACKSONVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: City of Jacksonville. OPERATED BY: Same. BUSI-

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NESS ADDRESS: No. I Broadcast Place. PHONE: 5-5821-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hyde Park Country Club. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M.—(Sunday) 9:00 A.M. to midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Commissioner in Charge.....Thos. C. Imeson
Station Manager and Chief Engineer.....John T. Hopkins, III
Merchandising Manager.....Ralph Feather

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Merchandising manager assists in making merchandise displays, sending out mimeographed letters and other types of merchandising requested by sponsors, there being no charge other than material used, stationery, stamps, etc.

REPRESENTATIVE

John Blair & Co.
Harry Cummings, Atlanta

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W J H P *

JACKSONVILLE—EST. 1938

FREQUENCY: 1290 Kc. POWER: 250 Watts. OWNED BY: The Metropolis Co. OPERATED BY: Same. BUSINESS ADDRESS: Jacksonville. TIME ON THE AIR: Full Time License.

* Station was licensed to operate under a construction permit and no further information was available at time of going to press.

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W M B R

JACKSONVILLE—EST. 1934

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Fla. Broadcasting Co. OPERATED BY: Fla. Broadcasting Co. BUSINESS ADDRESS: Atlantic Bank Annex Bldg. PHONE: 5-4387-8. STUDIO ADDRESS: Atlantic National Bank Bldg. TRANSMITTER LOCATION: Foot of Vine St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President.....Frank King
Secretary-Treasurer .....Glenn Marshall
Chief Announcer.....Chas. Stone
Musical Director.....Clyde Gardner
Chief Engineer.....H. B. Greene

POLICIES

No hard liquor advertising accepted. No lotteries or fortune telling acts permitted. Carries out a monthly distribution check on all food and drug items.

REPRESENTATIVE

Paul H. Raymer Co.

W L A K

"SERVING IMPERIAL POLK COUNTY"

LAKELAND—EST. 1936

NATIONAL BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 100 Watts. OWNED BY: Lake Region Broadcasting Co. OPERATED BY: Lake Region Broadcasting Co. BUSINESS ADDRESS: New Florida Hotel. PHONE: 2128. STUDIO ADDRESS: New Florida Hotel. TRANSMITTER LOCATION: Lakeland. TIME ON THE AIR: 7:30 to 11:00 P.M. NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Manager.....Mardi S. Liles
Program Director.....Gordon Fletcher
Sales Director.....Henry Goff
Chief Engineer.....Powell Hunter

POLICIES

Advertising of alcoholic beverages not accepted excepting beer and wine. No business accepted upon "per inquiry" basis.

REPRESENTATIVE

John Blair & Co.

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W I O D

"BEST ON THE DIAL"

MIAMI—EST. 1926

NBC—(Red and Blue)

FREQUENCY: 610 Kc. POWER: 1000 Watts. OWNED BY: Isle of Dreams Broadcasting Co. OPERATED BY: Isle of Dreams Broadcasting Co. BUSINESS ADDRESS: News Tower. PHONE: 3-6444. STUDIO ADDRESS: News Tower. TRANSMITTER LOCATION: N. W. 18th Ave. and 32nd St. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight (daily); 8:00 A.M. to 12:00 midnight (Sunday). NEWSPAPER AFFILIATION: Miami Daily News. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Library, World Transcription System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....D. J. Mahoney
Vice-Pres. and Genl. Mgr.....Hal I. Leyshon
Station Manager.....Martin S. Wales
Commercial Manager.....S. A. Vetter
Chief Announcer.....Sam Parker
Publicity Director.....Boarman Boyd
Musical Director.....Earl Barr Hanson
Chief Engineer.....Milton C. Scott Jr.

POLICIES

Advertising of alcoholic beverages, excepting beer and wine, not accepted. Foreign language programs accepted when accompanied by English translation.

REPRESENTATIVE

George P. Hollingbery Co.
Harry S. Cummings, Jacksonville and Atlanta

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MIAMI

This is Florida-SALES SIDE UP!

Geographically, Miami is on the bottom end of Florida---but on the SALES map, Miami is tops Miami--South Florida--is more than a famous winter resort. It is a prosperous year 'round market. In family income, retail sales per family, gasoline sales, building permits Miami is FIRST in Florida in the first rank of the nation! Put Miami on your sales map in 1939. Put it there profitably with a schedule on WIOD

WIOD--member of the NBC Red and Blue networks--the Gold Group of the World Transcription System

W I O D

610 KC

WDBO is

FLORIDA'S 2nd STATION

5000 WATTS DAY
1000 WATTS NIGHT
580 KILOCYCLES

CBS AFFILIATE—OWNED AND OPERATED BY
ORLANDO BROADCASTING COMPANY
ORLANDO, FLORIDA

www.americanradiohistory.com

W Q A M

"THE VOICE OF TROPICAL AMERICA"

MIAMI—EST. 1921

COLUMBIA BROADCASTING SYSTEM
FLORIDA BROADCASTING SYSTEM

FREQUENCY: 560 Kc. POWER: 1000 watts. OWNED BY: Miami Broadcasting Co. OPERATED BY: Miami Broadcasting Co. BUSINESS ADDRESS: Postal Bldg.. PHONE: 26121. STUDIO ADDRESS: Postal Bldg. TRANSMITTER LOCATION: Biscayne Bay at 14th St. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICES: United Press, Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and General Manager ..... Fred W. Borton
Advertising Manager ..... Norman MacKay
Program Manager ..... Hazel McGuire
Sales Manager ..... Fred Mizer
Chief Engineer ..... Ralph Nulsen

POLICIES

No liquor except light wines and beer. No advertising is accepted which is in violation of good taste. No fortune tellers, mystics, numerologists, astrologers, etc.

Merchandising: Dealer contacts, surveys, special stunts.

REPRESENTATIVE

John Blair & Co.

W K A T

MIAMI BEACH—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: A. Frank Katzentine. OPERATED BY: Same. BUSINESS ADDRESS: 1759 N. Bay Rd. PHONE: 5-7471. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Library, Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner and General Manager ..... A. Frank Katzentine
Station Manager ..... Helen Hackett
Commercial Manager ..... Betty Lee Taylor

POLICIES

Advertising of beer and wine accepted.

REPRESENTATIVE

Weed & Co.

W D B O

ORLANDO—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 580 Kc. POWER: 5000 Watts. d.; 1000 watts, n. OWNED BY: Orlando Broadcasting Co., Inc. OPERATED BY: Orlando Broadcasting Co., Inc. BUSINESS ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave. PHONE: 6181-5957. STUDIO ADDRESS: Ft. Gatlin Hotel, 563 N. Orange Ave.; Deland Extension Studio: Chamber of Commerce Bldg., Deland. TIME ON THE AIR: (daily) 7:00 a.m. to 12:05 a.m., (Sunday) 7:30 a.m. to 12:05 a.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: World Library.

Personnel

President ..... Col. Geo. C. Johnston
Local Advertising Manager ..... J. M. Pedrick
Artists Bureau Head ..... W. Kimble
Chief Announcer ..... W. Gage McBride
Station Manager ..... Harold P. Danforth
Publicity Director ..... Lenoir Cushman
Program Director ..... Emily Beckett
Musical Director ..... Walter Kimble
Chief Engineer ..... J. E. Yarbrough

POLICIES

Wine and beer only; no liquor. Foreign language programs not accepted because of extremely limited number of foreign speaking families within service area.

Merchandising service of the station staff will be furnished without additional charge; actual cash expenditures are to be paid by advertiser.

REPRESENTATIVE

Paul H. Raymer Company

W C O A

"THE ONLY STATION FOR COMPLETE WEST FLORIDA COVERAGE"

PENSACOLA—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1340 Kc. POWER: 1000 Watts. OWNED BY: Pensacola Broadcasting Co. OPERATED BY: Pensacola Broadcasting Co. BUSINESS ADDRESS: P. O. Box 1368. PHONE: Pen 4111. STUDIO ADDRESS: San Carlos Hotel. TRANSMITTER LOCATION: Pensacola Bay Bridge. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Saturday, 6:30 A.M. to midnight; Sunday 8:25 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: News-Journal Co. NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President ..... John H. Perry
General Manager ..... Henry G. Wells, Jr.
Commercial Manager ..... R. R. Powell
Chief Engineer ..... Beecher Hayford
Chief Announcer ..... C. E. Vann
Musical Director ..... C. J. Edmiston

POLICIES

No liquor; advertising copy week in advance—foreign population negligible.

Merchandising: Letters to trade — special posters in stores, taxicab (rear tire covers), posters on all municipal vehicles. Trade surveys; also large window displays on main street offered to national accounts.

REPRESENTATIVE

John H. Perry Assoc.

www.americanradiohistory.com

W F O Y

"THE BIRTHPLACE OF A NATION"

ST. AUGUSTINE—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 Watts (daytime). OWNED BY: Fountain of Youth Properties, Inc. OPERATED BY: Fountain of Youth Properties, Inc. BUSINESS ADDRESS: Fountain of Youth Gardens. PHONE: 1400. STUDIO ADDRESS: Fountain of Youth Gardens. TRANSMITTER LOCATION: Fountain of Youth Gardens. TIME ON THE AIR: 7:30 A.M. to 10:30 P.M. EST. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Walter B. Fraser
Station Manager.....R. M. Tigert
Commercial Manager.....John H. Cummins
Program Director.....Ruth Tanksley
Chief Engineer.....Bradley Overton

POLICIES

Does not accept liquor advertising excepting beer and wine.

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W S U N

"WHY STAY UP NORTH"

ST. PETERSBURG—EST. 1928

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 Watts-d., 1000 watts-n. OWNED BY: Chamber of Commerce. OPERATED BY: Chamber of Commerce. BUSINESS ADDRESS: Recreation Pier. PHONE: 4747-8. STUDIO ADDRESS: Recreation Pier. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 a.m. to 12:00 midnight in connection with WFLA. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Chairman of Board.....Glenn V. Leland
General and National Sales Manager.....Harold H. Meyer
Chief Engineer.....Louis J. Link
Consulting Engineer.....Joseph Mitchell
Local Sales Manager.....Jerry A. Wigley
Artists Bureau Head.....B. Cunningham
Program Director.....Bob Wilbur
Chief Announcer.....Lynn Gearhart
Production Chief.....Maurice F. Hayes

POLICIES

Beer and ale accounts accepted. No hard liquors—(in line with NBC policy). Patent medicine advertising accepted subject to station approval.

REPRESENTATIVE

Transamerican Broadcasting & Television Corp.

SUNSHINE FOR LISTENERS
SUNSHINE FOR ADVERTISERS

WSUN

St. Petersburg, Florida

Serving Florida's Center of Population and Richest Markets

Business Office

RECREATION PIER—ST. PETERSBURG, FLORIDA

5000 W—Day
1000 W—Night

620 k.c.

Harold Meyer, General Manager

www.americanradiohistory.com

WTAL

"VOICE OF FLORIDA'S CAPITAL CITY"

TALLAHASSEE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts-d., 100 Watts-n. OWNED BY: Fla. Capital Broadcasters, Inc. OPERATED BY: Fla. Capital Broadcasters, Inc. BUSINESS ADDRESS: Thomasville Rd. PHONE: 1310-R. STUDIO ADDRESS: Thomasville Rd. TRANSMITTER LOCATION: Thomasville Rd. TIME ON THE AIR: 8:00 a.m. to 10:00 p.m. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President .....Gilbert Freeman
Station Manager.....Richard Kingston
Musical Director.....Lillian Kalil
Chief Engineer.....W. A. Snowden

POLICIES

Does not accept liquor advertising.

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WDAE

TAMPA—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Tampa Times Company. OPERATED BY: Tampa Times Company. BUSINESS ADDRESS: Tampa Terrace Hotel. PHONE: M-1818. STUDIO ADDRESS: Tampa Terrace Hotel. TRANSMITTER LOCATION: Forest Hills Country Club, Area. TIME ON THE AIR: 7:30 A.M. to 12:00 Midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Tampa Daily Times. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President .....David E. Smiley
Station Manager .....L. S. Mitchell
Chief Announcer .....Kenneth W. Skelton
Publicity Director .....Virginia L. James
Musical Director .....Dr. M. Platner
Chief Engineer .....Wm. Pharr Moore

POLICIES

Hard liquor advertising not carried. Beer and light wine advertising accepted. Programs in Spanish carried regularly.

Reasonable amount of window display, local calls, letter service and newspaper tie-ins are available.

REPRESENTATIVE

The Katz Agency

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WFLA

"SERVING THE TAMPA TRADE TERRITORY"

TAMPA—EST. 1925

NATIONAL BROADCASTING CO.
WFLA-WLAK NET

FREQUENCY: 620 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Fla. West Coast Broadcasting Co., Inc. OPERATED BY: Fla. West Coast Broadcasting Co., Inc. BUSINESS ADDRESS: Tair Bldg., Tampa. PHONE: M H 1828- and H 1829, Tampa—Clearwater 2753. STUDIO ADDRESS: Tair Bldg., Tampa. TRANSMITTER LOCATION: Bayview. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Press Radio Bureau. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....H. H. Baskin
Com. Mgr. & V-P.....W. Walter Tison
Artists' Bureau Head.....Don Bell
Chief Announcer.....Paul Bell
Station Manager.....W. Walter Tison
Sales Manager.....Melvin A. Myer (Local)
Publicity Director.....Don Bell
Musical Director.....Frank Grasso
Chief Engineer.....Joe Mitchell

POLICIES

Liquor programs must be in good taste. Foreign language programs not accepted.

Limited merchandising is offered in keeping with size of the account. Exploitation is carried out in accord with wishes of advertiser and at his expense.

REPRESENTATIVE

John Blair & Co.

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WJNO

"THE VOICE OF THE PALM BEACHES"

WEST PALM BEACH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 kc. POWER: 250 watts-d., 100 watts-n. OWNED BY: WJNO, Inc. OPERATED BY: WJNO, Inc. BUSINESS ADDRESS: P. O. Box 189. PHONE: 5157-8. STUDIO ADDRESS: 1415 Okeechobee Road. TRANSMITTER LOCATION: 1415 Okeechobee Road. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Jay O'Brien
Secretary-Treasurer.....Louise De Lea
Chief Announcer.....Ben Decker
General Manager.....Reggie Martin
Program Director.....J. Gunnar Back
Chief Engineer.....John Moore

POLICIES

Beer and wine acc'ts only; no hard liquor.

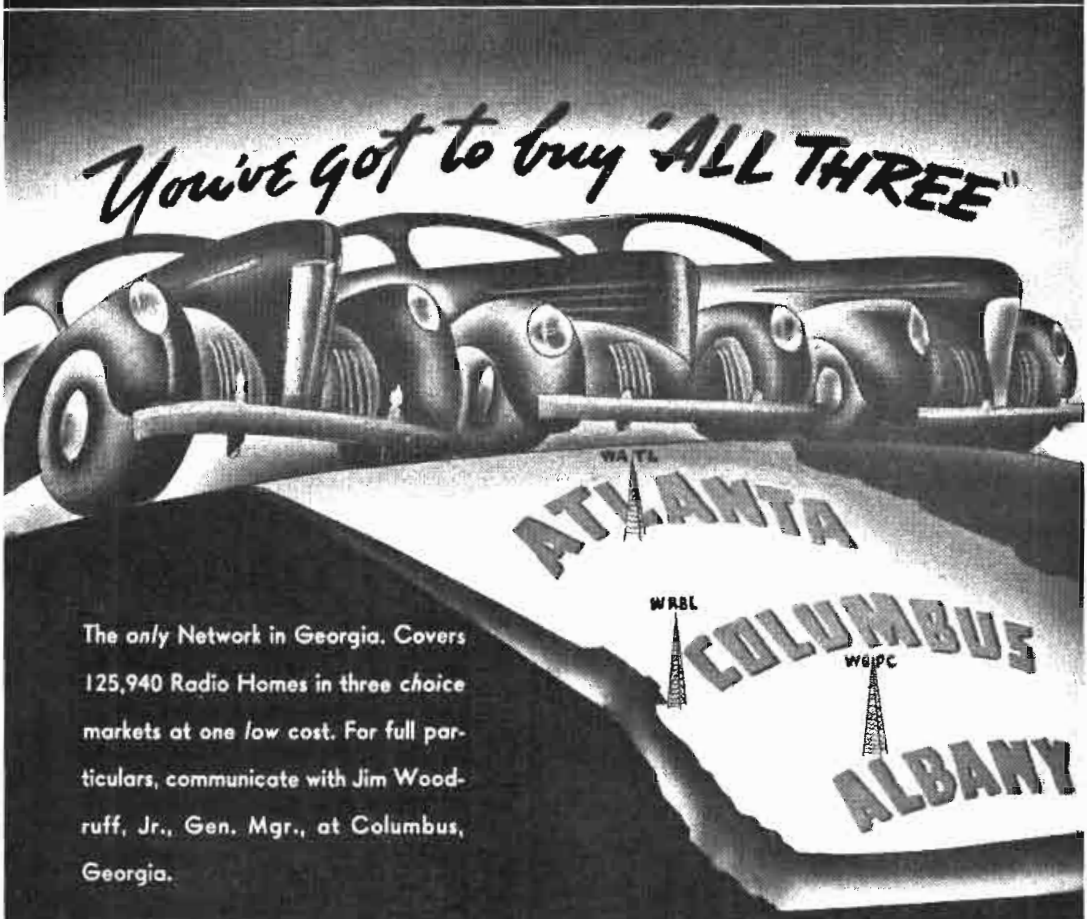
Merchandising: Station maintains merchandising department to cooperate with clients.

REPRESENTATIVE

Weed & Company

www.americanradiohistory.com

THE THREE WAY ROAD TO SALES IN GEORGIA



The *only* Network in Georgia. Covers 125,940 Radio Homes in three *choice* markets at one *low* cost. For full particulars, communicate with Jim Woodruff, Jr., Gen. Mgr., at Columbus, Georgia.

"THIS IS THE GEORGIA BROADCASTING SYSTEM"

WATL ★ WRBL ★ WGPC

ATLANTA COLUMBUS ALBANY

National Representatives:

SEARS & AYER, INC.

NEW YORK & CHICAGO

www.americanradiohistory.com

GEORGIA

Population 3,085,000

Number of Families 716,000 — Number of Radio Homes 370,800

Retail Sales $484,693,000 — Auto Registrations 354,447

W G P C

"VOICE OF S. W. GEORGIA"

ALBANY—EST. 1934

FREQUENCY: 1240 Kc. POWER: 100 Watts. OWNED BY: Americus Broadcasting Co. OPERATED BY: J. W. Woodruff, Sr. BUSINESS ADDRESS: 127½ N. Jackson St. PHONE: 1371-1370. STUDIO ADDRESS: 127½ N. Jackson St. TRANSMITTER LOCATION: 127½ N. Jackson St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Albany Herald. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....J. W. Woodruff, Sr.
General Manager.....J. W. Woodruff, Jr.
Resident Manager.....Stewart Watson
Chief Announcer.....Hubert Batey
Program Manager.....Louis B. Poole
Chief Engineer.....Randolph C. Hallet

POLICIES

No special policies or restrictions.

REPRESENTATIVE

Sears & Ayer

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W G A U

"THE RED AND BLACK STATION BRIDGING THE TRADE-GAP IN NORTHEAST GEORGIA"

ATHENS—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: J. K. Patrick & Co. OPERATED BY: J. K. Patrick & Co. BUSINESS ADDRESS: Bobbins Mill Road. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Director.....A. Lynne Brannen
Program Director.....Melvin Gorman
Musical Director.....Harry L. Grimes

POLICIES

Station does not accept liquor or wine advertisements: Station does not use phonograph records and has every facility for any type of service.

W A G A

"ATLANTA'S WAVE OF WELCOME"

ATLANTA—EST. 1937

NBC—(BLUE)

FREQUENCY: 1450 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Liberty Broadcasting Co. OPERATED BY: The Atlanta Journal. BUSINESS ADDRESS: Western Union Bldg. PHONE: Main 5101-3. STUDIO ADDRESS: Western Union Bldg. TRANSMITTER LOCATION: East Atlanta. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: The Atlanta Journal (Operates the station and owns stock in same). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Transcription Library.

Personnel

Executive Director.....Lambdin Kay
Station Manager.....Jess M. Swicegood
Commercial Manager.....Jess M. Swicegood
Chief Announcer.....Earle J. Pudney
Musical Director.....Earle J. Pudney
Chief Engineer.....Clif H. Hanson

POLICIES

No liquor accounts accepted. No chiropractic accounts accepted.

Merchandising: Sponsors receive full cooperation and publicity through the pages of the radio section of the Atlanta Journal and all other mediums are charges to the account at cost to the station.

REPRESENTATIVE

Edward Petry Co., Inc.

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W A T L

"THE NEWS STATION OF ATLANTA"

ATLANTA—EST. 1931

GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Atlanta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Henry Grady Bldg. PHONE: Walnut 4377-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 26 Cain St., N. W. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. (all night Sat.). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music.

www.americanradiohistory.com

Personnel

President.....J. W. Woodruff
General Manager .....Maurice C. Coleman
Chief Announcer . ... Bill Shannon
Sales Manager ..... .Maurice C. Coleman
Musical Director .....Ken Keese
Chief Engineer .....Jim Comer Jr.

POLICIES

Advertising of alcoholic beverages, excepting light wines and beer, not accepted. Accepts foreign language programs if English script is furnished and passes usual policy rules.

Merchandising: Tabloid "newspapers" delivered to 75,000 homes regularly; blotters supplied on all accounts that are of 52-week duration. Phone service to all women's organizations, etc., informing them of attractions. Letters and post cards to dealer outlets, etc. Expect to turn a portion of our national advertising over to clients.

REPRESENTATIVE

Sears & Ayer

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W G S T

ATLANTA—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Georgia School of Technology. OPERATED BY: Southern Broadcasting Stations, Inc. BUSINESS ADDRESS: Ansley Hotel. PHONE: Walnut 8441. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cheshire Bridge Road. TIME ON THE AIR: Sundays, 7:45 A.M. to 12:00 midnight; Daily, 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Atlanta Georgian-American, Atlanta Constitution. NEWS SERVICE: Transradio Press, Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager .....W. H. Summerville
Treasurer.....P. J. Wilhite
Program Director. .....John Fulter
Promotion Director..... ..Frank Gaither
Production Director.... ... .Don Naylor
Musical Director. .....Lola Wallace

POLICIES

Station maintains merchandising department.

REPRESENTATIVE

The Katz Agency

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W S B

"THE VOICE OF THE SOUTH"

ATLANTA—EST. 1922

NBC—RED

FREQUENCY: 740 Kc. POWER: 50,000 Watts. OWNED BY: Atlanta Journal Co. OPERATED BY: Atlanta Journal Co. BUSINESS ADDRESS: Atlanta Biltmore Hotel. STUDIO ADDRESS: Atlanta Biltmore Hotel. TRANSMITTER LOCATION: Near Tucker, Ga. TIME ON THE AIR: Daily, 5:45 A.M. to 12:00 midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Atlanta Journal. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Lambdin Kay
Sales Manager.....John M. Outler, Jr.
Program Director.....Roy McMillen
Musical Director.....Marcus Bartlett
Continuity Editor.....Lessie Smithgall
Commercial Trafic Manager ...Dana Waters
Transcription Editor. .. ....Herbert Harris
News Editor.....Ernest Rogers
Director of School of Air.....Louis T. Rigdon
Chief Engineer.....C. F. Daugherty

POLICIES

All business accepted subject to the "Standard Conditions Governing Contracts and Orders for Spot Broadcasting" adopted by the National Association of Broadcasters in cooperation with the American Association of Advertising Agencies.

REPRESENTATIVE

Edward Petry & Company

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W R D W

"WHERE RADIO DOES WONDERS"
"THE VOICE OF AUGUSTA"

AUGUSTA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts-d., 100 watts-n. OWNED BY: Augusta Broadcasting Co. OPERATED BY: Augusta Broadcasting Co. BUSINESS ADDRESS: 10th & Broad Sts. PHONE: 2976-7-8. STUDIO ADDRESS: 10th & Broad Sts. TRANSMITTER LOCATION: Buena Vista Ave., North Augusta, S. C. TIME ON THE AIR: 6:55 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager. .....W. R. Ringson
Sec. & Treas..... .. ..F. J. Miller
Program Director. . .....James Davenport
Artists Bureau Head.....James Davenport
Chief Announcer.....James Davenport
Sales Manager. .....Thurston Bennett
Musical Director.....Allyn Corris
Chief Engineer.....Harvey Aderhold

POLICIES

No liquor advertising.

Merchandising: Personalized merchandising through dealers, direct mail, newspapers and theatre trailers is available.

REPRESENTATIVE

Burn-Smith Co.

www.americanradiohistory.com

W R B L

"THE VOICE OF FRIENDLY SERVICE"

COLUMBUS—EST. 1928

GEORGIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: The Columbus Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 1420 2nd Ave. PHONE: 4300-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 15th Ave.—30th St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 6:00 P.M., C.S.T. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....J. W. Woodruff, Sr.
General Manager.....Jack Gibney
Commercial Manager.....D. T. Youngblood
Chief Announcer Program Director
Bill Dougherty
Artists Bureau Head.....Elizabeth Alford
Chief Engineer.....Oliver Heely

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Full merchandising service is available to advertising including embossed display signs.

REPRESENTATIVE

Sears & Ayer

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W K E U

GRIFFIN—EST. 1934

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Radio Station WKEU. OPERATED BY: A. W. Marshall, Jr. BUSINESS ADDRESS: Griffin Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime to local sunset. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Manager .....A. W. Marshall, Jr.

REPRESENTATIVE

Burn-Smith Co.

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W M A Z

"DOING A PEACH OF A JOB IN GEORGIA"

MACON—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1180 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Southeastern Broadcasting Co. OPERATED BY: Southeastern Broadcasting Co. BUSINESS ADDRESS: 211 Cotton Ave. PHONE: 3131-2. STUDIO ADDRESS: 211 Cotton Ave. TRANSMITTER LOCATION: Georgia Place. TIME ON THE AIR: 6:30 A.M. to Sunset at Albuquerque, New Mexico; Sunday, 8:00 A.M. to sunset at Albuquerque, N. M. NEWSPAPER AFFILIATION: Macon Telegraph & Evening News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: World Transcription System, Radio Transcription Co. of America, World Program Service.

Personnel

President, General Manager.....E. K. Cargill
Vice-President.....George P. Rankin
Secretary-Treasurer and Assistant Manager,
Wilton E. Cobb
Commercial Manager.....Frank Crowther
Publicity Director.....Wilton E. Cobb
Musical Director.....Allie V. Williams
Chief Engineer.....George P. Rankin Jr.

POLICIES

No hard liquor or questionable medical products advertising accepted.

Merchandising: Extent determined with each account.

REPRESENTATIVE

The Katz Agency

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W R G A

ROME—EST. 1929

FREQUENCY: 1500 Kc. POWER: 250 watts-d., 100 watts-n. OWNED BY: Rome Broadcasting Corp. OPERATED BY: Rome Broadcasting Corp. BUSINESS ADDRESS: National City Bank Bldg. PHONE: 1995. STUDIO ADDRESS: National City Bank Bldg. TRANSMITTER LOCATION: National City Bank Bldg. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m., (Sunday) 9:00 a.m. to 10:00 p.m. NEWS SERVICE: United Press.

Personnel

President.....John W. Quarles
Station Manager.....Happy Quarles
Commercial Manager.....Price Selby
Chief Announcer.....Jimmy Kirby
Chief Engineer.....R. L. Starr

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W S A V *

SAVANNAH—EST. 1939

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Arthur Lucas. OPERATED BY: Arthur Lucas. BUSINESS ADDRESS: Savannah. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

www.americanradiohistory.com

Personnel

Owner ... .Arthur Lucas

* Station was licensed to operate under a C.P. No further information was available at time of going to press.

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W T O C

"WELCOME TO OUR CITY"

SAVANNAH—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts (C.P. pending for 5000 watts, d.). OWNED BY: Savannah Broadcasting Co. OPERATED BY: Savannah Broadcasting Co. *BUSINESS ADDRESS: P. O. Box 645. PHONE: Savannah 2-0127. STUDIO ADDRESS: 516 Abercorn St. TRANSMITTER LOCATION: Northwest of Savannah (C.P. near Louisville Rd.). TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

* Station will locate in Old Southern Mansion after completion of construction of new studios and equipment.

Personnel

President ....W. T. Knight, Jr.

Station Manager. . . ...Marjorie B. Willis

Local Sales Manager... . ..Robert R. Feagin

Chief Announcer .. ..Weldon W. Herrin

Promotion and Advertising Director, W. B. Smart

Continuity Director... ...Esther Shearouse

Chief Engineer .. ...Laws L. Meador

Engineer in Charge of Remotes, Charles A. Runyon

POLICIES

Liquor advertising not accepted. Will accept foreign language programs provided transcribed with affidavit translating the program, copy and material. No announcements of general nature are accepted on Sundays; Sunday is reserved for institutional advertising only.

Merchandising: Signs on the sides of Dodge Panel Truck; embossograph signs, mimeographed publicity releases, courtesy announcements, personal contact of local dealers, assistance with dealer display, direct mail campaigns.

REPRESENTATIVE

Paul H. Raymer Company

W P A X

"GOOD MERCHANTS USE RADIO WPAX IN THOMASVILLE"

THOMASVILLE—EST. 1934

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: H. Wimpy. OPERATED BY: H. Wimpy. BUSINESS ADDRESS: 117 Remington Ave. PHONE: 909. STUDIO ADDRESS: 117 Remington Ave. TRANSMITTER LOCATION: 117 Remington Ave. TIME ON THE AIR: 7:00 A.M. to sunset. NEWSPAPER AFFILIATIONS: Atlanta Georgian, Albany Herald, Albany, Ga.; Pelham Journal, Pelham, Ga. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Records exclusively.

Personnel

Commercial Manager. .. ....Chas. Lawton

Station Manager.. . . ...H. Wimpy

Chief Announcer. . T. P. Walton, Jr.

Sales Manager.. . . ..Chas. Lawton

Chief Engineer. .. . . . .James W. Poole

POLICIES

Accepts beer and wine, no liquor. Very few foreign language listeners in territory but no restrictions on such accounts.

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W A Y X

"VOICE OF SOUTH GEORGIA"

WAYCROSS—EST. 1936

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Waycross Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 620 Plant Ave. PHONE: 965. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Waycross. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Waycross Journal - Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President ....Jack Williams

Commercial Manager.....Jack Murray

Station Manager..... .John J. Tobola

POLICIES

Beer and wine advertising permitted, except on Sunday.

Merchandising: Affiliation with Waycross Journal-Herald permits added publicity on programs. Cuts and stories of artists featured are run in the paper.

www.americanradiohistory.com

IDAHO

Population 493,000

Number of Families 124,000 — Number of Radio Homes 98,700

Retail Sales $140,167,000 — Auto Registrations 113,000

K I D O

"THE VOICE OF IDAHO"

BOISE—EST. 1928

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1350 Kc. POWER: 2500 watts. d., 1000 watts, n. (C.P. for 5000 watts, d.). OWNED BY: C. G. Phillips and Frank L. Hill. OPERATED BY: C. G. Phillips and Frank L. Hill. BUSINESS ADDRESS: Hotel Boise. PHONE: 650-1-3040. STUDIO ADDRESS: Hotel Boise. TRANSMITTER LOCATION: 4½ miles N.W. of city. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....C. G. Phillips
Commercial Manager.....Bonnie Scotland
Chief Announcer.....Billy Phillips
Sales Manager.....W. E. Weaver
Publicity Director.....Leroy Civille
Musical Director.....Vern Moore
Chief Engineer.....Harold Toedtemeier

POLICIES

Liquor advertising after 9:30 p.m. only.

Newspaper and radio publicity by way of merchandising aids.

REPRESENTATIVE

John Blair and Company

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K G C I *

COEUR D'ALENE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Clarence A. Berger and Saul S. Freeman. OPERATED BY: Clarence A. Berger and Saul S. Freeman. BUSINESS ADDRESS: Coeur D'Alene. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime.

* Station was licensed to operate under a C. P. No further information was available at time of going to press.

K I D

"IDAHO'S MOST POWERFUL RADIO STATION"

IDAHO FALLS—EST. 1928

FREQUENCY: 1320 Kc. POWER: 5000 Watts-d., 500 Watts-n. OWNED BY: KID Broadcasting Co. OPERATED BY: KID Broadcasting Co. BUSINESS ADDRESS: 3rd floor, KID Bldg. PHONE: 4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hunnom Road. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and General Manager, J. W. Duckworth
Assistant Manager.....Maxine Chaffin
Chief Engineer.....W. J. Provis

POLICIES

No special policies or programs or merchandising plans.

REPRESENTATIVE

Sears & Ayer

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K R L C

"SERVING THE NORTHWEST'S RICHEST AGRICULTURAL AREA"

LEWISTON—EST. 1935

FREQUENCY: 1390 Kc. POWER: 250 Watts. OWNED BY: H. E. Studebaker. OPERATED BY: H. E. Studebaker. BUSINESS ADDRESS: Lewis-Clark Hotel. PHONE 1950-1. STUDIO ADDRESS: Lewis-Clark Hotel. TRANSMITTER LOCATION: Lewiston Orchards. TIME ON THE AIR: (daily) 6:30 a.m. to 10:00 p.m., (Sunday) 9:00 a.m. to 9:00 p.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Program Service, Lang-Worth Feature Programs, Inc.

Personnel

Owner.....H. E. Studebaker
Advertising Manager.....R. A. Klise
Station Manager.....Donald A. Wike

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POLICIES

All copy must comply with station policy and FCC Regulations.

Merchandising service is available to extent desired at actual cost.

REPRESENTATIVES

Walter Biddick Co.—Pacific Coast
Sears & Ayers—Chicago
Cox & Tanz—Philadelphia

•

K F X D

"IDAHO'S STATION KFXD"

NAMPA—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Frank E. Hurt. OPERATED BY: Frank E. Hurt. BUSINESS ADDRESS: 1024 Twelfth Ave., South. PHONE: 1200. STUDIO ADDRESS: 1024 Twelfth Ave., S.; Eighth and Grant Sts., Caldwell; Owyhee Hotel, Boise. TRANSMITTER LOCATION: 1024 Twelfth Ave., S.; Boise & Caldwell. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M.; Sunday, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, NBC Thesaurus, Lang-Worth, C. P. MacGregor.

Personnel

Owner and Station Manager.....Frank E. Hurt
Commercial Manager.....Doyle Cain
Chief Announcer.....Marvin E. Johnston
Sales Manager.....Doyle Cain
Chief Engineer.....Edward Hurt

POLICIES

Does not accept any liquor advertising. Does not accept advertising of products not sold by local merchant.

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K S E I

NATIONAL BROADCASTING CO.
(RED AND BLUE)

POCATELLO—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts-d., 250 Watts-n. OWNED BY: Radio Service Corp. OPERATED BY: Radio Service Corp. BUSINESS ADDRESS: Pocatello. PHONE: 960. STUDIO ADDRESS: Pocatello. TRANSMITTER LOCATION: Bannock County Fairgrounds. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M.; Sunday, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

Personnel

President.....O. P. Soule
Vice-President and General Manager, Henry H. Fletcher
Chief Announcer.....Calvin L. Hale
Publicity Director.....Ruthe A. Fletcher
Musical Director.....Ruthe A. Fletcher
Chief Engineer.....James E. Mitchell

POLICIES

Does not accept hard liquor advertising.

Merchandising: All wholesale and retail outlets will be circulated on KSEI stationery at actual cost. Forwarding of fan mail and other clerical and stenographic jobs will be handled on a similar basis.

REPRESENTATIVE

Gene Furgason & Co.

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K T F I

"IDAHO'S POPULAR NBC STATION"
NBS (RED AND BLUE)

TWIN FALLS—EST. 1928

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Radio Broadcasting Corp. OPERATED BY: Radio Broadcasting Corp. BUSINESS ADDRESS: Radio Center Bldg. PHONE: 30. STUDIO ADDRESS: Radio Center Bldg. TRANSMITTER LOCATION: 4 miles west of Twin Falls. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. (daily), 9:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor and Lang-Worth.

Personnel

General Manager.....John E. Gardner
Chief Announcer.....Charles Crabtree
Publicity Director.....F. M. Soule
Musical Director.....Will E. Wright
Chief Engineer.....Franklin V. Cox

POLICIES

No liquor advertising accepted, excepting a limited number of wine accounts.

Merchandising service is available when contract justifies.

REPRESENTATIVE

Bryant, Griffith & Brunson, Inc.

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K W A L *

WALLACE—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Chester Howarth and Clarence Berger. OPERATED BY: Same. BUSINESS ADDRESS: Wallace. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

* Station was licensed to operate under a C.P. No further information was available at time of going to press.

www.americanradiohistory.com

ILLINOIS

Population 7,878,000

Number of Families 2,063,000 — Number of Radio Homes 1,857,100

Retail Sales $2,173,069,000 — Auto Registrations 1,565,000

W M R O

AURORA—EST. 1939

FREQUENCY: 1250 Kc. POWER: 250 watts. OWNED BY: Martin R. O'Brien. OPERATED BY: Martin R. O'Brien. BUSINESS ADDRESS: Aurora. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner-General Manager....Martin R. O'Brien
Program Director.....Russ Salter
Musical Director.....Mary Louise Brown
Chief Engineer.....Leo Burch

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W J B C

"VOICE OF CENTRAL ILLINOIS"

BLOOMINGTON—EST. 1934

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: A. M. and D. C. McGregor (a partnership). OPERATED BY: A. M. McGregor. BUSINESS ADDRESS: Bloomington. PHONE: 535-534. STUDIO ADDRESS: Wesleyan University; Normal University, Normal. TRANSMITTER LOCATION: West Gregory St., Normal. TIME ON THE AIR: 9:00 A.M. to 12:30 P.M.—3:00 P.M. to 7:30 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio and Lang-Worth Features.

Personnel

President and Station Manager,
A. M. McGregor
Commercial Manager.....Hugh L. Gately
Musical Director.....Stanley Lantz
Chief Engineer.....Marshall Seacrist

POLICIES

No foreign language or liquor accounts accepted.

Merchandising: Station will obtain contracts with wholesalers in this territory—prepare lists of retail outlets—and mail promotional material, etc., all at cost.

REPRESENTATIVE

Rawlins & Hunt (Chicago)

W C A Z

"THE FRIENDLY VOICE OF THE AIR"

CARTHAGE—EST. 1921

FREQUENCY: 1070 Kc. POWER: 100 Watts. OWNED BY: Superior Broadcasting Service, Inc. OPERATED BY: Superior Broadcasting Service, Inc. BUSINESS ADDRESS: 502 Wabash Ave. PHONE: 520. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: R. F. D. Carthage. TIME ON THE AIR: Daytime to local sunset. NEWS SERVICE: Own local news bureau.

Personnel

President and General Manager..Bob Compton
Com. Mgr. and Adv. Mgr.....John Palmer
Chief Announcer.....Charles Hunter

POLICIES

No special program restrictions.

Merchandising: Station offers facilities but will make no solicitation for advertisers.

REPRESENTATIVE

Radio Time Agency

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W D W S

"THE NEWS GAZETTE STATION"

CHAMPAIGN—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: News Gazette, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 48 Main St. PHONE: 5252. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: ½ mile south of Champaign. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: News Gazette. NEWS SERVICE: United Press and Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager .....L. G. Collison
Program Director.....Richard Noble
Musical Director .....Ken Rice
Chief Engineer .....Jack M. Wainscott

POLICIES

No foreign language accounts accepted. Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandises service for accounts, — also news stories daily of programs.

REPRESENTATIVE

Sears & Ayers

www.americanradiohistory.com

CANDID PICTURE

of 50,000 WBBM Watts at Work!

YES, at work, as WBBM advertisers well know. Local and national spot advertisers, who judge stations by cash register response, have been placing more business on WBBM than on any other Chicago station for nearly eight years . . . *40% more than on any other Chicago station throughout 1938!* (And WBBM entered 1939 with a greater gain over 1938 than any other Chicago station.)

If you want your tune played on *more than ten per cent of the cash registers in the entire United States,* let WBBM work for *you.*

Owned and operated by the Columbia Broadcasting System. Represented nationally by RADIO SALES: New York, Chicago, Detroit, Milwaukee, Charlotte, N. C., Los Angeles, San Francisco.

WBBM

50,000 WATTS

CHICAGO'S CBS STATION

www.americanradiohistory.com

WAAF

"METROPOLITAN STATION"

CHICAGO—EST. 1922

FREQUENCY: 920 Kc. POWER: 1000 Watts. OWNED BY: Chicago Daily Drovers Journal. OPERATED BY: Chicago Daily Drovers Journal. BUSINESS ADDRESS: Palmer House. PHONE: Randolph 1932. STUDIO ADDRESS: Palmer House. TRANSMITTER LOCATION: Exchange Bldg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Chicago Daily Drovers Journal. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: NAB Library, Standard Radio, Titan, Lang-Worth.

Personnel

President.....Ward A. Neff
General Manager.....William E. Hutchinson
Commercial Manager.....Arthur F. Harre
Program Director.....John P. Odell
Musical Director.....James Kozak
Chief Engineer.....Carl Ulrich

POLICIES

No liquor advertising accepted; no foreign language programs.

REPRESENTATIVE

George P. Hollingbery Co.

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WBBM

"WBBM AIR THEATER"

CHICAGO—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 770 Kc. POWER: 50000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 410 N. Michigan Ave. PHONE: Whitehall 6000. STUDIO ADDRESS: 410 N. Michigan Ave. TRANSMITTER LOCATION: Glenview. TIME ON THE AIR: 6:15 A.M. to 1:30 A.M. NEWS SERVICES: United Press & International News Service; MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President .....Wm. S. Paley
Vice-President and Station Manager .....H. Leslie Atlass
Assistant Manager.....J. L. Van Volkenburg
Advertising Manager .....Wayde Grinstead
Program Director.....Robert N. Brown
Artists' Bureau Head.....Stan Thompson
Sales Manager .....J. Kelly Smith
Public Relations Director.....Hal Burnett
Publicity Director.....Charles E. Logan
Musical Director .....Carl Hohengarten
Chief Engineer.....Frank B. Falknor

POLICIES

No highly fortified liquors. No foreign language. General requirements of CBS policies.

REPRESENTATIVE

Radio Sales

WCBD

"MIGHTY VOICE OF THE MID-WEST"

CHICAGO

FREQUENCY: 1080 Kc. POWER: 5000 Watts. OWNED BY: WCBD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 W. Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Church Road, Elmhurst. TIME ON THE AIR: 7:30 A.M. to 10:30 A.M., 1:00 P. M. to 3:00 and 5:00 P.M. to local sunset. Shares time with WMBI. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President .....Gene T. Dyer
Station and Commercial Manager .....Joseph Rudolph
Chief Engineer .....Edward J. Jacker

POLICIES

Advertising of alcoholic beverages accepted. All programs are subject to the approval of the station management and must conform to the standards of the station. Programs should be submitted not less than three days in advance for the program director's approval.

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WCFL

"CHICAGO'S MOST POWERFUL INDEPENDENT FULL TIME STATION"

CHICAGO—EST. 1926

NATIONAL BROADCASTING CO.

FREQUENCY: 970 Kc. POWER: 5000 Watts. OWNED BY: Chicago Fed. of Labor (AFL). OPERATED BY: Chicago Federation of Labor. BUSINESS ADDRESS: 666 Lake Shore Drive. PHONE: Superior 5300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Du Page County. TIME ON THE AIR: (daily) 6:30 A.M. to midnight; (Sunday) 8:30 A.M. to midnight. NEWS SERVICE: Transradio Press.

Personnel

President.....John Fitzpatrick
General Manager.....Maynard Marquardt
Commercial Manager.....M. B. Wolens
Program Director.....Miles Reed
Musical Director.....John Kelly
Chief Engineer.....Maynard Marquardt

POLICIES

Does not accept liquor advertising. No time sold in bulk for resale. Foreign language accounts not solicated.

Station will merchandise advertisers' produts to union members affiliated with Chicago Federation of Labor and to members in territory affiliated with American Federation of Labor. Total of approximately 450,000 members in WCFL territory.

REPRESENTATIVE

The Katz Agency

www.americanradiohistory.com

CUT YOURSELF A PIECE OF PIE

with

WGN

* Broadcasting Magazine Jan. 3 1938 [illegible] Radio Families in U. S. 2,788,6[illegible]—Radio Families in W-G-N Primary Listening Area. Est. by Joint Committee on Radio Research

THROUGH W-G-N, which since 1925 has consistently led the field, and *through this one station alone*, you thoroughly blanket twelve percent of the TOTAL potential American radio audience. With its new 750-foot vertical radiator and high fidelity transmitter at a new location, W-G-N's already vast primary coverage area, as indicated by the above figures, will again be substantially improved. FIRST in facilities, FIRST in programs, FIRST in ideas, FIRST in service and FIRST in audience appeal, W-G-N stands as the leader of stations in Chicago and the Middle West, America's second largest market.

STOP STARVING YOURSELF AND YOUR PRODUCT—*CUT YOUR BIGGEST SLICE OF PIE TODAY*

50,000 WATTS

W-G-N, Inc.

720 KILOCYCLES

Eastern Sales Office
William E. McGuineas
220 E. 42nd Street
New York City

441-445 North Michigan Avenue
Chicago, Illinois

MEMBER OF—THE MUTUAL BROADCASTING SYSTEM

Pacific Coast Office
Edward S. Townsend
Russ Building
San Francisco, Cal.

www.americanradiohistory.com

W C R W

CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Clinton R. White. OPERATED BY: Same. BUSINESS ADDRESS: 2756 Pine Grove Ave. PHONE: Diversey 4440. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 2:00 P.M.—5 to 7:00 P.M. TRANSCRIPTION SERVICE: Has full facilities.

POLICIES

Does not accept foreign langage accounts. No other stated policies.

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W E D C

CHICAGO—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Emil Denemark, Inc. OPERATED BY: Emil Denemark, Inc. BUSINESS ADDRESS: 3860 Ogden Ave. PHONE: Crawford 4100. STUDIO ADDRESS: 3860 Ogden Ave. TRANSMITTER LOCATION: 3860 Ogden Ave. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M.—3:30 P.M. to 5:00 P.M.—7:00 P. M. to 8:00 P.M.—10:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Daily Svornost, Narod, Polish Union Daily. NEWS SERVICES: News from affiliated newspapers.

Personnel

President.....Emil Denemark
Manager.....Frank J. Kotnour
Chief Announcer.....Paul Gerard
Musical Director.....William P. Brady
Chief Engineer.....C. K. Frisk

POLICIES

As "Pioneers of foreign language programs," station specializes in them.

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W E N R

"THE VOICE OF SERVICE"

CHICAGO—EST. 1925

NATIONAL BROADCASTING CO.

(BASIC BLUE)

FREQUENCY: 870 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: (Mon. thru Fri.) 3:00 P.M. to 6:30 P.M.—8:00 P.M. to 1:00 A.M. (Saturday) 3:00 P.M. to 6:30 P.M.—12:00 midnight to 1:00 A.M.; (Sunday) 12:00 noon to 7:00 P.M. —8:00 P.M. to 1:00 A.M. (Shares time with WLS.) NEWS SERVICES: Press Radio and United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

Personnel

President.....Lenox R. Lohr
Acting Manager, Central Division.....Sidney N. Strotz
Division Engineer.....Howard C. Luttgens
Supervisor of Music Library....D. A. Marcotte
Night Manager.....E. C. Cunningham
Director of Agriculture.....William E. Drips
Special Events Director.....Kenneth D. Fry
Asst. to Vice-President.....A. W. Kaney
Artists' Service Manager.....James Stirton
Chief Announcer.....Everett Mitchell
Publicity Director.....William Ray
Continuity Editor.....Kenneth L. Robinson
Musical Director.....Roy Shield
Sales Manager.....Oliver Morton
Educational Director.....Judith Waller
Office Manager.....J. F. Whalley

POLICIES

No foreign language programs accepted. No liquor advertisements accepted. NBC policies apply otherwise.

Merchandising: Sales Promotion Department will act in an advisory capacity only, in connection with any client promotional activities. If client wishes NBC to send letter to a list of dealers, NBC will do so but all expense involved, including cost of stationery will have to be borne by client.

REPRESENTATIVE

National Broadcasting Co., Inc.

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W G E S

"IN THE HEART OF CHICAGO"

CHICAGO—EST. 1924

FREQUENCY: 1360 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Oak Leaves Broadcasting Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 4000 Washington Blvd. TIME ON THE AIR: 7:00 A.M. to 12:00 noon and 3:30 P.M. to 8:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NAB Library.

Personnel

Station Manager .....Gene T. Dyer
Commercial Manager .....M. B. Arbeiter
Chief Announcer .....Peter Bradley
Publicity Director .....Dick Kross
Musical Director .....Irma Gareri
Chief Engineer .....George Bush

POLICIES

No stated special program policies. Station accepts foreign language advertising.

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W G N

"THE VOICE OF THE PEOPLE"

CHICAGO—EST. 1924

MUTUAL

FREQUENCY: 720 Kc. POWER: 50,000

www.americanradiohistory.com

TWO GREAT MARKETS
TWO GOOD STATIONS
ONE HAPPY CONCLUSION—
RESULTS . . .

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* — **Chicago** — Glenn Snyder, *Manager*

GETS RESULTS

WLS and Results are synonymous in the midwest area. More than a million letters a year for the past 8 years have been received; 54% last year contained proof of purchase. Approximately 750,000 people have paid to attend the Saturday night performances of the National Barn Dance. WLS entertainers have made personal appearances in almost every important Town and City in the midwest area. The New Transmitter is estimated to increase the present coverage area by 42%. All this combined makes WLS the result-getting station of the midwest area.

1000 WATTS
Day and Night

KOY

CBS Affiliate

PHOENIX

BURRIDGE D. BUTLER, Chairman
FRED A. PALMER, Manager

GETS RESULTS TOO

KOY means Results in Phoenix and the Rich Salt River Valley—America's *second* richest luxury market. A market that entertains a forty million dollar tourist trade throughout the winter months. That KOY covers this market and *sells goods* is demonstrated by the results obtained for a food product advertiser. From the *first week* of advertising on KOY, Phoenix retailers were completely *sold out* of this product. Put your advertising dollar to work in this market—Use KOY, the station that gets results.

REPRESENTED BY

JOHN BLAIR and CO.

NEW YORK - - - CHICAGO - - - DETROIT - - - LOS ANGELES
SAN FRANCISCO - - - SEATTLE

www.americanradiohistory.com

Watts. OWNED BY: WGN, Inc. OPERATED BY: WGN, Inc. BUSINESS ADDRESS: 441 N. Michigan Ave. PHONE: Superior 0100. STUDIO ADDRESS: 441 N. Michigan Ave. TRANSMITTER LOCATION: Elgin. TIME ON THE AIR: 6:45 A.M. to 1:30 A.M. (Saturdays, until 2:00 A.M.); Sunday, 8:30 A.M. to 1:30 A.M. NEWSPAPER AFFILIATION: Chicago Tribune. NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Col. Robert R. McCormick
Managing Director.....W. E. Macfarlane
General Manager.....Quin A. Ryan
Sales Manager.....Edward W. Wood, Jr.
Publicity Director.....Frank P. Schreiber
Musical Director.....Henry Weber
Chief Engineer.....Carl J. Meyers

POLICIES

Advertising of alcoholic beverages, excepting beer, and foreign language programs not accepted. Time given gratis to religious programs, educational programs, cure bodies, charity, medical science programs.

No special merchandising policies in effect.

REPRESENTATIVE

Wm. A. McGuineas (N. Y.)
Edward S. Townsend (San Francisco)

WIND

(See Gary, Ind.)

WJJD

"THE NATION'S LARGEST INDEPENDENT STATION"

CHICAGO—EST. 1924

WLW LINE

FREQUENCY: 1130 Kc. POWER: 20,000 Watts. OWNED BY: WJJD, Inc. OPERATED BY: WJJD, Inc. BUSINESS ADDRESS: 201 N. Wells St. PHONE: State 5466-7. STUDIO ADDRESS: 201 N. Wells St. TRANSMITTER LOCATION: Des Plaines. TIME ON THE AIR: 6:00 A.M. to sunset, Salt Lake City. NEWS SERVICE: International News Service, N.E.A. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Ralph L. Atlass
Commercial Manager.....H. P. Sherman
Chief Announcer.....E. Viktor
Program Manager.....J. L. Allabough, Jr.
Studio Supervisor.....Hilton L. Remley
Publicity Director.....Al Hollender
Musical Director.....Ben Kanter
Chief Engineer.....C. W. Gunther

POLICIES

No liquor or foreign language accounts. Maximum copy requirements. Maintains established periods for educational broadcasts which are not moved for commercial programs.

REPRESENTATIVE

Paul H. Raymer Co.

WLS

CHICAGO—EST. 1924

NATIONAL BROADCASTING CO.

FREQUENCY: 870 Kc. POWER: 50,000 watts. OWNED BY: Agricultural Broadcasting Co. OPERATED BY: Prairie Farmer. BUSINESS ADDRESS: 1230 W. Washington Blvd. PHONE: Haymarket 7500. STUDIO ADDRESS: 1230 W. Washington Blvd. TRANSMITTER LOCATION: Tinley Park. TIME ON THE AIR: 6:00 A.M. to 8:00 P.M. (midnight on Saturday). NEWSPAPER AFFILIATION: Prairie Farmer. NEWS SERVICE: United Press, Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Usual Facilities.

Personnel

President.....Burridge D. Butler
Station Manager.....Glenn Snyder
Commercial Manager.....Wm. R. Cline
Artists' Bureau Head.....Earl Kurtze
Publicity and Sales Promotion Director.....Don Kelly
Program Director.....Harold Safford
Chief Engineer.....Thomas L. Rowe

POLICIES

Does not take liquor accounts.

Does not have standard merchandising or exploitation features, but cooperates in these

20,000 WATTS!
PROGRAM POPULARITY!
A HISTORY OF SUCCESS!
ASSURES YOU—

"The Largest Audience per Dollar Spent in the Chicago *Market."*

WJJD

CHICAGO

"THE NATION'S LARGEST INDEPENDENT STATION"

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

www.americanradiohistory.com

features with the needs and desires of individual advertisers.

REPRESENTATIVE
John Blair & Company

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W M A Q

CHICAGO—EST. 1922

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 670 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Merchandise Mart. PHONE: Superior 8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmhurst. TIME ON THE AIR: (daily) 7:00 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press, Press Radio. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

Personnel

President ..... Lenox R. Lohr
Acting Manager, Central Division ..... Sidney N. Strotz
Division Engineer ..... Howard C. Luttgens
Supervisor of Music Library .... D. A. Marcotte
Night Manager ..... E. C. Cunningham
Director of Agriculture ..... William E. Drips

W-I-N-D

"The Tip-Top Spot on Your Dial"

Gary, Indiana
560 Kilocycles
5000 WATTS DAYS • 1000 WATTS NIGHTS

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COVERS MORE
CHICAGO SPORTS
THAN ANY
STATION IN CHICAGO

•

ON THE AIR
22 HOURS A DAY

•

12 COMPLETE
NEWSCASTS DAILY

•

NATIONAL SALES OFFICE
201 NORTH WELLS ST
CHICAGO, ILL.

Special Events Director ..... Kenneth D. Fry
Asst. to President ..... A. W. Kaney
Artists' Service Manager .. James Stirton
Chief Announcer ..... Everett Mitchell
Publicity Director ..... William Ray
Continuity Editor ..... Kenneth L. Robinson
Musical Director ..... Roy Shield
Sales Manager ..... Oliver Morton
Educational Director ..... Judith Waller
Office Manager ..... J. F. Whalley

POLICIES

No foreign language programs accepted. No liquor advertisements accepted. NBC policies apply otherwise.

Merchandising: Sales Promotion Department will act in an advisory capacity only, in connection with any client promotional activities. If client wishes NBC to send letter to a list of dealers, NBC will do so but all expense involved including cost of stationery will have to be borne by client.

REPRESENTATIVE
National Broadcasting Co., Inc.

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W M B I

"THE STATION DEDICATED WHOLLY TO THE SERVICE OF OUR LORD, AND SAVIOR, JESUS CHRIST"

CHICAGO—EST. 1926

FREQUENCY: 1080 Kc. POWER: 5000 Watts. OWNED BY: The Moody Bible Institute of Chicago. OPERATED BY: The Moody Bible Institute Radio Station, Inc. BUSINESS ADDRESS: 153 Institute Place. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Addison. TIME ON THE AIR: Shares Limited Time with WBT and WCBD.

Personnel

Director ..... H. Coleman Crowell
Program Director .. Rev. Wendell P. Loveless

POLICIES

Station does not sell time.

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W S B C

"THE FRIENDLY VOICE OF CHICAGOLAND"

CHICAGO—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WSBC, Inc. OPERATED BY: Gene T. Dyer. BUSINESS ADDRESS: 2400 Madison St. PHONE: Seeley 8066. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 8:30 A.M., 10:00 to 11:00 A.M., 2:00 P.M. to 3:30 P.M., 8:00 P.M. to 10:00 P.M. and 11:00 P.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President ..... Gene T. Dyer
Station Manager ..... Frank A. Stanford
Commercial Manager ..... Gene T. Dyer
Chief Announcer ..... Wm. Burghart

www.americanradiohistory.com

Sales Manager .....Frank A. Stanford
Publicity Director.....Dick Kross
Musical Director.....Dean Remick
Chief Engineer.....Ed Jacker

POLICIES

No stated special program policies. Station accepts foreign language accounts.

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WHFC

"VOICE OF THE WEST TOWNS"

CICERO—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WHFC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 6138 W. Cermak Rd. PHONE: Cicero 4305-Lawndale 8228. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press.

Personnel

President and Station Manager.R. W. Hoffman
Commercial Manager .....R. W. Hoffman
Chief Announcer.....W. H. Scott
Program Director.....E. Zeman
Chief Engineer .....David Mearns

POLICIES

Liquor advertising not accepted.

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WDAN

"THE COMMUNITY STATION"

DANVILLE—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts. OWNED BY: Northwestern Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Wolford. PHONE: Main 1700. STUDIO ADDRESS: Hotel Wolford. TRANSMITTER LOCATION: 1500 North Washington Ave. NEWSPAPER AFFILIATION: Danville Commercial News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....E. C. Hewes
Station Manager.....C. R. Richardson
Continuity and Publicity Director
William J. Adams
Program Director.....Donald Glasgow
Chief Engineer.....Perry Esten

POLICIES

Advertising of alcoholic beverages not accepted.

Merchandising: Station maintains a promotion and survey service which includes complete trade area route lists. This service is available to advertisers without charge.

REPRESENTATIVE

J. P. McKinney & Sons

WJBL

DECATUR—EST. 1925

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: Commodore Broadcasting, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 353-357 N. Main St. PHONE. 5371-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Route 48. TIME ON THE AIR: 6:00 A.M. to 9:00 A.M.—12:30 to 3:00 P.M.—7:30 to 12:00 midnight. NEWSPAPER AFFILIATION: Decatur Herald, Decatur Review. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

Personnel

President and General Manager.Chas. R. Cook
Business Manager.....F. M. Lindsay, Jr.
Artists' Bureau Head.....Nate Egnor
Chief Announcer.....Berne Enterline
Musical Director.....Myrtle B. Cook
Chief Engineer.....M. N. Stockwish

REPRESENTATIVE

Burn-Smith Co.

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WKBB

EAST DUBUQUE

(See Dubuque, Ia.)

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WTMV

"THE MUSICAL STATION"

EAST ST. LOUIS—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Mississippi Valley Broadcasting Co. OPERATED BY: Mississippi Valley Broadcasting Co. BUSINESS ADDRESS: Hotel Broadview. PHONE: Bridge 3424—East 4390. STUDIO ADDRESS: Hotel Broadview. TRANSMITTER LOCATION: Hotel Broadview. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Recorded Program Service.

Personnel

President.....Lester E. Cox
Vice-President and General
Manager .....Wm. H. West
Promotion Manager.....Thomas J. Connelly
Program Director.....Paul Godt
Business Manager.....R. L. Schweitzer
Chief Engineer.....Thos. R. McLean

POLICIES

Beer programs accepted for broadcasting at any hour. Liquor advertising accepted for broadcasting only after 10:00 P.M. Foreign language programs accepted; all announcing must be in English.

Merchandising: Station assists in a complete merchandising job which includes ads, run free of charge, in community newspapers (circulation: 179,700) calling attention to new programs; station will supply stationery and processing for writing letters to the trade, etc.

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In addition the promotion department will offer advertisers detailed presentations on any program or suggested programs; market statistics; surveys of competitive products in the station's market area; layouts, copy, etc., for complete tie-in campaigns among retailer.

WGIL

GALESBURG—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: Galesburg Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hill Arcade Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Galesburg. TIME ON THE AIR: Daytime license. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and General Manager.....Howard A. Miller
Program Director.....Virginia Miller
Directors .....Omer N. Custer, Sidney Nirdlinger, Burrel Barash.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

REPRESENTATIVE

Sears & Ayer

WEBQ

"VOICE OF SOUTHERN ILLINOIS"

HARRISBURG—EST. 1923

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harrisburg Broadcasting Co. OPERATED BY: Harrisburg Broadcasting Co. BUSINESS ADDRESS: 100 East Poplar. PHONE: 28—Transmitter, 125. STUDIO ADDRESS: 100 East Poplar. TRANSMITTER LOCATION: 100 E. Poplar. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight (sharing time with KFVS). NEWS SERVICE: Local news. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....I. M. Taylor
Artists' Bureau Head.....Eddie Wise
Chief Announcer.....Bennett Jackson
Publicity Director.....Lindell Moore
Musical Director.....Virginia Crane
Chief Engineer.....Joseph R. Tate

POLICIES

Advertising of alcoholic beverages not accepted, excepting wines and beers. Accepts foreign language accounts.

Has special merchandising features in connection with commercial programs.

WCLS

JOLIET

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: WCLS, Inc. OPERATED BY: WCLS, Inc. BUSINESS ADDRESS: Joliet Bldg. PHONE: Joliet 5656. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Joliet. TIME ON THE AIR: 7:00 A.M. to 8:30 P.M., except Fri., to 10:30 P.M.; Sunday, 9:00 A.M. to 8:30 P.M. NEWS SERVICE: United Press.

POLICIES

Station's entire facilities are available to advertisers, both for planning their advertising campaign and the program presentation.

WMBD

"FROM THE HEART OF ILLINOIS"

PEORIA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1440 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Peoria Broadcasting Co. OPERATED BY: Peoria Broadcasting Co. BUSINESS ADDRESS: Alliance Life Bldg. PHONE: 7133. STUDIO ADDRESS: Alliance Life Bldg. TRANSMITTER LOCATION: Route 29 between Peoria and Pekin. TIME ON THE AIR: 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President and Manager.....Edgar L. Bill
Assistant Manager.....Gomer Bath
Commercial Manager.....Charles C. Caley
Program Manager.....Gene Trace

ROCKFORD, ILL.

HOME OF

WROK

1000 WATTS 1410 KC.

Ad[illegible] **207** [illegible] and advertising executive [illegible] best market in [illegible] north central [illegible] 100,000 population [illegible]

PROVEN MARKET

[illegible] investment [illegible] advertisers who demand

RESULTS

Serving northern Illinois and southern Wisconsin

KELLY-SMITH, NAT'L REPS.

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Business Manager.....Paul Scherer
Publicity Director.....Brooks Watson
Artists' Bureau Head.....Milton Budd
Musical Director.....Jack Lyon
Chief Announcer.....Harry Luedeke
Chief Engineer.....Ted Giles

POLICIES

No liquor. Will accept beer. No foreign language restrictions. Medicines must show clear record with FTC, Post Office and Food & Drug Administration. Reserve right to refuse to sell time for discussion of controversial questions considered not in public interest, excepting political talks. Continuity must meet high standard of good taste.

Cooperation of sales department in merchandising features, including letters to trade, calls on dealers, special promotion of all new programs.

REPRESENTATIVE

Free & Peters, Inc.

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WTAD

"VOICE OF THE MISSISSIPPI VALLEY"

QUINCY—EST. 1926

FREQUENCY: 900 Kc. POWER: 1,000 Watts. OWNED BY: Illinois Broadcasting Corp. OPERATED BY: Illinois Broadcasting Corp. BUSINESS ADDRESS: WCU Bldg. PHONE: 364 and 56. STUDIO ADDRESS: WCU Bldg. TRANSMITTER LOCATION: N. 24th St. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....W. Emery Lancaster
Secretary-Treasurer.....H. G. Kreitemeyer
Vice-President.....R. E. Whitfield
Business Manager.....R. H. Malcomson
Commercial Manager.....W. J. Rothschild
Advertising Manager.....R. H. Malcomson
Chief Announcer.....W. MacDill
Artists' Bureau Head.....William H. Sohm
Sales Manager.....R. H. Malcomson
Publicity Director.....Gene Terry
Musical Director.....Vera Binkley
Chief Engineer.....Paul E. Miller

POLICIES

No special program restrictions.

Furnishes complete merchandising facilities to meet advertiser's requirement.

●

WROK

"SERVING NORTHERN ILLINOIS AND SOUTHERN WISCONSIN"

ROCKFORD—EST. 1923

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Rockford Broadcasters, Inc. OPERATED BY: Rockford Broadcasters, Inc. BUSINESS ADDRESS: News Tower. PHONE: Main 5632. STUDIO ADDRESS: News Tower. TRANSMITTER LOCATION: Kilburn Ave. Road. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Rockford Morning Star, Rockford Register-Republic. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Ruth Hanna Simms
Managing Director.....James Rodgers
General Manager.....Walter Koessler
Program Director.....John C. McCloy
Chief Announcer.....Maurice P. Owens
Publicity Director.....Allen O. Brophy
Musical Director.....Helene Kimberley
Chief Engineer.....Thomas C. Cameron

POLICIES

Accepts beer and light wine; no hard liquor. No other restrictions.

Station has a complete merchandising and exploitation plan, embodying use of its mobile unit when applicable.

REPRESENTATIVE

Kelly-Smith Co.

●

WHBF

ROCK ISLAND—EST. 1925

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Rock Island Broadcasting Co. OPERATED BY: Rock Island Broadcasting Co. BUSINESS ADDRESS: Safety Bldg. PHONE: R. I. 918-9. STUDIO ADDRESS: Safety Bldg., Rock Island; Fifth Ave. Bldg., Moline; Orpheum Theater Bldg., Davenport. TRANSMITTER LOCATION: Moline, Ill. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Rock Island Argus. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President.....John W. Potter
General Manager.....L. C. Johnson
Commercial Manager.....Maurice Corken
Program Director.....Ivan Streed
Chief Announcer.....Forest Cooke
Station Manager.....John W. Potter
Publicity Director.....Lois McDermott
Musical Director.....Lucia Thompson
Chief Engineer.....J. E. Gray

POLICIES

Liquor advertising not accepted. No special restrictions on beer advertising or foreign language accounts except general requirements that apply to all accounts and programs.

Merchandising: Members of the "WHBF Ambassadors Club," composed of one person in each of 46 small towns and communities within a 30-mile radius of the tri-cities (Rock Island, Davenport and Moline), serve as radio news correspondents and publicize WHBF activities in their home communities. Regular bulletins to correspondents, or "Ambassadors"

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keep them informed on special activities and commercial programs.

Merchandising department also covers the following activities: personal calls and letters to dealers; dealer and market surveys; preparation of displays and publicity; photographic service; recording of programs and other merchandising activities. Services of special girl are available to call on dealers. Commercial program schedule and publicity published in the Rock Island Argus.

REPRESENTATIVE

Gene Furgason & Co.

WCBS

"WIDER COVERAGE, BETTER SERVICE"

SPRINGFIELD—EST. 1922

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WCBS, Inc. OPERATED BY: WCBS, Inc. BUSINESS ADDRESS: 208½ S. 5th St PHONE: Main 8228. STUDIO ADDRESS: 208½ S. 5th St. TRANSMITTER LOCATION: 2200 S. 6th St. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Illinois State Journal. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President . . . . . Harold L. Dewing
Vice-President . . . . . A. W. Shipton
Secretary . . . . . L. G. Pefferle
Commercial Manager . . . . . Jack Heintz
Artists' Bureau Head . . . . . Bill Nelms
Chief Announcer . . . . . John Connelly
Publicity Director . . . . . John J. Corrigan
Musical Director . . . . . Bill Nelms
Chief Engineer . . . . . Richard L. Ashenfelter

POLICIES

Liquor advertising is restricted to beer and light wines. Not prepared at the present time to receive any foreign language advertising. Reserve the right to censor all broadcast material.

Station supplies complete merchandising facilities in conjunction with Illinois State Journal's merchandising department. This service includes: promotional letters to dealers; contacting of dealers and distributors; making of comparative surveys; stressing of programs to dealer's salesmen; publicity stories, program listings, and pictures in Illinois State Journal; advance announcements on air before start of series; station window or lobby displays; and cross-section survey of consumers.

REPRESENTATIVE

Sears & Ayers, Inc.

WTAX

SPRINGFIELD—EST. 1930

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WTAX, Inc. OPERATED BY: WTAX, Inc. BUSINESS ADDRESS: 117-119 S. 5th St. PHONE: 1600-1. STUDIO ADDRESS: Same. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and Station Manager . . . . . Jay A Johnson

POLICIES

Liquor advertising carried only after 9:00 P.M.

Full merchandising service available.

WDZ

"THE RIGHT SPOT ON YOUR DIAL"
"THIRD OLDEST STATION IN THE COUNTRY"

TUSCOLA—EST. 1920

FREQUENCY: 1020 Kc. POWER: 250 Watts. OWNED BY: WDZ Broadcasting Co. OPERATED BY: WDZ Broadcasting Co. BUSINESS ADDRESS: Star Bldg. PHONE: 98 and 153. STUDIO ADDRESS: Star Bldg.; 8 Main St., Champaign; Victory Bldg., Mattoon. TRANSMITTER LOCATION: 2½ miles N. E. of Tuscola. TIME ON THE AIR: 6:00 A.M. to sundown. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio

Personnel

President . . . . . E. L. Bill
Station and Sales Manager . . . . . Clair B. Hull
Artists' Bureau Head . . . . . Fran Booton
Chief Announcer . . . . . Emerson Russell
Publicity Director . . . . . Emerson Russell
Musical Director . . . . . Ted Cox
Traffic Manager . . . . . Ruth Moore
Chief Engineer . . . . . Mark C. Spies

POLICIES

Advertising of alcoholic beverages not accepted excepting beer.

Merchandising: Assistance is offered advertisers in the form of surveys, window cards, etc.

REPRESENTATIVE

C. C. Caley

WILL

"WHERE ILLINI LABOR AND LEARN"

URBANA—EST. 1922

FREQUENCY: 580 Kc. POWER: 1000 Watts (C.P. 5000 Watts). OWNED BY: University of Illinois. OPERATED BY: Same. BUSINESS ADDRESS: Urbana. PHONE: 7-2616—7-2400. STUDIO ADDRESS: 400 S. Wright. TRANSMITTER LOCATION: S. First St. Road, Champaign TIME ON THE AIR: 7:30 A.M. to local sunset (except Sunday). NEWSPAPER AFFILIATION: The Daily Illini. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth.

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Personnel

President .....Jos. F. Wright, Director
Artists' Bureau Head .....F. E. Schooley
Program Director .....Frank E. Schooley
Publicity Director .....Art Wildhagen
Musical Director.....Lanson F. Demming
Production Director.....Nat H. Cohen
Chief Engineer .....A. James Ebel

POLICIES

Station does not sell time.

INDIANA

Population 3,474,000

Number of Families 934,000 — Number of Radio Homes 816,800

Retail Sales $780,508,000 — Auto Registrations 813,000

W H B U

ANDERSON—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Anderson Broadcasting Corp. OPERATED BY: Anderson Broadcasting Corp. BUSINESS ADDRESS: Citizens Bank Bldg. PHONE: 234. STUDIO ADDRESS: Citizens Bank Bldg. TRANSMITTER LOCATION: Citizens Bank Bldg. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

President.....L. M. Kennett
Station Manager.....L. M. Kennett
Commercial Manager.....L. Podhaski
Chief Announcer.....Wayne Reeves
Sales Manager.....L. Podhaski
Chief Engineer.....R. Fulwider

POLICIES

Does not accept any beer, wine or liquor advertising.

REPRESENTATIVE

Burn-Smith Co.

●

W T R C

"THE DAILY TRUTH"

ELKHART—EST. 1931

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Truth Pub. Co. OPERATED BY: Elkhart Daily Truth. BUSINESS ADDRESS: Hotel Elkhart. PHONE: 999. STUDIO ADDRESS: Hotel Elkhart. TRANSMITTER LOCATION: Junction Mishawaka Road and Route 19. TIME ON THE AIR: (daily) 6:30 A.M. to 9:30 P.M.; (Sunday) 11:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Elkhart Daily Truth. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System, Standard Radio.

Personnel

President.....C. D. Greenleaf
General Manager.....R. R. Baker
Studio Director.....Carl Schrock
Musical Director.....Ethel Geiss
Chief Engineer.....Kenneth Singleton

POLICIES

Hard liquor advertising not accepted.

Complete merchandising service for clients, local or national, in Elkhart gratis, and throughout WTRC territory (primary area) at slight additional cost.

REPRESENTATIVE

Tenney, Woodward & Co.

●

W E O A

"THE STATION WITH MANY FRIENDS"

EVANSVILLE—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 June St., Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 519 Vine St. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

Station Manager.....Martin L. Leich
Program Director.....Pat Roper
General Manager.....Clarence Leich
Chief Engineer.....John B. Caraway, Jr.

POLICIES

Station does not accept hard liquor advertising but does accept beer advertising. All copy must conform to standards of good taste and ethics.

Merchandising: Pre-announcements are given on the air. Local outlets of product advertised are notified by telephone or letter. Window and counter displays are arranged and checked if client so desires. These services are performed without charge, except when client wishes an unusual amount of special work, in which case services are performed at cost. In addition, program publicity stories are carried in weekly house organ with 10,000 circulation and station has window on prominent downtown corner available without charge for displays for a period of time depending upon the length and amount of contract.

REPRESENTATIVE

Weed & Co.

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W G B F

"THE STATION WITH MANY FRIENDS"

EVANSVILLE—EST. 1923

NBC (Red and Blue)

FREQUENCY: 630 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Evansville on the Air, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 519 Vine St. PHONE: 2-1171. STUDIO ADDRESS: 519 Vine St.; Memorial Coliseum, Evansville College. TRANSMITTER LOCATION: 8 miles north of Evansville. TIME ON THE AIR: 6:00 A.M. to 7:00 P.M., daily; 8:30 to midnight, Mondays; 7:00 to midnight, Friday and Sunday; and 8:00 P.M. to midnight, Saturdays. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager . . . . Clarence Leich
Program Director . . . . Pat Roper
Chief Engineer . . Fay Gehres

POLICIES

Station does not accept hard liquor advertising but does accept beer advertising. All copy must conform to standards of good taste and ethics.

Merchandising: Pre-announcements are given on the air; publicity stories are inserted in house organ with 10,000 weekly circulation; window display is given in prominent downtown corner window depending on length and amount of contract. Local outlets of product advertised are notified by telephone or letter; window and counter displays are arranged and checked. All these services are performed without charge except when an unusual amount of expense is involved, in which case services are performed at cost.

REPRESENTATIVE

Weed & Co.

Looking for information?

WOWO

Fort Wayne, Indiana

will gladly send you

"A HALF MILLION GOOD MORNINGS"

Describing an ideal program for reaching

The WOWO Family of

545,890 Radio Homes

through

INDIANA'S MOST POWERFUL RADIO STATION

1160 Kc. Clear Channel — 10,000 Watts NBC Basic Blue

National Representatives
FREE & PETERS, INC.

W G L

"FORT WAYNE'S METROPOLITAN STATION"

FORT WAYNE—EST. 1924

(SUPPLEMENTARY BASIC RED AND BLUE)

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Keenan Hotel. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU

Personnel

General Manager . . . . . Walter Evans
Station Manager . . . . . W. C. Swartley
Sales Manager . . . . Ford Billings
Auditor . . . . . J. B. Conley
Program Director . . . . W. C. Roe
Musical Director . . . . Jeane Brown
Chief Engineer . . . . . Fred C Fischer

POLICIES

Station does not accept hard liquor advertising. Population being 95% native white population—foreign language programs are not popular in this territory.

Operates merchandising department in connection with sales promotion department, equipped to make reasonable surveys for advertiser. Consistent air publicity and reasonable other publicity given all programs.

REPRESENTATIVE

Free & Peters, Inc.

W O W O

"INDIANA'S MOST POWERFUL BROADCASTING STATION"

FORT WAYNE—EST. 1925

(BASIC BLUE)

FREQUENCY: 1160 Kc. POWER: 10,000 watts. OWNED BY: Westinghouse Radio Stations, Inc. OPERATED BY: Westinghouse Radio Stations, Inc. BUSINESS ADDRESS: 925 S. Harrison, Westinghouse Building. PHONE: Anthony 2136-7. STUDIO ADDRESS: Westinghouse Bldg. TRANSMITTER LOCATION: Intersection Routes 2 and 30 R. R. Fort Wayne. TIME ON THE AIR: 6:45 A.M. to local sunset;

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shares evening time with WWVA. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....Walter Evans
Station Manager.....W. C. Swartley
Sales Manager.....Ford Billings
Program Manager.....Franklin Tooke
Auditor.....J. B. Conley
Musical Director.....Jeane Brown
Chief Engineer.....Fred C. Fischer

POLICIES

Station accepts no hard liquor advertising. Does not encourage foreign language programs due to high percentage of native born population in station's coverage area. All copy subject to the NBC and Westinghouse standards of ethics, propriety, and FCC qualifications.

Publicity on programs is sent to more than 100 newspapers weekly; also to special farm publications, weekly theater publications and others. Both local newspapers carry daily schedule listings.

Complete merchandise service is available at nominal cost. Includes distribution, by Western Union messenger, all advertising material or advertiser's product to retailers or wholesalers in city; letters to dealers in territory regarding the broadcasting; cooperation with wholesalers in effecting distribution in territory covered by this station.

Air publicity on all commercial programs is given at intervals throughout every broadcast day.

REPRESENTATIVE

Free & Peters, Inc.

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WIND

GARY—EST. 1927

CBS

FREQUENCY: 560 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Johnson-Kennedy Radio Corp. OPERATED BY: Johnson-Kennedy Radio Corp. BUSINESS ADDRESS: 504 Broadway. PHONE: Gary 9191. NATIONAL ADVERTISING OFFICE: 201 N. Wells St., Chicago, Ill. PHONE: State 4176. STUDIO ADDRESS: 504 Broadway. TRANSMITTER LOCATION: Gary. TIME ON THE AIR: Sunday, 7:00 A.M. to 4:00 A.M.; Week Days, 6:00 A.M. to 4:00 A.M. TRANSCRIPTION SERVICE: C. P. MacGregor, Titan, Associated, Standard Radio.

Personnel

President.....Ralph L. Atlass
Manager.....E. S. Mittendorf
Sales Manager.....John T. Carey

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

William G. Rambeau Co.

WHIP

HAMMOND—EST. 1937

FREQUENCY: 1480 Kc. POWER: 5000 Watts. OWNED BY: Hammond-Calumet Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 5935 Hohman Ave. PHONE: Hammond 10000. SALES OFFICE ADDRESS: 520 N. Michigan Ave., Chicago, Ill. PHONE: Superior 5200. STUDIO ADDRESS: 5935 Hohman Ave. TRANSMITTER LOCATION: Outside of Hammond. TIME ON THE AIR: 6:00 A.M. to local sunset (at Buffalo, N. Y.). NEWSPAPER AFFILIATION: Lake County (Ind.) Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

President-General Manager.George F. Courrier
Managing Director.....Doris Keane
Business Manager.....O. E. Richardson
Manager.....Hal R. Makelim
Musical Director.....Reinhardt Elster

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WWAE

HAMMOND

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Hammond-Calumet Broadcasting Corp. OPERATED BY: Hammond-Calumet Broadcasting Corp. BUSINESS ADDRESS: 5935 Hohman Ave., Chicago, Ill. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hammond. TIME ON THE AIR: Shares time with WFAM. NEWSPAPER AFFILIATION: Lake County (Ind.) Times. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....George F. Courrier
Managing Director.....Doris Keane

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

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WFBM

"AT THE CROSSROADS OF AMERICA"

INDIANAPOLIS—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Indianapolis Power & Light Co. OPERATED BY: Indianapolis Power & Light Co. BUSINESS ADDRESS: 48 Monument Circle. PHONE: Lincoln 8506. STUDIO ADDRESS: 48 Monument Circle. TRANSMITTER LOCATION: Millersville Road. TIME ON THE AIR: 6:30 A.M. to 12:15 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio Library, Associated Music Pub.

Personnel

President.....H. T. Pritchard
Station Manager.....R. E. Blossom
Program Director.....F. O. Sharp

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Musical Director. . . . . .Walter Reuleaux
Chief Engineer. . . . . .M. R. Williams

POLICIES

No liquor advertising accepted.

REPRESENTATIVE

Edward Petry & Co., Inc.

●

WIBC

"INDIANA'S FRIENDLY STATION"

INDIANAPOLIS—EST. 1938

FREQUENCY: 1050 Kc. POWER: 1000 Watts. OWNED BY: Indiana Broadcasting Corp OPERATED BY: Indiana Broadcasting Corp. BUSINESS ADDRESS: 350 N. Meridian St. PHONE: Lincoln 2305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Millersville Road. TIME ON THE AIR: 6:00 A.M. to local sunset NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager. . . . . .C. A. McLaughlin
Program Director. . . . . .Robert Longwell
Chief Announcer. . . . . .Chas. Roush
Chief Engineer . . . . . .Vern Alston

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Medical accounts must meet specifications of FTC. No foreign language programs.

Merchandising: Station maintains department to exploit new commercial programs; will cooperate in preparation of direct-mail, window cards, posters, etc., at actual cost of production.

●

WIRE

INDIANAPOLIS—EST. 1926

NATIONAL BROADCASTING CO.—MUTUAL

FREQUENCY: 1400 Kc. POWER: 5,000 watts, d.; 1,000 watts, n. OWNED BY Indianapolis Broadcasting Co., Inc. BUSINESS ADDRESS: 540 N. Meridian. PHONE: RI-4471-2-3. STUDIO ADDRESS: 540 N. Meridian. TRANSMITTER LOCATION: Ralston Road. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight (daily) 8:00 A.M. to 12:00 midnight (Sunday). NEWS AFFILIATION: Central Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor.

Personnel

President . . . . . .Eugene C. Pulliam
General Manager. . . . . .R. E. Bausman
Secretary-Treasurer . . . . . N. G. Mason
Merchandising Manager,
Lawrence O. Hammer
Artists Bureau Head. . . . . .Morris Hicks
Chief Announcer. . . . . .Morris Hicks
Publicity Director. . . . . Eugene S. Pulliam
Musical Director. . . . . Harry Bason
Chief Engineer . . . . . Earl W. Lewis

POLICIES

Station reserves the right to reject any advertising which it regards as objectionable.

Maintains a well-staffed merchandising department which affords aggressive cooperation with all sponsors requesting local merchandising assistance.

REPRESENTATIVE

The Katz Agency

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WLBC

"THE FRIENDLY VOICE OF THE TYPICAL AMERICAN CITY"

MUNCIE—EST. 1926

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Donald A. Burton. OPERATED BY: Donald A. Burton. BUSINESS ADDRESS: 8 Anthony Bldg. PHONE: 5411-2. STUDIO ADDRESS: 8 Anthony Bldg. TRANSMITTER LOCATION: 8 Anthony Bldg. TIME ON THE AIR: 5:30 A.M. to 11:30 P.M. NEWS SERVICES: United Press and local news department. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Owner. . . . . .Donald A. Burton
Commercial Manager. . . . . .Wm. F. Craig
Artists Bureau Head. . . . . .D. A. Russell
Chief Announcer . . . . . .Bob Ebert
Station Manager . . . . . .Donald A. Burton
Sales Manager. . . . . .Wm. F. Craig
Publicity Director . . . . . .Ed De Miller
Musical Director. . . . . Carl Noble
Chief Engineer. . . . . Maurice Crain

POLICIES

Station reserves right to accept or reject liquor and foreign language programs and regulate advertising commercial copy.

Maintains full-time merchandising director and merchandising department.

REPRESENTATIVE

Radio Time Sales (Chicago)
Sears & Ayer (New York)

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WGRC

"THE GEORGE ROGERS CLARK STATION"

NEW ALBANY—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Northside Broadcasting Corp. OPERATED BY: Northside Broadcasting Corp. BUSINESS ADDRESS: Indiana Theatre Bldg. PHONE: Wabash 3343 STUDIO ADDRESS: Indiana Theater Bldg.; Kentucky Home Life Bldg., Louisville; Jeffersonville. TRANSMITTER LOCATION: McCulloch Pike. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, Associated.

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Personnel

President and Manager....Charles Lee Harris
Commercial Manager.....J. Porter Smith
Advertising Manager.....Robert J. McIntosh
Artists Bureau Head.....Robert J. McIntosh
Chief Announcer.....William N. Sherman
Musical Director.....Rosalind Brown
Chief Engineer.....Jack Gardner

POLICIES

Take all foreign language programs if they meet approval of F. T. C. and F. C. C.. Take beer and wine—no liquor.

Merchandising: Station maintains department contacting jobbers and distributors for advertisers and assisting in all types of sales promotion.

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W K B V

RICHMOND—EST. 1926

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Knox Radio Corp. OPERATED BY: Knox Radio Corp. STUDIO ADDRESS: Seventh and Main. TRANSMITTER LOCATION: North of Richmond. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....William O. Knox

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W F A M

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. Power: 100 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: Colfax and Lafayette Sts. PHONE: 3-6161. STUDIO ADDRESS: Colfax and Lafayette Sts. TRANSMITTER LOCATION: One-half mile west of city limits on U. S. No. 2. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 noon and 3:30 P.M. to 8:00 P.M.; (Sunday) 8:00 A.M. to 5:00 P.M. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

Personnel

President.....F. A. Miller
Station Manager.....Franklin D. Schurz
Commercial Manager.....R. H. Swintz
Chief Announcer.....Robert Drain
Publicity Director.....Mary Stockdale
Musical Director.....Harlan Hogan
Chief Engineer.....H. Cole

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Station accepts both Polish and Hungarian programs.

REPRESENTATIVE

Paul H. Raymer Company

W S B T

SOUTH BEND—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 500 watts. OWNED BY: South Bend Tribune. OPERATED BY: South Bend Tribune. BUSINESS ADDRESS: Colfax & Lafayette Sts. PHONE: 3-6161. STUDIO ADDRESS: Colfax & Lafayette Sts. TIME ON THE AIR: (daily) 12:00-3:30 P.M. and 8:00 P.M. to midnight; (Sunday) 5:00 P.M. to 11:00 P.M. NEWSPAPER AFFILIATION: South Bend Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Library.

Personnel

President.....F. A. Miller
Station Manager.....Franklin D. Schurz
Commercial Manager.....R. H. Swintz
Chief Announcer.....Robert Drain
Publicity Director.....Mary Stockdale
Musical Director.....Harlan Hogan
Chief Engineer.....H. Cole

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Station accepts both Polish and Hungarian programs.

REPRESENTATIVE

Paul H. Raymer Company

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W B O W

"THE FRIENDLY STATION"

TERRE HAUTE—EST. 1926

NBC (RED and BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Banks of Wabash, Inc. OPERATED BY: Banks of Wabash, Inc. BUSINESS ADDRESS: 303 S. 6th St. PHONE: Crawford 3394. STUDIO ADDRESS: 6th & Ohio. TRANSMITTER LOCATION: 25th St. & Dimmick. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: International News. MAINTAINS THE WABASH ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Alvin Eades
Vice-President and
General Manager.....W. W. Behrman
Assistant Manager.....Luke Walton
Auditor.....Martha Turner
Artists' Bureau Head.....Ralph Tucker
Chief Announcer.....Horace Capps
Musical Director.....Leo Baxter
Chief Engineer.....Stokes Gresham, Jr.

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Does not solicit foreign language accounts.

Merchandising: Station has direct access to a series of downtown billboards to advertise programs for sponsors; chain and individually

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owned drug and grocery stores cooperate with merchandising department with display, stock and counter cards

REPRESENTATIVE
Weed & Co.

WBAA

"THE VOICE OF PURDUE"

WEST LAFAYETTE—EST. 1922

FREQUENCY: 890 Kc. POWER: 1000 watts. OWNED BY: Purdue University. OPERATED BY: Purdue University. BUSINESS ADDRESS: West Lafayette. PHONE: 6076. STUDIO ADDRESS: Electrical Engineering Bldg. TRANSMITTER LOCATION: Electrical Engineering Bldg. TIME ON THE AIR: 11:00 A.M. to 5:00 P.M. (Mon., Tues., Wed., Thurs., Fri.); 11:00 A.M to 4:00 P.M. (Saturday).

Personnel

Station Manager, Program Director
Gilbert D. Williams
Co-ordinator . . . . . Floris Arndtt
Chief Engineer . . . . . Ralph R. Townsley

POLICIES

An educational, non-commercial station and programs are restricted to educational features.

IOWA

Population 2,552,000

Number of Families 680,000 — Number of Radio Homes 577,800

Retail Sales $650,029,000 — Auto Registrations 656,000

WOI

AMES—EST. 1921 (as 9YI)

FREQUENCY: 640 Kc. POWER: 5000 Watts. OWNED BY: Iowa State College. OPERATED BY: Iowa State College. BUSINESS ADDRESS: Ames. PHONE: 2500. STUDIO ADDRESS: Ames. TRANSMITTER LOCATION: Ames. TIME ON THE AIR: 6:30 a.m. to local sunset. NEWS SERVICE: United Press.

Personnel

Director . . . . . W. I. Griffith
Assistant Director . . . . A. G. Woolfries
Chief Announcer . . . . . Robert Miles
Musical Director . . . . Tolbert McRae
Chief Engineer . . . . . W. E. Stewart

POLICIES

WOI is owned and operated as a part of Iowa State College from funds arising from taxation. For this reason no commercial accounts are solicited or carried.

KFGQ

BOONE

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Boone Biblical College. OPERATED BY: Boone Biblical College. BUSINESS ADDRESS: Boone, Ia. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified hours during daytime.

POLICIES

Station does not sell time.

WMT

"WMT—DAYTIME—IS IOWA'S LARGEST STATION"

CEDAR RAPIDS, WATERLOO—EST. 1922

NBC (BLUE)—MUTUAL—IOWA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 5,000 Watts, d.; 1,000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Paramount Bldg., Cedar Rapids—Russell Lamson Hotel, Waterloo. PHONE: Cedar Rapids 6127, Waterloo 236. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marion. TIME ON THE AIR: 5:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Des Moines Register and Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

President . . . . . Gardner Cowles, Jr.
V.-P. and General Manager . . S. D. Quarton
Commercial Manager
W. B. Quarton (Cedar Rapids)
Commercial Manager . . . Don Inman (Waterloo)
Program Director . . . . . Douglas B. Grant
Merchandising Director . . . . Leo F Cole
Publicity Director . . . . . Ray Cox
Chief Engineer . . Charles F. Quentin

POLICIES

Does not accept liquor advertising.

Merchandising: Publicity stories and pictures in the radio columns of the Des Moines Register and Tribune (circulation 282,131) and Sunday Register (circulation 318,192).

Personal calls on the principal retail out-

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lets by a member of department soliciting their cooperation and urging them to tie-up the radio program with their regular routine advertising.

Placement of counter cards and suitable display material in principal retail outlets stocking the product.

Publicity on movie trailers with sound track in all the principal theaters in Waterloo, Cedar Falls, and Cedar Rapids, as well as, a number of small theaters in our area.

Upon request from the advertiser WMT will make distribution check ups, sales check ups, etc.

A window display may be installed in the reception lobby for a period of ten days provided the advertiser furnishes the necessary display material.

General merchandising bulletins of advertised products are frequently sent to 600 grocers and approximately 300 druggists in our immediate territory.

Any further merchandising services desired by the advertiser may be arranged for; no charges for any of the aforementioned services rendered. However, in some cases advertisers desire to have a special mailing piece or circulars prepared which will be done, providing the advertiser assumes the cost of postage, mimeographing, printing, stationery, etc.

REPRESENTATIVE

The Katz Agency

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W O C

"THE STATE WHERE THE WEST BEGINS AND WHERE THE TALL CORN GROWS"

DAVENPORT—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tri City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1000 Brady St. PHONE: 3521. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated.

Personnel

President .....Col. B. J. Palmer
Vice-President.....Dave Palmer
Commercial Manager.....Ben F. Hovel
Merchandising Manager.....J. Neff Wells, Jr.
Program Director.....J. Neil Reagan
Chief Engineer.....Harold Higby

POLICIES

No stated special policies.

Merchandising: Full merchandising co-operation through local newspaper help and local theater trailer; dealer and retail contacts; distribution of display material; mailing of circular letters (postage cost to be paid by advertiser).

REPRESENTATIVE

Free & Peters, Inc.

K G C A

DECORAH

FREQUENCY: 1270 Kc. POWER: 100 Watts. OWNED BY: Charles Walter Greenley. OPERATED BY: Charles Walter Greenley. BUSINESS ADDRESS: Decorah. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares daytime with KWLC.

POLICIES

Non-commercial station.

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K W L C

"THE LUTHERAN COLLEGE OF THE AIR"

DECORAH—EST. 1926

FREQUENCY: 1270 Kc. POWER: 100 watts. OWNED BY: Luther College. OPERATED BY: Luther College. BUSINESS ADDRESS: Luther College. PHONE: 690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dormitory. TIME ON THE AIR: 7:30 A.M. to 3:30 P.M. (part-time).

Personnel

Chief Announcer.....Norman Bredesen
Station Manager.....O. Eittreim
Publicity Director .....W. L. Strunk

POLICIES

Non-commercial station.

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K R N T

DES MOINES—EST. 1935

CBS—IOWA BROADCASTING SYSTEM

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Iowa Broadcasting Co. OPERATED BY: Iowa Broadcasting Co. BUSINESS ADDRESS: Des Moines Register & Tribune Bldg. PHONE: Des Moines 3-2111. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North of Des Moines. TIME ON THE AIR: 18½ hours daily. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President .....Gardner Cowles, Jr.
General Manager.....Luther L. Hill
Assistant General Manager and
Commercial Manager.....Craig Lawrence
Program Director.....Ed Linehan
Sales Promotion Manager.....Wayne Welch
Chief Engineer.....Paul Huntsinger

POLICIES

Merchandising mediums include street car cards, full showing of billboards in Des Moines, regular bulletins to grocers and drug-

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gists, personal calls on trade, stories and pictures daily in Des Moines Register & Tribune.

REPRESENTATIVE

The Katz Agency

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K S O

"ALWAYS A GOOD SHOW ON KSO"

DES MOINES—EST. 1932

NBC (BLUE)—MBS—IOWA NETWORK

FREQUENCY: 1430 Kc. POWER: 5000 Watts-d., 1000 Watts-n. OWNED BY: The Iowa Broadcasting Co., subsidiary of the Des Moines Register and Tribune. OPERATED BY: Same. BUSINESS ADDRESS: Reg. & Trib. Bldg. PHONE: 3-2111. STUDIO ADDRESS: Reg. & Trib. Bldg. TRANSMITTER LOCATION: 6 miles north of town. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 7:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Des Moines Register & Tribune. NEWS SERVICE: United Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NAB Library.

Personnel

President.....Gardner Cowles, Jr.
General Manager.....Luther Hill
Assistant General and Commercial Manager.....Craig Lawrence
Program Director.....Ed Linehan
Sales Promotion Manager.....Wayne Welch
Chief Engineer.....Paul Huntsinger

POLICIES

Does not accept liquor advertising; no occasion to accept or reject foreign language accounts. Other restrictions according to NAB code.

Merchandising mediums include street car cards, full showing of billboards in Des Moines, regular bulletins to grocers and druggists, personal calls on trade and stores and pictures daily in Des Moines Register & Tribune

REPRESENTATIVE

The Katz Agency

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W H O

"VOICE OF THE MIDDLE WEST"

DES MOINES—EST. 1924

NBC—CORN BELT WIRELESS GROUP

FREQUENCY: 1000 Kc. POWER: 50000 Watts. OWNED BY: Central Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 914 Walnut St. PHONE: 3-7147. TRANSMITTER LOCATION: Mitchellville. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sundays, 8:00 A.M to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press and Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus

Personnel

President.....Col. B. J. Palmer
V.P. & Treasurer.....D. D. Palmer
Secretary.....William Brandon
V-P & Station Manager.....J. O. Maland
Artists' Bureau Head.....Irving Grossman
Sales Manager.....Hale Bondurant
Publicity Director.....Woody Woods
Program Director.....Harold Fair
Technical Director.....Paul A. Loyet

POLICIES

Advertising of alcoholic beverages not accepted.

Merchandising services of the station staff will be furnished for spot broadcasting schedules without additional charge, except for cash expenditures which are paid by advertiser

REPRESENTATIVE

Free & Peters, Inc.

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K D T H *

DUBUQUE—EST. 1937

FREQUENCY: 1340 Kc. POWER: 500 Watts. OWNED BY: Telegraph Herald. OPERATED BY: Telegraph Herald. BUSINESS ADDRESS: Eighth Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Not determined. TIME ON THE AIR: Daytime. NEWS AFFILIATION: Dubuque Telegraph Herald.

Personnel

Not selected at press time.

POLICIES

Liquor advertising will not be accepted. Other policies not determined at present time.

REPRESENTATIVE

William J. Arndt

*C.P. by FCC (issue being determined by Court of Appeals, Washington, D. C.)

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W K B B

DUBUQUE—EST. 1933

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts-d., 100 Watts-n. OWNED BY: Sanders Bros. Radio Station. OPERATED BY: Sanders Bros. Radio Station. BUSINESS ADDRESS: Hotel Julien. PHONE: Dubuque 572, East Dubuque 145. STUDIO ADDRESS: Hotel Julien. TRANSMITTER LOCATION: East Dubuque, Ill. TIME ON THE AIR: 6:30 A.M. to Midnight (daily), 8:00 a.m. to Midnight (Sun-

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day). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

President.....Walter E. Klauer
Station Manager.....James D. Carpenter
Chief Announcer.....Vaughn Gayman
Publicity Director.....A. L. Link
Musical Director.....M. K. Galliart
Chief Engineer.....Leonard Carlson

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising includes regular mailing to list of grocers and druggists.

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W S U I

IOWA CITY—EST. Code—1911—Broadcast—1919

FREQUENCY: 880 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: State Univ. of Iowa. OPERATED BY: State Univ. of Iowa. BUSINESS ADDRESS: Iowa City. PHONE: University 237-8162. STUDIO ADDRESS: Iowa City. TRANSMITTER LOCATION: Iowa City. TIME ON THE AIR: 8:30 A.M. to 10:00 P.M. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Usual facilities.

Personnel

Chairman Radio Board.....Bruce E. Mahan
Station Director.....Carl H. Menzer
Program Director.....Pearl B. Broxam
Production Manager
Prof. H. Clay Harshberger
Staff Announcer.....William H. Seiler
Chief Engineer.....S. J. Ebert

POLICIES

Station WSUI is non-commercial station owned and operated by State University of Iowa. This station engages in no advertising or commercial broadcasting.

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K F J B

"IN THE HEART OF IOWA"

MARSHALLTOWN—EST. 1923

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Marshall Electric Co. OPERATED BY: Marshall Electric Co. BUSINESS ADDRESS: 1603 W. Main St. PHONE: 3361. STUDIO ADDRESS: 1603 W. Main St. TRANSMITTER LOCATION: 2 miles northwest of town. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. (daily); 11:00 to 7:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President and Station Manager....Earl Peak
Advertising Manager.....C. Leinhaus
Chief Announcer.....Bob Weitzel
Publicity Director.....Robert Dobbin
Program Director.....O. L. Russell
Musical Director.....Paul Ziegler
Chief Engineer.....Wayne Peak

POLICIES

No hard liquor. No foreign language.

Cooperation with local merchants on publicizing on nationally advertised merchandise.

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K G L O

MASON CITY—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Mason City Globe Gazette Co. OPERATED BY: Mason City Globe Gazette Co. BUSINESS ADDRESS: Hotel Hanford. PHONE: 2800. STUDIO ADDRESS: Hotel Hanford. TRANSMITTER LOCATION: 2 miles west of M. C. on Highway 18. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. (daily); 7:00 A.M. to 12:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Mason City Globe-Gazette. NEWS SERVICES: United Press and Globe Gazette City Reporters and correspondents in North Iowa and Southern Minn. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, and NAB Library.

Personnel

Station Manager.....F. C. Eighmey
Chief Announcer.....John J. Price
Program Director.....Nick Scheel
Production Manager.....Jim Woods
Publicity Director.....Henry Hook
Chief Engineer.....Leo Born

POLICIES

Accept beer accounts; no wine or liquor advertising.

Full time merchandising man available to advertisers. Complete program log daily in Mason City Globe Gazette. Regular bulletins sent to leading grocers and druggists in North Iowa and Southern Minnesota.

REPRESENTATIVE

Weed & Co.

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K F N F

"THE FRIENDLY FARMER STATION"

SHENANDOAH—EST. 1924

FREQUENCY: 890 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: KFNF, Inc. OPERATED BY: KFNF, Inc. BUSINESS ADDRESS: 407 Sycamore. PHONE: No. 1—departmental connections. STUDIO ADDRESS: 407 Sycamore St. TRANSMITTER LOCATION: 407 Sycamore St. TIME ON THE AIR: (daily) 5:30 A.M. to 4:00 P.M.; 5:00 P.M. to 9:00 P.M.; (Saturday) 5:30 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P. McGregor.

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MORNING, NOON and NIGHT...

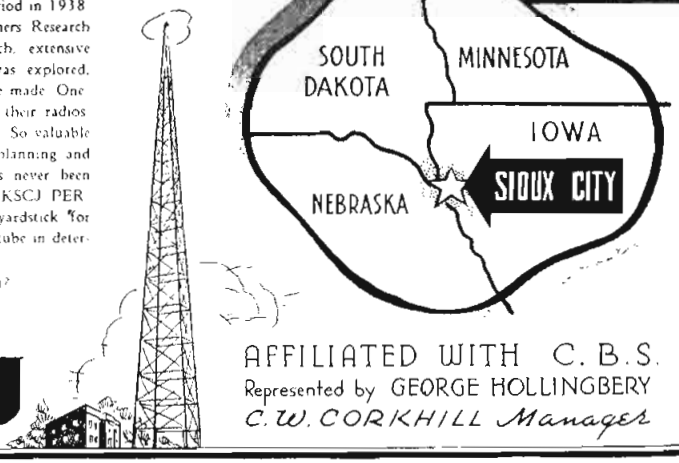
	POWER	8:00 A.M.-12:30 NOON Morning Listeners ACTUAL NO.	APPROX %	12:30 to 6:00 P.M. Afternoon Listeners ACTUAL NO.	APPROX. %	6:00 P.M. to 12 P.M. Evening Listeners ACTUAL NO	APPROX %	GRAND TOTALS	
KSCJ	5,000 Day 1,000 Nite	1,796	52%	1,626	50%	3,321	53%	6,743	52%
NEBRASKA STATION B	5,000 Day 1,000 Nite	870	25%	1,025	32%	1,873	30%	3,768	29%
S.DAKOTA STATION C	5,000 Day 1,000 Nite	303	9%	198	6%	1,520	8%	1,021	8%
NEBRASKA STATION D	10,000 Day	202	1%	117	3%	282	4%	601	4%
MINN STATION E	50,000 Day	48	6%	30	1%	34	1%	112	1%
MISCEL STATIONS F		253	7%	249	8%	253	4%	755	6%
TOTAL		3,472	100%	3,245	100%	6,283	100%	13,000	100%

IT'S KSCJ The JOURNAL Sioux City, Iowa

QUESTIONS: "Is your radio turned on? If so, what station are you listening to?"

Day after day, throughout a five-month period in 1938 trained investigators for Midwest Consumers Research asked these questions throughout the rich, extensive KSCJ area. Every period of the day was explored, checked again and again. 38,350 calls were made. One third of them, 13,000, were listening to their radios. And 52% of them were listening to KSCJ. So valuable was this daily survey in KSCJ program planning and guidance to KSCJ advertisers that it has never been discontinued. Today it is known as the KSCJ PERPETUAL SURVEY — a constant yardstick for station programming — an amazing test-tube in determining effective advertising.

Wouldn't you like to know more about it?



KSCJ

AFFILIATED WITH C. B. S.
Represented by GEORGE HOLLINGBERY
C. W. CORKHILL Manager

www.americanradiohistory.com

Personnel

Manager.....M. H. Peterson
Program Director.....Henry Field

POLICIES

No wines, beer or liquor advertising accepted, no commercial broadcasts on Sundays. Price quoting permitted on all commercial programs, foreign language programs are being carried without restrictions of any kind. Primary regulation is to meet Federal Trade Commission rulings and general policies of good advertising taste and broadcasting practice.

Station will mail cards, letters or other mail pieces, contact local retailers or dealers, arrange displays or windows, etc. All merchandising service at cost. Also gives ample and generous advance promotion on new programs by way of its own facilities and local newspaper space.

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K M A

"KEEPS MILLIONS ADVISED"

SHENANDOAH—EST. 1925

NBC—BLUE AND MUTUAL
IOWA BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Earl E. May Seed Co. OPERATED BY: Earl E. May Seed Co. BUSINESS ADDRESS: Lowell & Elm Sts. PHONE: 192. STUDIO ADDRESS: Lowell & Elm Sts. TRANSMITTER LOCATION: Shenandoah Rt. 48. TIME ON THE AIR: 5:00 A.M. to 12:00 Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Program Service.

Personnel

President.....Earl E. May
Station Manager.....J. (Cy.) Rapp
Commercial Manager.....Ken Marsh
Chief Announcer.....Fred Greenlee
Musical Director.....Faylon Geist
Chief Engineer.....Ray Schroeder

POLICIES

Beer accounts handled only after 9 P.M. No liquor advertising.

Special mailing service to clients dealers. Local newspaper promotion in many county seat newspapers in KMA service area.

REPRESENTATIVE

Howard Wilson & Co.

K S C J

"HEAR IT AS IT HAPPENS OVER KSCJ; READ IT IN THE SIOUX CITY JOURNAL"

SIOUX CITY—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Perkins Bros. Co. OPERATED BY: Same. BUSINESS ADDRESS: 415 Douglas. PHONE: 57993-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 5000 Floyd River Road. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Sioux City Journal. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

Station Manager.....C. W. Corkhill
Program Director.....Bertha Reese
Studio Director.....Ruth Fachman
Publicity Director.....Roberta Deany
Musical Director.....Bertha Reese
Chief Engineer.....S. C. Dier

POLICIES

Beer and wine accounts accepted; no distilled liquors.

REPRESENTATIVE

George P. Hollingbery Co.

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K T R I

SIOUX CITY—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Sioux City Broadcasting Co. OPERATED BY: Dietrich Dirks and The Tribune Co. BUSINESS ADDRESS: Commerce Bldg., 6th & Nebraska Sts. PHONE: 8-0165. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Sioux City Tribune. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Eugene Kelly
General Manager.....Dietrich Dirks
Program Director.....Bill Tredway
Commercial Manager.....Ray Jensen
Chief Engineer.....Carleton Gray

POLICIES

Complete merchandising facilities available at actual cost.

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KANSAS

Population 1,864,000

Number of Families 501,000 — Number of Radio Homes 367,800

Retail Sales $448,261,000 — Auto Registrations 495,000

K F B I

"POLICIES THAT PROTECT"

ABILENE—EST. 1923

FREQUENCY: 1050 Kc. POWER: 5000 Watts. OWNED BY: Farmers & Bankers Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 410 N.W. 3rd. PHONE: 1200. STUDIO ADDRESS: 410 N.W. 3rd. TRANSMITTER LOCATION: Milford. TIME ON THE AIR: 6:00 A.M. to sunset (Pacific time). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, and Standard Radio.

Personnel

President ..... H. K. Lindsley
Station Manager ..... K. W. Pyle
Advertising Manager ..... M. Eberhardt
Chief Announcer ..... Harry D. Peck
Sales Manager ..... K. W. Pyle
Publicity Director ..... J. W. Eberhardt
Musical Director ..... Marie Gunzelman
Chief Engineer ..... G. H. Johnstone

POLICIES

No beer or liquor advertising accepted. Foreign language programs accepted.

REPRESENTATIVE

Howard H. Wilson Company

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K V A K *

ATCHINSON—EST. 1937

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Carl Latenser. OPERATED BY: Carl Latenser. BUSINESS ADDRESS: Atchinson. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Atchinson. TIME ON THE AIR: Daytime Schedule.

* Station was licensed to operate under a C. P. at time of going to press.

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K G G F

COFFEYVILLE—EST. 1930

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: Hugh J. Powell & Stanley Platz, d/b as Powell & Platz. OPERATED BY: Same. BUSINESS ADDRESS: Journal Bldg. PHONE: 147-41. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Coffeyville. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: The Coffeyville Journal. NEWS SERVICE: The Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager ..... Hugh J. Powell
Commercial Manager ..... W. B. Darrah
Advertising Manager ..... W. B. Darrah
Chief Announcer ..... Richard Campbell
Sales Manager ..... W. B. Darrah
Publicity Director ..... Clair Foster
Musical Director ..... Clair Foster
Chief Engineer ..... J. Fred Case

POLICIES

No liquor advertising accepted; takes foreign language accounts.

Merchandising cooperation given advertisers is similar to that given by newspapers.

REPRESENTATIVE

The Katz Agency

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K G N O

DODGE CITY—EST. 1930

FREQUENCY: 1340 Kc. POWER: 250 Watts. OWNED BY: Dodge City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: First Nat'l Bank Bldg. PHONE: 1100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Westview Park. TIME ON THE AIR: 6:30 A.M. to 2:00 P.M. and 4:00 P.M. to 9:00 P.M. NEWS PAPER AFFILIATION: Dodge City Globe. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President ..... J. C. Denious
Business Manager ..... N. C. Petersen
Commercial Manager ..... Vaughn Kimball
Chief Announcer ..... John Drake
Program Director ..... Fay Ljungdahl
Chief Engineer ..... Emil Doane

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POLICIES

Does not accept liquor or foreign language accounts.

Will make surveys, assist with distribution or secure any information desired, as merchandising aids.

REPRESENTATIVE

Arthur H. Hagg and Associates

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K T S W *

EMPORIA—EST. 1939

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Emporia Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Emporia. TIME ON THE AIR: Daytime license. TRANSCRIPTION SERVICE: Standard Radio.

* Station was licensed to operate under a construction permit. No further information was available at time of going to press.

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K I U L

"VOICE OF WESTERN KANSAS"

GARDEN CITY—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Garden City Broadcasting Co. OPERATED BY: Garden City Broadcasting Co. BUSINESS ADDRESS: 404 N. Main. PHONE: 666-999. STUDIO ADDRESS: 404 N. Main. TRANSMITTER LOCATION: Warner Terrace. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President.....F. D. Conard
Station Manager.....Clem Morgan
Publicity Director.....Clem Morgan
Musical Director.....George Goulding
Chief Engineer.....Chester Fouguet

POLICIES

No special policies, as to foreign language programs. Liquor still illegal in the state of Kansas.

Complete merchandising cooperation at all times.

REPRESENTATIVE

Cox and Tanz

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K V G B

"THE VOICE OF GREAT BEND"

GREAT BEND—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: E. E. Ruehlen. OPERATED BY: E. E. Ruehlen. BUSINESS ADDRESS: 2103½ Forest. PHONE: 1080-1. STUDIO ADDRESS: Cork Bldg. TRANSMITTER LOCATION: 2 miles south of Great Bend on Highway No. 8. TIME ON THE AIR: 6:30 A.M. to 8:00 P.M. (unlimited time). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacrGegor.

Personnel

Station Manager.....E. E. Ruehlen
Commercial Manager.....Vern Minor
Advertising Manager.....Dave Wilson
Assistant Manager.....Vern Minor
Musical Director.....Earl Brewster
Chief Engineer.....Leo Legleiter

POLICIES

No intoxicating liquor advertising accepted.

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K W B G

"THE STATION IN THE CENTER OF THE NATION"

HUTCHINSON—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Nation's Center Broadcasting Co., Inc. OPERATED BY: W. B. Greenwald. BUSINESS ADDRESS: 101 Ave. A. East. PHONE: 5202. STUDIO ADDRESS: 101 Ave. A. East. TRANSMITTER LOCATION: Hutchinson. TIME ON THE AIR: (winter) 6:30 A.M. to 10:30 P.M.; (summer) 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-General Manager..W. B. Greenwald
Advertising Manager.....W. P. Robinson
Chief Announcer.....Ed Letson
Station Manager.....W. B. Greenwald
Program Director.....J. B. Lake
Publicity Director.....W. P. Robinson
Musical Director.....Willie Anz
Chief Engineer.....Harold Bourrell

POLICIES

Will accept beer advertising. No foreign language accounts.

Merchandising as required.

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K C K N

"DOMINANT NEWS STATION OF THE TWO KANSAS CITIES"

KANSAS CITY—EST. 1925 (as WLBF) 1936 (as KCKN)

KANSAS NETWORK

FREQUENCY: 1300 Kc. POWER: 100 Watts. OWNED BY: The KCKN Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 901 N. 8th St. PHONE: Drexel 4300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION:

www.americanradiohistory.com

Same. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Operated by The Kansas City Kansan, Capper Publication, only daily newspoper in Kansas City, Kansas. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library, C. P. MacGregor Library, Lang-Worth, NAB Library.

Personnel

President ..... W. A. Bailey
Vice-President-General Manager ..... Ellis Atteberry
Commercial Manager ..... Owen Balch
Program Director ..... Ralph Nelson
Director of Publicity ..... Ruth Kendall
Continuity Editor ..... Evan Fry
News Commentator ..... Olaf Soward
Musical Director ..... Ruth Royal
Chief Engineer ..... C. E. Salzer, Jr.

POLICIES

No beer or alcoholic beverage accounts accepted.

Complete cooperation with commercial clients in merchandising and exploitation. Planned, arranged and executed by station. Clients bear actual cost only.

REPRESENTATIVE

Capper Publications

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K F K U

LAWRENCE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: University of Kansas. OPERATED BY: University of Kansas. BUSINESS ADDRESS: Lawrence, Kans. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time with WREN.

Personnel

Director ..... Harold G. Ingham

POLICIES

Station does not sell time.

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W R E N

LAWRENCE—EST. 1926

NBC-BLUE

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The WREN Broadcasting Co. OPERATED BY: The WREN Broadcasting Co. BUSINESS ADDRESS: WREN Bldg. PHONE: Lawrence 110. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Between Lawrence and Kansas City, Mo. TIME ON THE AIR: Shares time KFRU. Sunday 8:00 A.M. to 12:00 midnight; week days, 7:00 A.M. to 2:30 P.M. and 3:00 P.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Manager ..... Vernon H. Smith

REPRESENTATIVE

George P. Hollingbery Co.

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K S A C

"AN EDUCATIONAL PROGRAM FOR EVERY LISTENING MEMBER OF THE FAMILY"

MANHATTAN—EST. 1924

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Kansas State College of Agriculture and Applied Science. OPERATED BY: Kansas State College of Agriculture and Applied Science. BUSINESS ADDRESS: Manhattan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daily except Sundays, 9:30 A.M. to 10:30 A.M.; 12:30 P.M. to 2:00 P.M.; Saturdays, 2:00 P.M. to 2:30 P.M. and 4:30 to 5:30 P.M.

Personnel

President ..... F. D. Farrell
Director ..... H. Umberger
Program Director ..... L. L. Longsdorf

POLICIES

Station does not sell time. Station presents only educational non-commercial programs.

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K O A M

PITTSBURG—EST. 1937

NATIONAL BROADCASTING CO.
(RED & BLUE)

FREQUENCY: 790 Kc. POWER: 1000 Watts. OWNED BY: Pittsburg Broadcasting Co. OPERATED BY: Pittsburg Broadcasting Co. BUSINESS ADDRESS: Commerce Bldg. PHONE: 2165-6. STUDIO ADDRESS: Commerce Bldg. and at Joplin, Mo. TRANSMITTER LOCATION: 2½ miles southeast of Pittsburg. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President ..... E. Victor Baxter
Commercial Manager ..... Ed. Cunniff
Station Manager ..... Ed. Cunniff
Sales Manager ..... R. G. Patterson
Chief Announcer ..... Spencer Allen
Program Director ..... J. L. Simmons
Chief Engineer ..... W. L. Brown

POLICIES

Will accept beer accounts; also foreign language programs.

Has special merchandising department that will work with commercial advertisers

REPRESENTATIVE

Howard H. Wilson & Co.

www.americanradiohistory.com

K S A L

"YOUR FRIEND OF THE AIRWAYS"

SALINA—EST. 1937

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: R. J. Laubengayer. OPERATED BY: R. J. Laubengayer. BUSINESS ADDRESS: Journal Bldg. PHONE: 100-104. STUDIO ADDRESS: Journal Bldg. TRANSMITTER LOCATION: State St. Road. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Salina Journal. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

Personnel

Owner .....R. J. Laubengayer
Station Manager.....Merle E. Tucker
Commercial Manager.....H. C. Fagerstrom
Chief Engineer.....N. E. Vance, Jr.

POLICIES

All commercial programs including name of sponsor, are published in Salina Journal each day. Journal has approximately 14,000 daily circulation.

REPRESENTATIVE

The Katz Agency

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W I B W

"THE VOICE OF KANSAS"

TOPEKA—EST. 1925

CBS—KANSAS NETWORK

FREQUENCY: 580 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Capper Publications, Inc. OPERATED BY: Capper Publications, Inc. BUSINESS ADDRESS: Box 119. PHONE: 3-2377. STUDIO ADDRESS: 1035 Topeka Blvd. TRANSMITTER LOCATION: Near Topeka. TIME ON THE AIR: 4:30 A.M. to midnight (daily); 8:00 A.M. to midnight (Sunday), CST. NEWSPAPER AFFILIATION: Capper Publications, Inc. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library, NAB Library.

Personnel

General Manager.....Ben Ludy
Chief Engineer.....Karl Troeglen

POLICIES

No beer or liquor advertising.

Publicity in Capper Publications, Inc. Personal calls and window displays as part of merchandising aids.

REPRESENTATIVE

Capper Publications, Inc.

K A N S

WICHITA— EST. 1936

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: The KANS Broadcasting Co. OPERATED BY: The KANS Broadcasting Co. BUSINESS ADDRESS: Hotel Lassen. PHONE: 4-2387. STUDIO ADDRESS: Hotel Lassen. TRANSMITTER LOCATION: Hotel Lassen. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Chas. C. Theis
General Manager.....Herb Hollister
Commercial Manager.....Herb Hollister
Chief Announcer.....Jack Todd
Publicity Director.....Phil McKnight
Musical Director.....Raymond Shelley
Chief Engineer.....Glenn Ritter

POLICIES

Accept beer but not liquor.

Maintains a merchandising department.

REPRESENTATIVE

The Katz Agency

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K F H

"KANSAS' FRIENDLY HOST"

WICHITA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1300 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Radio Station KFH Co. OPERATED BY: Same. BUSINESS ADDRESS: York Rite Temple. PHONE: 35254-5-6. STUDIO ADDRESS: York Rite Temple. TRANSMITTER LOCATION: 6 miles East of Downtown Wichita. TIME ON THE AIR: (Daily) 6:00 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. NEWSPAPER AFFILIATION: The Wichita Eagle. TRANSCRIPTION SERVICE: Associated Libraries, C. P. MacGregor.

Personnel

Vice President-General Mgr....M. M. Murdock
Business Manager.....P. S. Clark
Production Manager.....Vernon E. Reed
Local Sales Manager.....E. F. Scraper
National Sales Manager.....Clark A. Luther
Chief Engineer.....Amos C. Dadisman

POLICIES

Station offers cooperation and a complete merchandising service for advertisers. Beer accounts are accepted but no liquor advertising.

REPRESENTATIVE

Edward Petry & Co.

www.americanradiohistory.com

WAVE STILL ISN'T REACHING CHINA!

(OR CHICKEN BRISTLE, KENTUCKY!)

No, Suh—Station WAVE is glad to report that we're still content to be sitting on top of the *biggest market in Kentucky*. . . . leaving the Whangpoo (and the Kentucky mountains) for the *other* fellows!

But still we say, *don't be deceived!* Louisville ALONE gives you 80.7% of the income-tax payers in the entire Trading Area—74% of the drug sales—67.8% of the food sales!

And the *WAVE Listening Area* still gives you almost *twice* as many income-tax payers as the remaining 93 Kentucky counties, combined!—63% *more* passenger cars—64% *more* wired homes!

Also—the cost of WAVE is so low that you'll hardly notice the addition to your budget. Why not write for the whole story?

An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives

Station **WAVE** Louisville

1000 WATTS INCORPORATED 940 K. C.

www.americanradiohistory.com

KENTUCKY

Population 2,920,000

Number of Families 708,000 — Number of Radio Homes 494,900

Retail Sales $388,278,000 — Auto Registrations 351,100

W C M I

"WHERE COAL MEETS IRON"

ASHLAND—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Ashland Broadcasting Co. Operated BY: Ashland Broadcasting Co. BUSINESS ADDRESS: WCMI Bldg. PHONE: 363. STUDIO ADDRESS: WCMI Bldg. TRANSMITTER LOCATION: WCMI, Bldg. TIME ON THE AIR: 6:30 A.M. to 1200 midnight. NEWSPAPER AFFILIATIONS: Ashland Daily Independent. NEWS SERVICE: Associated Press (non-commercial). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....J. T. Norris
Managing Director.....Jos. F. Kyler
Chief Announcer.....Paul L. Ruble
Sales Manager.....Jack Bell
Publicity Director.....Paul L. Ruhle
Musical Director.....Hester Kyler
Chief Engineer.....Paul Holton

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Burn-Smith Co.

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W C K Y

COVINGTON, KY.

(See Cincinnati, O.)

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W L A P

"THE THOROUGHBRED STATION OF THE NATION"

LEXINGTON—EST. 1934

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: American Broadcasting Corp. of Kentucky. OPERATED BY: American Broadcasting Corp. of Kentucky. BUSINESS ADDRESS: Radio Bldg., Walnut & Short Sts. PHONE: 1721-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walton Bldg., Main & Esplanade. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-Genl. Mgr.....Gilmore N. Nunn
Vice President.....J. Lindsay Nunn
Secretary-Treasurer.....Warren G. Davis
Commercial Manager.....Winston L. Clark
Chief Announcer.....Ted Grizzard
Station Manager.....Winston L. Clark
Publicity Director.....Ted Grizzard
Musical Director.....Miller Welch
Chief Engineer.....Sanford Helt

POLICIES

No liquor advertising accepted before 8 P.M. No restrictions on beer and light wines. No restrictions on foreign language broadcasts.

Complete merchandising department at the disposal of the advertiser.

REPRESENTATIVE

Burn-Smith Co.

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W A V E

LOUISVILLE—EST. 1933

NATIONAL BROADCASTING COMPANY

FREQUENCY: 940 Kc. POWER: 1000 Watts. OWNED BY: WAVE, Inc. OPERATED BY: WAVE, Inc. BUSINESS ADDRESS: Brown Hotel. PHONE: Jackson 8391-2. STUDIO ADDRESS: Brown Hotel. TRANSMITTER LOCATION: Brown Hotel. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday 8:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President.....Geo. W. Norton, Jr.
Commercial Manager.....James F. Cox
Station Manager.....Nathan Lord
Sales Manager.....James F. Cox
Publicity Director.....George Patterson
Musical Director.....Clifford Shaw
Chief Engineer.....Wilbur E. Hudson

POLICIES

Liquor accounts are not accepted. Beer accounts at any time. No foreign language accounts. All copy subject to station approval and FTC regulations.

Station undertakes merchandising to the extent of publicizing programs and calls on wholesalers and certain key retailers in district.

REPRESENTATIVE

Free & Peters, Inc.

www.americanradiohistory.com

WHAS

"IN THE HEART OF THE RICH OHIO VALLEY"

LOUISVILLE—1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 820 Kc. POWER: 50,000 Watts. OWNED BY: Barry Bingham. OPERATED BY: Louisville Times Company. BUSINESS ADDRESS: 300 W. Liberty St. PHONE: Wa 2211. STUDIO ADDRESS: 300 W. Liberty St. TRANSMITTER LOCATION: New Eastwood. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M. daily; 8:00 A.M. to midnight Sunday. NEWSPAPER AFFILIATION: Courier Journal and Louisville Times. NEWS SERVICE: United Press. MAINTAINS AN ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated Music Publisher Library.

Personnel

Owner ..... Barry Bingham
Radio Director ..... Credo Harris
Executive Manager ..... W. Lee Coulson
Commercial Manager ..... Joe Eaton
Program Manager ..... Robert L. Kennett
Chief Announcer ..... Meador Lowrey
Studio Director ..... Meador Lowrey
Publicity Director ..... Dolly Sullivan
Technical Advisor ..... Orrin W. Towner

POLICIES

Accept beer accounts. Medicinal advertising must conform to Federal Trade Commission regulations and station standards.

Merchandising: Supply daily listings, pictures and highlights in Courier-Journal and Louisville Times, plus publicity in magazines and trade journals; contact dealers, retailers, neighborhood groups, etc. By direct mail postage only is charged to advertiser. Surveys, window displays, counter cards handled by merchandising service at small cost to advertiser.

REPRESENTATIVE

Edward Petry & Company

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WOMI

"RADIO VOICE OF THE OWENSBORO MESSENGER AND INQUIRER"

OWENSBORO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Owensboro Broadcasting Co., Inc. OPERATED BY: Owensboro Broadcasting Co., Inc. BUSINESS ADDRESS: Byers Ave. & Livermore Road. PHONE: 420. STUDIO ADDRESS: Byers Ave. & Livermore Road. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 16 hours daily; 15 hours Sunday. NEWSPAPER AFFILIATIONS: Owensboro Messenger (morning); Owensboro Inquirer (evening). NEWS SERVICE Associated Press (non-commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

Before you Buy . . . borrow the Blind Goddess' Scales

DURING the next year you will doubtless use this book more than once in connection with buying radio time.

When you come to consider the Louisville market, we ask just one thing—that you borrow the scales of the blind goddess and weigh media in relation to market.

Gauge first the market in its entirety—a market that encompasses most of Kentucky, sizable and wealthy portions of Indiana and Ohio as well. Here live 1,932,307 people, 1,267,519 families. Here are owned 901,999 radio sets, 962,233 automobiles. Here is spent, annually, $2,738,119,583! This vast and wealthy market lies completely within the WHAS primary listening area, is reached and covered every day by WHAS advertisers. Because of its central location WHAS is the logical station to cover this complete market.

When you have weighed two billion dollars, you will agree that here is a market rich in sales opportunity. We believe you will also consider it too important for half measures, that you will choose the medium which can and does deliver all of it at once and at low cost.

WHAS

COURIER-JOURNAL AND LOUISVILLE TIMES STATION

50,000 Watts—CBS—Cleared Channel • Edward Petry & Co., Natl. Repr.

www.americanradiohistory.com

Personnel

President.....Lawrence W. Hager
Vice President.....W. B. Hager
Secretary-Treasurer.....G. M. Fuqua
General Manager.....Lyell L. Ludwig
Commercial Manager.....George C. Blackwell

POLICIES

No foreign language programs. Liquor advertising only after 8 P.M. in evening (weekdays only).

Merchandising and publicity through newspaper tie-up.

W P A D

"VOICE OF WESTERN KENTUCKY"

PADUCAH—EST. 1930

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Paducah Broadcasting Co., Inc. OPERATED BY: Paducah Broadcasting Co., Inc. BUSINESS ADDRESS: 8th and Terrell. PHONE: 4100. STUDIO ADDRESS: 8th and Terrell. TRANSMITTER LOCATION: 8th and Terrell. TIME ON THE AIR: 6:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Paducah-Sun Democrat. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President & Genl. Mgr.....Pierce E. Lackey
Secretary.....E. Ezell Lackey
Treasurer & Coml. Mgr.....W. Prewitt Lackey
Chief Announcer.....Gene Peak
Station Manager.....Gene Peak
Sales Manager.....Gene Peak
Publicity Director.....Pierce E. Lackey
Musical Director.....Gene Peak
Chief Engineer.....C. G. Sims

POLICIES

No whiskey advertising accepted.

LOUISIANA

Population 2,132,000

Number of Families 510,000 — Number of Radio Homes 297,400

Retail Sales $344,393,000 — Auto Registrations 244,274

K A L B

"IN THE HEART OF LOUISIANA"

ALEXANDRIA—EST. 1935

LOUISIANA NETWORK

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Alexandria Broadcasting Co., Inc. OPERATED BY: Alexandria Broadcasting Co., Inc. BUSINESS ADDRESS: 3rd & Jackson. PHONE: 65. STUDIO ADDRESS: 3rd & Jackson. TRANSMITTER LOCATION: Upper 4th St. extension. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M.; Sunday, 9:00 A.M. to 5:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President.....Walter H. Allen
General Manager.....C. Edly Rogers
Sales Manager.....I. F. Welch
Program Director.....Virgil Evans
Publicity Director.....Wallace Kendall
Musical Director.....Virgil Evans
Chief Engineer.....Truman Stanley

POLICIES

No special policies or restrictions.

Special build-up announcements prior to commercial programs.

W J B O

BATON ROUGE—EST. 1934

NBC (BLUE) LOUISIANA NETWORK NETWORK

FREQUENCY: 1120 Kc. POWER: 500 watts. OWNED BY: Baton Rouge Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Magnolia and Fifth Sts. PHONE: 3647. STUDIO ADDRESS: Magnolia and 5th. TRANSMITTER LOCATION: Roosevelt Road. TIME ON THE AIR: 6:45 A.M. to midnight; Mondays, same except off 8:00 to 9:00 P.M. NEWSPAPER AFFILIATIONS: Baton Rouge State-Times, Baton Rouge Morning Advocate. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Chas. P. Manship, Jr.
Chief Announcer.....Paul Goldman
Vice Pres. & Genl. Mgr.....H. Vernon Anderson
Sales Manager.....J. Roy Dabadie
Chief Engineer.....Wilbur T. Golson

REPRESENTATIVE

George P. Hollingbery Co.

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K V O L

"VOICE OF LAFAYETTE"

LAFAYETTE—EST. 1935

SOUTHERN NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Evangeline Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 300 Jefferson St. PHONE: 336-1280. STUDIO ADDRESS: Evangeline Hotel. TRANSMITTER LOCATION: Scott Road. TIME ON THE AIR: 7:00 A.M. to 1:00 P.M.—4:00 P.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Advertiser-Gazette. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President ..... Morgan Murphy
Station Manager ..... Geo. H. Thomas
Commercial Manager ..... R. A. Escudier
Chief Announcer ..... Earl Peterson
Program Director ..... A. B. Craft
Chief Engineer ..... J. G. Cooper

POLICIES

No stated special policies.

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K P L C

"VOICE OF THE POPULAR PORT"

LAKE CHARLES—EST. 1935

LOUISIANA NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts,

Now 50,000 Watts

Tell - Sell

over

WWL- New Orleans

Vincent F. Callahan, Gen'l Mgr.

Represented by

The Katz Agency, Inc.

d., 100 Watts, n. OWNED BY: Calcasieu Broadcasting Co. OPERATED BY: Calcasieu Broadcasting Co. BUSINESS ADDRESS: 333 Pujo St. PHONE: 81-82. STUDIO ADDRESS: Majestic Hotel. TRANSMITTER LOCATION: La Grange St. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President ..... L. M. Sepaugh
Commercial Manager ..... F. C. Carroll
Chief Announcer ..... K. McDaniel
Station Manager ..... C. R. Porter
Publicity Director ..... H. L. Barnett
Chief Engineer ..... E. C. Moses

POLICIES

Only good taste and F.C.C. requirements. Accept French programs.

REPRESENTATIVE

Burn-Smith Co.

•

K M L B

"VOICE OF MONROE"

MONROE—EST. 1930

LOUISIANA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, Night. OWNED BY Liner's Broadcasting Station, Inc. BUSINESS ADDRESS: Frances Hotel. PHONE: 4321-4564. STUDIO ADDRESS: Frances Hotel. TRANSMITTER LOCATION: Milhaven Rd. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICES: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System; NBC Thesaurus.

Personnel

President ..... J. C. Liner, Sr.
Commercial Manager ..... J. C. Liner, Jr.
Station Manager ..... J. C. Liner, Sr.
Sales Manager ..... Don Breitenmoser
Chief Engineer ..... O. L. Morgan

POLICIES

None other than that programs must be in good taste, with all programs subject to rejection by station management.

Merchandising and exploitation is done only at expense of advertiser.

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W B N O

"WE BOOST NEW ORLEANS"

NEW ORLEANS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Coliseum Place Baptist Church. OPERATED BY: Coliseum Place Baptist Church. BUSINESS ADDRESS: 720 Common St. PHONE: Raymond 0423. STUDIO ADDRESS: St. Charles Hotel. TRANSMITTER LOCATION: S. White & Ephrosene. TIME ON THE AIR: Noon to 5:00 P.M. and 8:00 to 11:00 P.M. NEWSPAPER AFFILIATIONS: Christian Science Monitor. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth.

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Personnel

Station Manager.....Edward R. Musso
Sales Manager.....W. Bradbarry
Publicity Director.....Walter J. Williams
Musical Director.....Mildred Elliott
Chief Engineer.....W. Bradberry

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Cox & Tanz

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W D S U

"FIRST WITH THE LATEST AND ALWAYS A FEW HEAD LINES AHEAD"

NEW ORLEANS—EST. 1923

NBC (BLUE)—LOUISIANA NETWORK

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: WDSU, Inc. OPERATED BY: WDSU, Inc. BUSINESS ADDRESS: Hotel Monteleone. PHONE: Raymond 7135. STUDIO ADDRESS: Hotel Monteleone. TRANSMITTER LOCATION: Gretna. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United ress. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President .....Joseph H. Uhalt
Commercial Manager .....P. K. Ewing
Station Manager .....Joseph H. Uhalt
Sales Manager .....P. K. Ewing
Chief Engineer .....Fred Fabre

POLICIES

No stated special program policies. Advertising of alcoholic beverages accepted but program must be in the late hours.

REPRESENTATIVE

John Blair & Co.

•

W J B W

"THE FRIENDLY ORIGINAL ALL NIGHT STATION"

NEW ORLEANS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Charles C. Carlson. OPERATED BY: Charles C. Carlson. BUSINESS ADDRESS: 947 Howard Ave. STUDIO ADDRESS: Godchaux Bldg. TRANSMITTER LOCATION: New Orleans. TIME ON THE AIR: 6:00 A.M. to noon, 5:00 P.M. to 8:00 P.M. and 11:00 P.M. to 6:00 A.M.; Sundays, 7:00 A.M. to 10:00 A.M., 1:00 P.M. to 5 P.M. and 9:00 P. M. to 1:00 A.M. Shares time with WBNO. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

General Manager.....C. C. Carlson
Program Director and
Chief Announcer.....A. H. Nigocia

W S M B

"AMERICA'S MOST INTERESTING CITY"

NEW ORLEANS—EST. 1925

NBC (RED)

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d., 1000 Watts, n. OWNED BY: Maison Blanche & Saenger Theaters. OPERATED BY: WSMB, Inc. BUSINESS ADDRESS: 901 Canal St. PHONE: MA. 5920. STUDIO ADDRESS: 901 Canal St. TRANSMITTER LOCATION: Algiers. TIME ON THE AIR: 7:00 to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....E. V. Richards
General Manager.....H. Wheelahan
Artists' Bureau Head.....Wm. Brengel
Chief Announcer.....Wm. Brengel
Sales Manager.....T. J. Fontelieu
Publicity Director.....T. J. Fontelieu
Musical Director.....Y. Lebaron
Chief Engineer.....H. G. Nebe

POLICIES

No stated special policies or restrictions on programs.

Merchandising aid given where requested.

REPRESENTATIVE

Edward Petry & Company

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W W L

NEW ORLEANS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 50,000 Watts. OWNED BY: Loyola University. OPERATED BY: WWL Development Co., Inc. BUSINESS ADDRESS: Roosevelt Hotel. PHONE: Raymond 2196-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kannerville. TIME ON THE AIR: 5:30 A.M. to 12:10 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

Personnel

General Manager.....Vincent F. Callahan
Program Manager.....Jimmie Willson
National Advertising Manager..Beverly Brown
Chief Announcer.....Jimmie Willson
Sales Manager.....W. P. Beville
Director of Merchandising.....Louis Read
Social Events Director.....Henry Dupre
Publicity Director.....Henry Dupre
Musical Director.....Pinky Vidacovich
Chief Engineer.....J. D. Bloom, Jr.

POLICIES

No whiskey advertisements, no foreign language accounts accepted; special restrictions on medicines.

Merchandising: WWL has a full time mer-

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chandising director who interviews local dealers and distributors and arranges merchandising tie-ups. Special merchandising service is available to meet individual sales problems. Station stands ready to lend any reasonable assistance to insure the success of the advertiser's campaign.

REPRESENTATIVE
The Katz Agency

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K R M D

"SHREVEPORT'S FRIENDLY STATION"

SHREVEPORT—EST. 1928

LOUISIANA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KRMD, Inc. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 1712. PHONE: 6171-2. STUDIO ADDRESS: New Jefferson Hotel. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President . . . . . R. M. Dean
General Manager . . . . L. M. Sepaugh
Treasurer . . . . . T. B. Lanford
Station Manager . . . . . G. V. Wilson
Program Director . . . . Travis Cabiness
Chief Announcer . . . . . Jack Simpson
Chief Engineer . . . . . R. M. Dean

POLICIES

All copy and programs are subject to approval of station management and must comply with all municipal, state and Federal laws.

Merchandising aids through advance announcements. Display card tie-in at strategic points.

REPRESENTATIVE
J. J. Devine & Associates

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K T B S

SHREVEPORT—EST. 1928

NATIONAL BROADCASTING CO.—
DIXIE NETWORK

FREQUENCY: 1450 Kc. POWER 1000 Watts. OWNED BY: Tri-State Broadcasting System. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P.O. Box 17. PHONE: 4171. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Dixie Gardens. TIME ON THE AIR: 6:30 A.M. to 12:00 Midnight. NEWSPAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press.

Personnel

President . . . . . John D. Ewing
General Manager . . . . . John C. McCormack
Commercial Manager . . . . J. A. Oswald

"MAINE'S OLDEST BROADCASTING SERVICE"

WABI

"BANGOR'S ONLY COLUMBIA OUTLET"

Represented by

GENE FURGASON & CO.

www.americanradiohistory.com

Program Director.....B. G. Robertson
Publicity Director & Merchandising
Jack Keasler
Chief Engineer.....C. H. Haddox

POLICIES

Advertising of alcoholic beverages accepted.

Merchandising department offers full cooperation.

REPRESENTATIVE

The Branham Company

K W K H

SHREVEPORT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 10,000 Watts. OWNED BY: International Broadcasting Corp. OPERATED BY: The Shreveport Times. BUSINESS ADDRESS: P. O. Box 17. PHONE: 4171. STUDIO ADDRESS: Commercial Bldg. TRANSMITTER LOCATION: Mooringsport Road. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Shreveport Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, NAB Library.

Personnel

President.....John D. Ewing
General Manager.....John C. McCormack
Commercial Manager.....J. A. Oswald
Program Director.....Fred Ohl
Publicity Director & Merchandising
Jack Keasler
Chief Engineer.....W. E. Antony

POLICIES

Advertising of alcoholic beverages accepted.

Merchandising department lends full cooperation.

REPRESENTATIVE

The Branham Company

MAINE

Population 856,000

Number of Families 221,000 — Number of Radio Homes 201,000

Retail Sales $232,599,000 — Auto Registrations 156,000

W R D O

"THE FRIENDLY VOICE FROM THE HEART OF MAINE"

AUGUSTA—EST. 1932

NBC—MBS
YANKEE and COLONIAL NETWORKS

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: WRDO, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 1 Commercial St. PHONE: 2285. STUDIO ADDRESS: 1 Commercial St. TRANSMITTER LOCATION: 341 Water St. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network.

Personnel

Station Manager.....Conrad E. Kennison
Chief Engineer.....Harold T. Dinsmore

POLICIES

Accepts beer and wine advertising and foreign language programs.

Contact by mail or personal call dealers in territory in behalf of an advertiser's product, if desired.

W A B I

"MAINE'S OLDEST BROADCASTING SERVICE"

BANGOR—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Community Broadcasting Service, Inc. OPERATED BY: Community Broadcasting Service, Inc. BUSINESS ADDRESS: 57 State St. PHONE: 6658-4243. STUDIO ADDRESS: 57 State St. TRANSMITTER LOCATION: Brewer, Maine. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATION: Bangor Daily Commercial. NEWS SERVICE: Associated Press.

Personnel

President.....F. B. Simpson
Station Manager.....R. M. Wallace
Program Director.....Maurice Dolbier
Chief Engineer.....Nelson Lawson

POLICIES

Advertising of beers and wines accepted.

Merchandising — Publicity through newspaper affiliation.

REPRESENTATIVE

Gene Furgason & Co.

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W L B Z

"THE MAINE STATION FOR MAINE PEOPLE"

BANGOR—EST. 1926

NBC—MBS

FREQUENCY: 620 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Maine Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 100 Main St. PHONE: 6023. STUDIO ADDRESS: 100 Main St. TRANSMITTER LOCATION: Outer Broadway. TIME ON THE AIR: 8:00 A.M. to midnight; Sundays, 8:45 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth Features, World Broadcasting System.

Personnel

General Manager ....Thompson L. Guernsey

POLICIES

Advertising of distilled alcoholic beverages not accepted.

REPRESENTATIVE

Weed & Company

W C O U

"MAINE'S BUSIEST STATION"

LEWISTON—EST. 1938

MUTUAL BROADCASTING SYSTEM
YANKEE-COLONIAL NETWORKS

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Twin City Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 223 Lisbon St. PHONE: 3140. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East End Ave. PHONE: 2904. TIME ON THE AIR: Full Time License. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President ....Jean B. Couture
Treasurer ....Faust O. Couture
Secretary ....Valdor L. Couture
General Manager.....Bernard R. Howe
Program Director. ... .Roger Levenson
Office Manager.... .....Oscar Normand
Musical Director.... .....Bertrand Cote
Chief Engineer.....Leslie R. Hall

POLICIES

No hard liquor advertising is accepted; limited amount of beer and wine accounts.

Merchandising: Station publishes the WCOU Times, a house organ. All other promotional and merchandising activities charged at cost.

W C S H

PORTLAND—EST. 1925

NBC-RED YANKEE NETWORK

FREQUENCY: 940 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Congress Square Hotel Co. OPERATED BY: Congress

WBAL

Baltimore's Powerful Voice — 10,000 Watts ★ Two Networks — NBC and Mutual ★ Two News Services — INS and U. P. ★ Member of the World Transcription System "Gold Group" ★ Affiliated with the Baltimore News-Post — (Largest Circulation in the South) ★ Nationally Represented by International Radio Sales ★

means business in Baltimore

AMERICA'S 8th MARKET

RETAIL SALES MORE THAN $300,000,000 ANNUALLY

www.americanradiohistory.com

Square Hotel Co. BUSINESS ADDRESS: 579 Congress St. PHONE: Portland 3-9667. STUDIO ADDRESS: 579 Congress St. TRANSMITTER LOCATION: Scarboro, Maine. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 midnight; week days, 7:15 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Supervisor.....George F. Kelley, Jr.
Station Manager.....Linwood T. Pitman
Program Director.....Albert W. Smith
News Editor.....John M. Cooper
Merchandising Director....Arthur E. Bucknam
Chief Engineer.....G. Fred Crandon

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Gratis service confined to pre-announcements or brief previews of program of quarter hour or longer and telephone calls to dealers and distributors within local exchange limits. Letters to trade on station stationery.

REPRESENTATIVE

Weed & Co.

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W G A N

"640 ON THE DIAL"

PORTLAND—EST. 1937

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts. OWNED BY: Portland Broadcasting System, Inc. OPERATED BY: Portland Broadcasting System, Inc. BUSINESS ADDRESS: 645A Congress St. PHONE: 2-7480; 2-7489. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to approximately 3 hours after sunset. NEWSPAPER AFFILIATION: Gannett Publishing Co. TRANSCRIPTION SERVICE: Associated Recording Program Service.

Personnel

President-Treasurer.....Guy P. Gannett
Assistant Treasurer.....Laurence H. Stubbs
General Manager.....Creighton E. Gatchell
Program Manager.....Richard E. Bates
Chief Announcer.....Sam Henderson
Chief Engineer.....Rodger D. Hodgkins

POLICIES

Beer and wine advertising accepted. All programs and announcements subject to station approval and FCC regulations.

REPRESENTATIVE

Paul H. Rayner Co.

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W A G M

PRESQUE ISLE—EST. 1930

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Aroostook Broadcasting Corp. OPERATED BY: Aroostook Broadcasting Corp. BUSINESS ADDRESS: National Bank Bldg. PHONE: Presque Isle 8821. STUDIO ADDRESS: National Bank Bldg. TRANSMITTER LOCATION: National Bank Bldg. TIME ON THE AIR: 11:00 A.M. to 7:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....R. W. MacIntosh
Commercial Manager.....L. E. Hughes
Chief Announcer.....Ted Coffin

POLICIES

Malt beverage and spirituous liquor advertising accepted; not restricted as to position. Not more than three such advertisers accepted during any one day. French language programs accepted and not restricted to certain hours.

MARYLAND

Population 1,679,000

Number of Families 410,000 — Number of Radio Homes 355,100

Retail Sales $462,874,000 — Auto Registrations 336,050

W B A L

"BALTIMORE'S POWERFUL VOICE"

BALTIMORE—EST. 1925

NBC (Blue) MUTUAL

FREQUENCY: 1060 Kc. (6:00 A.M. to 12:00 midnight), 760 Kc. (9:00 P.M. to 12:00 midnight). POWER: 10,000 Watts. OWNED BY: WBAL Broadcasting Co. OPERATED BY: WBAL Broadcasting Co. BUSINESS ADDRESS: Lexington Bldg. PHONE: Plaza 4900. STUDIO ADDRESS: Lexington Bldg. TRANSMITTER LOCATION: Pikesville, Md. TIME ON THE AIR: (daily) 6:00 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12 midnight. NEWSPAPER AFFILIATIONS.

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Baltimore News-Post, Baltimore Sunday American. NEWS SERVICES: International News Service, United Press, Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth Features.

Personnel

Station Manager . . . Harold C. Burke
Program Manager . . . . . Paul Girard
Program Supervisor . . . . Walter Linthicum
Publicity Director . . . . Dorothy Smith
Chief Engineer . . . . . Gerald W. Cooke

POLICIES

No foreign language programs accepted.

Membership: Programs are publicized by station advertisements in the Baltimore News-Post; fifty letters sent free, balance at cost; pre-program announcements used for new programs.

REPRESENTATIVE

International Radio Sales

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W C A O

"THE VOICE OF BALTIMORE"

BALTIMORE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Monumental Radio Co. OPERATED BY: Same. BUSINESS ADDRESS: 811 West Lanvale St. PHONE: Madison 7222-3-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:00 A.M. to midnight. (Sunday) 8:45 A.M. to midnight. NEWS SERVICE: International News Service.

Personnel

President and Treasurer . . . Lewis M. Milbourne
Chief Announcer . . . . . William J. O'Toole
Publicity Director . . Dwight W. Burroughs
Musical Director . . . . . Jack Lederer
Chief Engineer . . . . . Martin L. Jones

POLICIES

Station does not accept liquor advertising, nor encourage foreign language accounts.

REPRESENTATIVE

Paul H. Raymer Co.

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W C B M

BALTIMORE—EST. 1924

INTER-CITY

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Baltimore Broadcasting Corp. OPERATED BY: Baltimore Broadcasting Corp. BUSINESS ADDRESS: Hearst Tower Bldg. PHONE: Plaza 5359-1; Calvert 2480-1. STUDIO ADDRESS: Keith Theater. TRANSMITTER LOCATION: 1100 East Cold Spring Lane. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library.

Personnel

President and Commercial Manager . . . . . John Elmer
Vice-President . . . . J. Purdon Wright
Treasurer . . . . . J. Lawrence Schanberger
Station Manager . . . . . Geo. H. Roeder
Sales Manager . . . . . John Elmer
Publicity Director . . . . Newell Warner
Chief Engineer . . . . G. Porter Houston

POLICIES

Does not accept liquor advertisements.

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W F B R

"MARYLAND'S PIONEER BROADCAST STATION"

BALTIMORE—EST. 1922

NBC (RED)

FREQUENCY: 1270 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Baltimore Radio Show, Inc. OPERATED BY: The Baltimore Radio Show, Inc. BUSINESS ADDRESS: 7 St. Paul St. PHONE: Plaza 6030-1-2-3-4. STUDIO ADDRESS: 7 St. Paul St. TRANSMITTER LOCATION: 5801 Radio Road. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System. Maintains own complete recording equipment.

Personnel

President . . . . Robert S. Maslin
Station Manager . . . Hope H. Barroll, Jr.
Commercial Manager . . . Purnell H. Gould
Advertising Manager . . Robert S. Maslin, Jr.
Artists' Bureau Head . . . . Jos. Imbroglio
Production Manager . . . . Bert Hanauer
Sales Manager . . . . . Purnell H. Gould
Publicity Director . . . Robert S. Maslin, Jr.
Musical Director . . . . . Jos. Imbroglio
Chief Engineer . . . . . Wm. Q. Ranft

POLICIES

Does not accept liquor advertising or foreign language accounts.

Special merchandising: Tie-ups with six county papers. Use quarter page in each weekly. Tie-ups with eight movie houses. Use trailers. Tie-ups with three magazines. Trade notices to wholesalers.

REPRESENTATIVE

Edward Petry & Co., Inc.

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W T B O

CUMBERLAND—EST. 1928

MARYLAND COVERAGE AND QUAKER NETWORK

FREQUENCY: 800 Kc. POWER: 250 Watts. OWNED BY: Associated Broadcasting Corp. OPERATED BY: Associated Broadcasting Corp. BUSINESS ADDRESS: 31 Frederick St. PHONE: Cumberland 299. STUDIO ADDRESS: 31 Frederick St. TRANSMITTER LOCATION: Fort Hill. TIME ON THE AIR: 7:30 A.M. to local sunset, at Dallas, Tex.; Sunday, 8:30 A.M. to local sunset at Dallas. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Roger W. Clipp
Vice-President.....Frank V. Becker
Secretary.....Chas. Z. Heskett
Treasurer-General Manager.....H. Bliss McNaughton
Chief Announcer.....Robert Rosamond
Chief Engineer.....George H. Lenhert

POLICIES

All advertising copy must be in good taste. Must comply with FCC and Federal Trade Commission regulations.

Merchandising through dealer contact and assistance.

REPRESENTATIVE

Joseph Hershey McGillvra

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W F M D

"IN THE HEART OF MARYLAND"

FREDERICK—EST. 1936

FREQUENCY: 900 Kc. POWER: 500 Watts. OWNED BY: Monocacy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Winchester Hall. PHONE: 1466. STUDIO ADDRESS: Winchester Hall Bldg., and Hippodrome Theatre Bldg., Baltimore, Md. TRANSMITTER LOCATION: Jefferson Pike. TIME ON THE AIR: 6:30 A.M. to local sunset; Sunday, 9:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

General and Commercial Manager.....A. V. Tidmore
Chief Announcer.....R. L. Longstreet
Program Director.....R. L. Longstreet
Publicity Director.....Hugh F. Ferguson
Artists Bureau Head.....Winston Shipley
Musical Director.....Winston Shipley
Chief Engineer.....John A. Fels

POLICIES

No stated special policies.

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W J E J

HAGERSTOWN—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 Watts, d.; 50 Watts, n. OWNED BY: Hagerstown Broadcasting Co. OPERATED BY: Hagerstown Broadcasting Co. BUSINESS ADDRESS: 16 West Washington St. STUDIO ADDRESS: 16 West Washington St. TRANSMITTER LOCATION: Hagerstown. TIME ON THE AIR: Monday, Wednesday and Friday: 6:30 A.M. to local sunset; Tuesday, Thursday, Saturday and Sunday, 6:30 A.M. to 1:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Grover C. Crilley

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W S A L

"THE EASTERN SHORE'S OWN STATION"
"THE RADIO VOICE OF THE DELMARVA PENINSULA"

SALISBURY—EST. 1937

MARYLAND COVERAGE NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Frank M. Stearns. OPERATED BY: Same. BUSINESS ADDRESS: 415 E. Main St. PHONE: 1540-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 6:30 A.M. to local sunset; (Sunday) 8:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Library and NAB Library radio transcripts.

Personnel

Owner and Station Manager..Frank M. Stearns
Program Manager and Chief Announcer.....Deane Long
Musical Director.....H. Fulton Brewington
Publicity Director.....Robert Rogers
Continuity Chief.....Major Robb
Chief Engineer.....Richard W. Bullers

POLICIES

No liquor advertising accepted. All advertising presented on highest standards and copy must conform with station policies and FTC.

Merchandising: Station will cooperate on all types of merchandising upon request.

REPRESENTATIVE

Weed & Co.

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good for 1939 or any year

ALL year long WEEI delivers the biggest and richest market of any Boston station . . . the entire Boston Retail Trading Area (Metropolitan and Greater Boston) PLUS 27 just-as-important outside counties from the Canadian border to Cape Cod.*

Night and day WEEI speeds into New England radio homes those audience-building local and Columbia network programs which have helped make WEEI the most popular station in *both* parts of the All-Boston market.*

*That's WEEI's story, good for a year . . . any year. It's a twelve-month's tale worth telling . . . *Shall we send you the details?*

WEEI BOSTON · A CBS STATION

Operated by Columbia Broadcasting System. Represented by RADIO SALES

www.americanradiohistory.com

MASSACHUSETTS

Population 4,426,000

Number of Families 1,104,000 — Number of Radio Homes 1,019,200

Retail Sales $1,461,180,000 — Auto Registrations 733,800

W O C B *

BARNSTABLE TOWNSHIP—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harriet M. Alleman and Helen W. MacLellan. OPERATED BY: Cape Cod Broadcasting Co. BUSINESS ADDRESS: Osterville, Mass. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License. NEWS SERVICE: Transradio Press.

* Station was licensed under a C. P. at time of going to press and expected to start regular operations by April, 1939.

W A A B

"KEY STATION—COLONIAL NETWORK"

BOSTON—EST. 1930

MUTUAL—COLONIAL

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 7:00 A.M. to 1:30 A.M.; Sunday, 7:30 A.M. to 1:30 A.M. NEWS SERVICE: Colonial Network News Service, International News Service, Universal Service. ARTISTS BUREAU: Colonial Network Artists Bureau. TRANSCRIPTION SERVICE: Associated Library, Colonial Network Transcription Service.

Personnel

President.....John Shepard, 3rd
Vice-President in Charge of Station Operations.....R. L. Harlow
Vice-President in Charge of Sales and Production.....Linus Travers
Commercial Manager.....Wm. Warner
Merchandising Manager.....C. McVarish
Artists Bureau Head.....Van Sheldon
Sales Manager.....Wm. Warner
Assistant Sales Manager.....Gerald Harrison
Publicity Director.....A. J. Stephenson
Musical Director.....Andrew Jacobson
Chief Engineer.....Irving B. Robinson
Tech. Director.....Paul A. DeMars

POLICIES

Foreign language accounts accepted in daytime only and adjacent to present foreign language programs. Must be accompanied by strict translation of subject matter. All continuity subject to approval of Better Business Bureau and the proprietory association. All continuity subject to station's standards and must be approved before being broadcast.

Merchandising department which contacts the principal chain store buyers and key wholesalers and jobbers. Tie-up with the New England Poultrymen where station provides advertising to clients in this field. Maintain complete mailing lists on the principal retail trades and send out a radiogram form to this trade charging only 1 cent postage. A limited number of personal letters will be sent charging the client for postage. All services depend on volume of business and type of broadcast.

REPRESENTATIVES

Edward Petry & Co., Inc.

W B Z & W B Z A

BOSTON & SPRINGFIELD EST. 1921

NATIONAL BROADCASTING CO.
(BASIC BLUE)

FREQUENCY: 990 Kc. POWER: WBZA-Springfield—1,000 Watts. WBZ-Boston—50,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: WBZ, Hotel Bradford, Boston. WBZA, Hotel Kimball, Springfield. PHONE: WBZ—Hancock 4261, WBZA—Springfield 6-8336. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: WBZ — Millis. WBZA—Springfield. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Geo. H. Bucher
Station Manager.....John A. Holman
Program Manager.....John F. McNamara
Chief Announcer.....Robert E. Waite
Sales Manager.....Frank R. Bowes
Publicity Director.....George A. Harder

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Musical Director. . . . . John H. Wright
Plant Manager . . . . . Dwight A. Myer (WBZ)
Plant Manager . . . . . H. E. Randol (WBZA)

POLICIES

Accepts beer and ale accounts. Does not accept wine, liquor or foreign language accounts. NBC policies apply otherwise.

Merchandising: Station has illuminated display cabinets for client use in studio lobby and picture easel in hotel lobby. Also makes pre-announcements for clients placing new shows on WBZ & WBZA.

REPRESENTATIVE

National Broadcasting Co., Inc.

WCOP

BOSTON—EST. 1935

FREQUENCY: 1120 Kc. POWER: 500 watts. OWNED BY: Mass. Broadcasting Corp. OPERATED BY: Mass. Broadcasting Corp. BUSINESS ADDRESS: Copley Plaza Hotel. PHONE: Commonwealth 1717. STUDIO ADDRESS: Copley Plaza Hotel. TRANSMITTER LOCATION: Speedway, Brighton. TIME ON THE AIR: Daytime to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President. . . . . Harold A. Lafount
General Manager. . . . Gerald H. Slattery
Sales Manager. . . . . Arthur Leary
Program Director. . . . Katherine F. Batchelder
Production Manager. . . . . Arthur Hall
Public Relations Director. John K. Gowen, 3rd
Chief Announcer. . . . . Morton Blender
Artists' Bureau Head. . . . Eleanor Kane
Chief Engineer. . . . . Whitman N. Hall

POLICIES

Liquor advertising accepted. Foreign language translations required.

Complete merchandising facilities, including advance telegrams to dealers, mail breakdown and tabulation, are supplied.

WEEI

"COLUMBIA'S FRIENDLY VOICE IN BOSTON"

BOSTON—EST. 1924

COLUMBIA BROADCASTING SYSTEM
NEW ENGLAND NETWORK

FREQUENCY: 590 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Boston Edison Co. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 182 Tremont St. PHONE: Hubbard 2323. STUDIO ADDRESS: 182 Tremont St. TRANSMITTER LOCATION: Medford. TIME ON THE AIR: (daily) 6:30 a.m. to 1:00 a.m., (Sunday) 8:00 a.m. to 1:00 a.m. NEWSPAPER AFFILIATION: Boston Herald-Traveler. NEWS SERVICE: United

The Dawn of a New Day

A DISTINGUISHED station serving the cultural center of America . . . in a manner befitting the best traditions of Boston's cherished position in American history and American culture.

★

WCOP

Copley Plaza Hotel • Boston, Mass.

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Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....H. E. Fellows
Sales Manager.....Kingsley Horton
Production Manager.....L. G. Del Castillo
Musical Director.....C. R. Hector
Chief Engineer.....P. K. Baldwin
Chief Announcer.....C. H. Dickerman

POLICIES

No liquor advertising; no foreign language accounts. Follows CBS network policies.

No special merchandising or exploitations. Attempt always to achieve good publicity and to use the station's facilities to interest the radio audience in new programs, new events, and new policies.

REPRESENTATIVE

Radio Sales, Inc.

W H D H

"THE VOICE FROM HOME"

BOSTON—EST. 1929

FREQUENCY: 830 Kc. POWER: 1000 watts. OWNED BY: Matheson Radio Co., Inc. OPERATED BY: Matheson Radio Co., Inc. BUSINESS ADDRESS: Hotel Touraine, 62 Boylston St. PHONE: Hancock 0900-1-2. STUDIO ADDRESS: Hotel Touraine, 62 Boylston St. TRANSMITTER LOCATION: Saugus. TIME ON THE AIR: 7:00 a.m. until sunset in Denver (approximately two hours after local sunset). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, Langworth Features.

Personnel

President.....John J. Matheson
Station Manager.....Ralph G. Matheson
Commercial Manager.....Ralph G. Matheson
Chief Announcer.....Frederick Garrigus
Sales Manager.....Ralph G. Matheson
Publicity Director.....John J. Matheson
Musical Director.....Kenneth Wilson
Chief Engineer.....Watson Kownaski

POLICIES

Liquor advertising accepted but with all due restrictions.

W M E X

"FIRST IN PROGRAMS; FIRST ON YOUR DIAL"

BOSTON—EST. 1934

INTER-CITY

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Northern Corporation. OPERATED BY: Same. BUSINESS ADDRESS: WMEX Bldg., 70 Brookline Ave. PHONE: Com. 3900-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsea (has C. P. for 5000 watt transmitter on 1470 Kc. to be located at Milton). TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Christian Science Monitor. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President.....John E. Reilly
Station Manager.....A. J. Pote
Commercial Manager.....W. S. Pote
Sales Manager.....S. Wasser
Publicity Director.....Vivienne Cameron
Musical Director.....John Kiley
Chief Engineer.....A. J. Pote

POLICIES

Station does not accept liquor advertising; station will accept foreign language accounts. Station uses a planned series of strategic billboard advertisements. All advertising subject to approval of station management.

REPRESENTATIVE

Craig & Hollingbery, Inc.

W N A C

"KEY STATION—YANKEE NETWORK"

BOSTON—EST. 1922

NBC (RED)—YANKEE NETWORK

FREQUENCY: 1230 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Yankee Net., Inc. OPERATED BY: The Yankee Net., Inc. BUSINESS ADDRESS: 21 Brookline Ave. PHONE: Comm. 0800. STUDIO ADDRESS: 21 Brookline Ave. TRANSMITTER LOCATION: Squantum (Quincy). TIME ON THE AIR: 6:00 a.m. to 1:05 a.m. (daily), 8:00 a.m. to 1:05 a.m. (Sunday). NEWS SERVICES: Yankee Network News Service, International News Service, Universal Service. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICES: Associated Library, Yankee Network Transcription Service.

Personnel

President.....John Shepard, 3rd
Vice-President in Charge of Station Operations.....R. L. Harlow
Vice-President in Charge of Sales and Production.....Linus Travers
Merchandising Manager.....G. McVarish
Artists Bureau Head.....Van Sheldon
Assistant Sales Manager.....Gerald Harrison
Publicity Director.....A. J. Stephenson
Musical Director.....Francis J. Cronin
Chief Engineer.....Irving B. Robinson
Tech. Director.....Paul A. DeMars

POLICIES

No foreign language accounts accepted. All continuity subject to approval of Better Business Bureau and the proprietory association. All continuity subject to our station's standards and must be approved before being broadcast.

A merchandising department which contacts the principal chain store buyers and key wholesalers and jobbers. A tie-up with the Apothecary Magazine, official New England Pharmaceutical Association organ. Maintains complete mailing lists on the principal retail trades and send out a radiogram form to this trade chaging only 1 cent postage. A limited number of personal letters will be sent charging the client for postage. All services depend

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on volume of business and type of broadcast.

REPRESENTATIVE
Edward Petry & Co., Inc.

W O R L

"BOSTON'S INDEPENDENT STATION"
NEWS OF THE HOUR, ON THE HOUR, EVERY HOUR

BOSTON—EST. 1926

FREQUENCY: 920 Kc. POWER: 500 Watts. OWNED BY: Broadcasting Service Organization, Inc. OPERATED BY: Broadcasting Service Organization, Inc. BUSINESS ADDRESS: Myles Standish Hotel, 610 Beacon St. PHONE: Commonwealth 5100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Needham. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio Library.

Personnel

President . . . . . Harold A. Lafount
Station Manager . . . . . George Lasker
Promotion Manager . . . . . Frederick Bailey
Artists' Bureau Head . . . . . John P. Samuels
Chief Announcer . . . . . Richard Bates
Program Director . . . . . Robert N. Perry
Publicity Director . . . . . Marjorie L. Spriggs
Chief Announcer . . . . . George Crowell
Musical Director . . . . . Jack Berry

Primary Coverage includes
Lawrence
Lowell
Haverhill
Lynn
Melrose
Salem
Nashua
Exeter
Beverly
Peabody
Newburyport
Etc.

680 Kilocycles

National Rep. WEED & CO.

WLAW

in the Heart of Industrial New England

Not the biggest market in the United States but WLAW's *own exclusive* market.

The Merrimack Valley of New England is completely covered by WLAW the only medium serving all of the 862,520 persons in this rich industrial and agricultural district with its 0.5 mv. area.

Owned and operated by Hildreth & Rogers Co. Lawrence, Massachusetts

POLICIES

Liquor advertising not acceptable.

Special merchandising features in connection with commercial programs include: Telegrams announcing campaign and program sent to all dealers; Promotional photographs; Commercial programs promoted in station's weekly flyers sent to extensive mailing list.

Active research and market analysis. New programs publicized in all New England newspapers and by courtesy announcements.

REPRESENTATIVE
Burn-Smith Co.

W S A R

"WE SHOW ADVERTISING RESULTS"

FALL RIVER—EST. 1921

MUTUAL—COLONIAL & YANKEE

FREQUENCY: 1450 Kc. POWER: 1000 Watts. OWNED BY: Doughty & Welch Elec. Co., Inc. OPERATED BY: Doughty & Welch Electric Co., Inc. BUSINESS ADDRESS: 417 Academy of Music Bldg. PHONE: Fall River 450-1. STUDIO ADDRESS: 417 Academy of Music Bldg. TRANSMITTER LOCATION: South Somerset. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News Service. Local news service compiled by local news reporter. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President and Treasurer . . . . Wm. T. Welch
Sales Manager . . . . . Leonard C. Cox
Program Director and Artists' Bureau Head . . . . . J. Y. Welch
Production Manager and Publicity Director . . . F. J. McLaughlin, Jr.
Musical Director . . . . . J. Y. Welch
Chief Engineer . . . . . John C. Pavao

POLICIES

Does not solicit liquor advertising. Carries foreign language programs.

Special merchandising tie-ins are made in radio publications, calling special attention to the program. A local house organ—This Week, calls attention to local programs and network features. In the latter instance, the local representative of the product is also mentioned, even though that representative does not participate in the program.

REPRESENTATIVE
Joseph Hershey McGillvra

W H A I

"THIS IS THE TRI-STATE BROADCASTING SERVICE"

GREENFIELD—EST. 1938

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: John W. Haigis. OPERATED BY:

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John W. Haigis. BUSINESS ADDRESS: Mansion House. STUDIO ADDRESS: Mansion House. TRANSMITTER LOCATION: Woodard Road. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Yankee Network News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner ..... John W. Haigis
Manager ..... James L. Spates
Commercial Manager ..... Edward J. McHugh
Program Director ..... Warren Greenwood

POLICIES

Complete merchandising facilities available to meet the requirements of individual clients. Will not accept hard liquor advertising.

W L A W

"THE VOICE OF NORTHERN NEW ENGLAND"

LAWRENCE—EST. 1937

INTERCITY

FREQUENCY: 680 Kc. POWER: 1000 Watts. OWNED BY: Hildreth & Rogers Co. OPERATED BY: Hildreth & Rogers Co. BUSINESS ADDRESS: 278 Essex St. PHONE: 4171 and 4107. STUDIO ADDRESS: 278 Essex St. TRANSMITTER LOCATION: Andover. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Lawrence Daily Eagle, The Evening Tribune. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

Personnel

President ..... A. H. Rogers
General Manager ..... Irving E. Rogers
Commercial Manager ..... David M. Kimel
Program Director ..... Stanley N. Schultz
Production Manager ..... H. Harrison Flint
Chief Engineer ..... George R. Luckey

POLICIES

Adhere to ethics of N. A. B.

REPRESENTATIVE

Weed & Company

W L L H

"VOICE OF THE MERRICK VALLEY"

LOWELL-LAWRENCE—EST. 1934

MUTUAL—YANKEE & COLONIAL

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Merrimac Broadcasting Co., Inc. BUSINESS ADDRESS: Rex Center. PHONE: Lowell 2121. STUDIO ADDRESS: Rex Center; also Cregg Bldg., Lawrence. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICES: Yankee Network News Service (INS); Complete local news coverage. HAS ARTISTS' BUREAU AFFILIATION. TRANSCRIPTION SERVICE: Associated Music.

Personnel

President ..... A. S. Moffat
Station Manager ..... Robert F. Donahue
Commercial Manager ..... Haskell Bloomberg
Production Manager ..... Thomas Clayton
Chief Engineer ..... Anthony Michaels

POLICIES

Copy on liquor advertisements must not tend to stimulate the use of alcohol.

REPRESENTATIVE

Edward Petry & Co., Inc.

W N B H

"THE STANDARD-TIMES STATION"

NEW BEDFORD—EST. 1921

COLONIAL—YANKEE—MUTUAL

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: E. Anthony & Sons, Inc. OPERATED BY: E. Anthony & Sons, Inc. BUSINESS ADDRESS: 251 Union St. PHONE: 5533. STUDIO ADDRESS: 251 Union St. TRANSMITTER LOCATION: Fairhaven. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M. (daily); 7:30 A.M. to midnight (Saturday); 8:45 A.M. to 11:30 P.M. (Sunday). NEWSPAPER AFFILIATIONS: Standard-Times, Morning Mercury. NEWS SERVICE: Associated Press, International News Service, United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager ..... Irving Vermilya
Assistant Manager ..... Sol Chain
Chief Engineer ..... Clyde Pierce

POLICIES

Advertising of alcoholic beverages, excepting beers and wines, not accepted. Foreign programs must be open to all advertisers. Laxative not accepted.

Programs contracted for 13 weeks or more receive ten-inch advertisement in Standard-Times and Morning Mercury.

W B R K

"VOICE OF THE BERKSHIRES"

PITTSFIELD—EST. 1938

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harold Thomas. OPERATED BY: Harold Thomas. BUSINESS ADDRESS: 8 Bank Row. STUDIO ADDRESS: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated.

PERSONNEL

Owner and General Manager .. Harold Thomas
Commercial Manager ..... Bruff W. Olin
Program Director ..... Walcott A. Wyllie
Chief Engineer ..... Norman Blake

POLICIES

No hard liquor advertising accepted; beer and wines accepted (preferably after 10 P.M.).

REPRESENTATIVE

Gene Furgason & Co.

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WMAS

"THE VOICE OF WESTERN MASSACHUSETTS"

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Radio Station WMAS, Inc. OPERATED BY: Radio Station WMAS, Inc. BUSINESS ADDRESS: Hotel Charles. PHONE: 7-1414-5. STUDIO ADDRESS: Hotel Charles. TRANSMITTER LOCATION: Pynchon Park, West St. TIME ON THE AIR: (daily) 7::00 A.M. to 1:00 A.M.; (Sunday) 8:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

President . . . . . A. S. Moffat
General Manager . . . A. W. Marlin
Program Director . . . . . F. Turner Cooke
Chief Announcer . . . . . Carl Raymond
Chief Engineer . . . . . Earl G. Hewinson

POLICIES

Foreign language programs acceptable. English copy must be submitted in advance, announcements carefully edited. Copy restrictions: Accept beer, wine, and liquors, subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval.

REPRESENTATIVE

Edward Petry & Co., Inc.

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WSPR

SPRINGFIELD—EST. 1936

MUTUAL BROADCASTING SYSTEM—YANKEE and COLONIAL NETWORKS

FREQUENCY: 1140 Kc. POWER: 500 Watts. OWNED BY: Connecticut Valley Broadcasting Co. OPERATED BY: Connecticut Valley Broadcasting Co. BUSINESS ADDRESS: 63 Chestnut St. PHONE: Springfield 6-2757. STUDIO ADDRESS: 63 Chestnut St. TRANSMITTER LOCATION: West Springfield. TIME ON THE AIR: 7:00 A.M. to sunset (at Birmingham, Ala.). NEWSPAPER SERVICE: Transradio Press and Yankee Network News Service. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-Station Manager . Quincy A. Brackett
Treasurer . . . . . Lewis B. Breed
Program Director . . . . . W. H. Latham
Chief Announcer . . . . . Elwin Tacy
Chief Engineer . . . . . H. W. Holt

POLICIES

Wine and beer advertising accepted. No hard liquor advertising accepted.

Foreign language programs accepted in limited number.

REPRESENTATIVE

George P. Hollingbery Co.

WORC

"BROADCASTING HOUSE"

WORCESTER—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: A. F. Kleindienst. OPERATED BY: Same. BUSINESS ADDRESS: 65 Elm St. PHONE: 5-3101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburn. TIME ON THE AIR: 8:00 A.M. to midnight. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner . . . . . A. F. Kleindienst
Station Manager . . . . . E. E. Hill
Chief Engineer . . . . . A. F. Kleindienst

POLICIES

Does not accept programs in foreign language. Liquor advertising restricted to light wines and ales.

REPRESENTATIVE

George P. Hollingbery

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WTAG

"THE VOICE FROM THE HEART OF NEW ENGLAND"

WORCESTER—1924

NBC (RED)—YANKEE NETWORK

FREQUENCY: 580 Kc. POWER: 1000 watts. OWNED BY: Worcester Telegram Pub. Co., Inc. OPERATED BY: Worcester Telegram Pub. Co., Inc. BUSINESS ADDRESS: 18 Franklin St. PHONE: Worcester 5-4321. STUDIO ADDRESS: 18 Franklin St. TRANSMITTER LOCATION: Holden. TIME ON THE AIR: 7:30 a.m. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Worcester Telegram, Evening Gazette, Sunday Telegram; All published by the Worcester Telegram Pub. Co., Inc. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Vice-President-General Manager . . . . . George F. Booth
Director . . . . . Edward E. Hill
Commercial Manager . . . . . H. J. Perry
Chief Announcer . . . . . Chester Gaylord
Publicity Director . . . . . Frederick L. Rushton
Program Director . . . . . Lillian Moynihan
Chief Engineer . . . . . Hobart H. Newell

POLICIES

Does not take liquor advertising, foreign language accounts or sell announcements in the news.

REPRESENTATIVE

Weed & Company, New York

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MICHIGAN

Population 4,830,000

Number of Families 1,220,000 — Number of Radio Homes 1,122,200

Retail Sales $1,388,236,000 — Auto Registrations 1,245,441

WELL

BATTLE CREEK—EST. 1925

NATIONAL BROADCASTING CO.
MICHIGAN RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Enquirer-News Co. OPERATED BY: Same. BUSINESS ADDRESS: 1 West Michigan Ave. PHONE: 5655-7166. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Enquirer-News. NEWS SERVICE: Associated Press (Non-Commercial).

Personnel

President ..... A. L. Miller
General Manager ..... D. E. Jayne
Commercial Manager ..... F. F. Owen
Program Director ..... A. H. Haight
Chief Engineer ..... R. B. Roof

POLICIES

No spirituous liquor advertising accepted; no foreign language programs. Right reserved to discontinue programs for reasons sufficient to station. All copy subject to station approval.

Merchandising service available plus special newspaper cooperation in publicity.

REPRESENTATIVE

Burn-Smith Co.

WBCM

"THE VOICE OF NORTHEASTERN MICHIGAN"

BAY CITY—EST. 1928

NBC—MICHIGAN RADIO NETWORK

FREQUENCY: 1410 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Bay Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 104 Center Ave. PHONE: 4700-1. STUDIO ADDRESS: Same. TRANSTIME ON THE AIR: (Sunday) 6:00 A.M. to 12:00 midnight; (daily) 8:00 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: Standard Library.

Personnel

President ..... James E. Davidson
Station Manager ..... S. W. Edwards
Chief Engineer ..... Ralph H. Carpenter

REPRESENTATIVE

George P. Hollingbery Co.

WHDF

"MICHIGAN'S TIP-TOP STATION"

CALUMET—EST. 1929

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Upper Michigan Broadcasting Co. OPERATED BY: Upper Michigan Broadcasting Co. BUSINESS ADDRESS: Hotel Scott, Hancock, Mich. PHONE: Hancock 1; and Calumet 869. STUDIO ADDRESS: 515 Scott St.; and Hotel Scott. TRANSMITTER LOCATION: Laurium. TIME ON THE AIR: 11:30 A.M. to 7:00 P.M. NEWS SERVICE: Associated Press and local news. NEWSPAPER AFFILIATIONS: The Daily Morning Gazette, The Evening News-Journal. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

General Manager ..... John W. Rice
Commercial Manager ..... Merrill F. Trapp
Program Director ..... Albert W. Payne
Technical Supervisor ..... George W. Burgan

POLICIES

Accepts beer and liquor ads.

Run daily programs of WHDF in the morning in the Gazette and in the evening in the News, also free newspaper publicity and mats if the contract warrants such cooperation.

REPRESENTATIVE

Small & Brewer, Inc.

WJBK

"TWENTY-FOUR HOUR STATION"

DETROIT—EST. 1928

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: James F. Hopkins, Inc. OPERATED BY: James F. Hopkins, Inc. BUSINESS ADDRESS: 6559 Hamilton. PHONE: Trinity 2-2000. STUDIO ADDRESS: 6559 Hamilton. TRANSMITTER LOCATION: 12897 Woodward Ave. TIME ON THE AIR: 24 hours per day. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music, Standard Popular Library, NAB (Public Domain).

Personnel

President ..... James F. Hopkins
Commercial Manager ..... Paul Y. Clark

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Chief Announcer . . . . . Charles Starrett
Station Manager . . . . . James F. Hopkins
Publicity Director . . . . . Frank Perkins
Musical Director . . . . . Sybil Krieghoff
Chief Engineer . . . . . Paul Frinke

POLICIES

No liquor advertising before 10:00 P.M. Extensive foreign hours.

REPRESENTATIVE

Howard H. Wilson Co.

W J R

"GOODWILL STATION"

DETROIT—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 750 Kc. POWER: 50,000 watts. OWNED BY: WJR Goodwill Station. OPERATED BY: WJR Goodwill Station. BUSINESS ADDRESS: Fisher Bldg. PHONE: Madison 4440. STUDIO ADDRESS: Fisher Bldg. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, Standard Radio, NAB Library.

Personnel

President . . . . . G. A. Richards
Vice-President and General Manager . . . Leo Fitzpatrick
Secretary-Treasurer . . . . . P. M. Thomas
Artists' Bureau Head . . . . . Norman White
Chief Announcer . . . . . Franklin C. Mitchell
Sales Manager . . . . . Owen Uridge
Publicity Director . . . . . Neal Tomy
Musical Director . . . . . Sam Benavie
Chief Engineer . . . . . A. Friedenthal

POLICIES

Do not handle foreign programs. Advertising of alcoholic beverages accepted only in the form of high class programs scheduled for release after 10:00 P.M. No other special restrictions.

REPRESENTATIVE

Edward Petry & Co.

W M B C

"THE HOME STATION"

DETROIT—EST. 1925

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Mich. Broadcasting Co. OPERATED BY: Mich. Broadcasting Co. BUSINESS ADDRESS: 7310 Woodward. PHONE: Madison 9100. STUDIO ADDRESS: 7310 Woodward. TRANSMITTER LOCATION: 7310 Woodward. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth, Associated.

Personnel

President . . . . . E. J. Hunt
Vice-President . . . . . E. A. Wooten
General Manager . . . . . H. M. Steed
Production Manager . . . . . Wm. Jory
Sales Manager . . . . . H. M. Steed
Musical Director . . . . . Taras Hubicki
Chief Engineer . . . . . Edw. Clark

POLICIES

Broadcast foreign language accounts. Liquor advertisements accepted after 10 p.m.

Merchandising department is maintained by station.

W W J

DETROIT—EST. 1920

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 920 Kc. POWER: 5,000 Watts. OWNED BY: Evening News Assn. OPERATED BY: Same. BUSINESS ADDRESS: 630 W. Lafayette. PHONE: Randolph 2000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eight Mile and Meyer Rds. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWSPAPER AFFILIATION: The Detroit News. NEWS SERVICE: United Press, Transradio Press.

Personnel

Station Manager . . . . . W. J. Scripps
Sales Manager . . . . . Harry Bannister
Musical Director . . . . . Herbert Martz
Chief Engineer . . . . . Walter Hoffman

POLICIES

Does not accept liquor advertising except light wines and beer; no foreign language accounts; no medicinal advertising.

REPRESENTATIVE

George P. Hollingbery Co.

W X Y Z

"THE FAMILY STATION"

DETROIT—EST. 1930

NBC (BLUE)—CBC—(KEY STATION MICHIGAN RADIO NETWORK)

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17th Floor—Stroh Bldg. PHONE: PBX Cherry 8321. STUDIO ADDRESS: Atop Maccabees Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICES: United Press-Radio News Service. TRANSCRIPTION SERVICE: Has wide range of transcription library.

Personnel

President . . . . . George W. Trendle
Treasurer and General Manager . . . . . H. Allen Campbell
Assistant General Manager . Harry Sutton, Jr.
Studio Manager . . . . . Harold True
Promotion and Advertising Manager . . . . . Charles C. Hicks
Sales Manager . . . . . Arch Shawd

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Publicity Director.....Felix Holt
Musical Director.....Benny Kyte
Chief Engineer.....Lynn Smeby

POLICIES

No liquor advertising accepted except under approval of Michigan State Liquor Commission, and not to be broadcast before 9:00 P.M. No foreign language broadcasts accepted. All copy for all programs, commercial and sustaining must be submitted in advance of broadcasting time for approval by WXYZ's management.

Merchandising: Station claims the most effective and highly praised Merchandising Service ever offered by any broadcaster. A department of specially trained men who contact dealers and jobbers—take initial orders for goods, arrange for placing of displays and advertising, and constantly survey progress of advertised goods as regards sales volume and competitive products.

REPRESENTATIVE

Paul H. Raymer Co.

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W K A R

EAST LANSING—EST. 1922

FREQUENCY: 850 Kc. POWER: 1000 watts (C. P. for 5000 watts). OWNED BY: Michigan State College. OPERATED BY: Michigan State College. BUSINESS ADDRESS: East Lansing. PHONE: 59113, Ext. 398. STUDIO ADDRESS: Campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 7:00 A.M. to 5:00 P.M. except Sunday. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....Robert J. Coleman
Chief Engineer.....Norris Grover

POLICIES

An educational station—Policy is no advertising, no controversial religious or political programs.

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W F D F

FLINT—EST. 1922

NBC—BLUE
MICHIGAN RADIO NETWORK

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Flint Broadcasting Co. OPERATED BY: Flint Broadcasting Co. BUSINESS ADDRESS: Union Industrial Bldg. PHONE: 2-7158. STUDIO ADDRESS: Union Industrial Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (daily) 6:00 a.m. to 12:00 midnight, (Sunday) 8:00 a.m. to 12:00 midnight. NEWS SERVICES: Transradio Press and WFDF News Bureau (local). TRANSCRIPTION SERVICE: N.B.C. Thesaurus.

Personnel

Station Manager.....Howard M. Loeb
Commercial Manager.....F. S. Loeb
Program Director.....Adrian R. Cooper
Publicity Director.....R. V. Osgood
Musical Director.....William Geyer
Chief Engineer.....Frank D. Fallain

POLICIES

Station accepts no hard-liquor advertising or foreign language accounts. All advertising scrutinized for conformity with laws and regulations of Federal Trade Commission, Pure Food and Drugs Administration, Post Office Dept., and Federal Communications Commission.

Merchandising service is available only to advertisers using programs (i.e. not to announcement buyers). There is no charge for the service, except where indicated.

Advance plugs. 50-word announcements given several days preceding start of program series.

Listing of program titles in newspapers totalling over 100,000 circulation weekly.

Listing of sponsor's program title and name in WFDF's daily resume of programs.

Use of WFDF's studios (capacity 75 persons) for dealers' sales meetings, with "pep" addresses by WFDF sales executives, when desired.

Preparing, writing and mailing of letters to dealers or consumers (this service performed at cost).

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W O O D - W A S H

"THIS IS GRAND RAPIDS"

GRAND RAPIDS—EST. 1923

NBC (RED & BLUE) MICHIGAN
RADIO NETWORK

FREQUENCY: 1270 Kc. POWER: 500 watts. OWNED BY: King-Trendle Broadcasting Corp. OPERATED BY: King-Trendle Broadcasting Corp. BUSINESS ADDRESS: 16th floor g. r., National Bank Bldg. PHONE: 9-4211. STUDIO ADDRESS: 16th floor, g. r. National Bank Bldg. TRANSMITTER LOCATION: Bridge Road. TIME ON THE AIR: 7:00 A.M. to 12:00 P.M. NEWS SERVICE: United Press from Michigan Network, Press Radio Bureau. TRANSCRIPTION SERVICE: NBC Thesaurus, Associated Program Service.

Personnel

President.....George W. Trendle
Traffic Manager.....David H. Harris
Station Manager.....Stanley W. Barnett
Sales Manager.....Stanley W. Barnett
Publicity Director.....T. Wilcox Putnam
Musical Director.....Sandy Meek
Chief Engineer.....Lynne C. Smeby

POLICIES

Good taste and public confidence are the bases for all copy and programs—including liquor. No foreign languages accepted.

Merchandising includes theatre trailers—shown at nine local theaters—on all programs featuring big names.

REPRESENTATIVE

Paul H. Raymer Co.

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WJMS

"VOICE OF THE GOGEBIC RANGE"

IRONWOOD—EST. 1931

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WJMS, Inc. OPERATED BY: WJMS, Inc. BUSINESS ADDRESS: St. James Hotel Annex. PHONE: 20. STUDIO ADDRESS: St. James Hotel Annex. TRANSMITTER LOCATION: North of Ironwood on U. S. No. 2 near Douglas Blvd. TIME ON THE AIR: Unlimited time; regular schedule 7:00 A.M. to 7:30 P.M.; Sunday, 10:00 A.M. to 6:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Associated Recorded Program Service.

Personnel

General Manager . . . . . Noel C. Ruddell
(Directs also Advertising & Publicity.)
Program and Musical Director . Harry Wills
Chief Engineer . . . . . R. L. Johnson
Sports & News . . . . . Dick Hasbrook

POLICIES

Liquor, beer and wine advertising accepted. Foreign language programs accepted as there is large foreign element in this area.

Station gives merchandising service in proportion to the size of the schedule. Service includes designing and distributing placards, arranging window displays, etc.

REPRESENTATIVE

Mitchell & Ruddell, Inc.

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WIBM

JACKSON—EST. 1925

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WIBM, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 306 W. Michigan Ave. PHONE: 6121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President . . . . . Herman Radner
Vice-President and Station Manager . . . . . Roy Radner
Program Director . . . . . Willie Dunn
Publicity Director . . . . . Walter H. Johnson
Musical Director . . . . . William Cizek
Chief Engineer . . . . . C. W. Wirtanen

POLICIES

Spirituous liquors may be advertised by programs only; beer and wine advertising have no restrictions.

WKZO

"590 ON YOUR DIAL"

KALAMAZOO—EST. 1923

NBC—BLUE

MICHIGAN RADIO NETWORK

FREQUENCY: 590 Kc. POWER: 1000 Watts (C. P. for 250 Watts, n.). OWNED BY: WZKO, Inc. OPERATED BY: WKZO, Inc. BUSINESS ADDRESS: Burdick Hotel. PHONE: Kalamazoo 3-1223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Parchment. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President-General Manager . . John E. Fetzer
Sales Manager . . . . . Guy Stewart
Program Director . . Merun Stonehouse
Office Manager . . . Harriet Ribble
Chief Engineer . . . . . Edwin Rector

POLICIES

Advertising of alcoholic beverages accepted.

Merchandising: Will contact retail trade for checking as well as for building promotions. Will assist in setting up displays. Will supply market data of area.

REPRESENTATIVE

Howard H. Wilson Co.

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WJIM

LANSING—EST. 1934

NBC—BLUE

MICHIGAN RADIO NETWORK—CBC

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WJIM, Inc. OPERATED BY: Same. BUSINESS ADDRESS: City Nat'l Bldg. PHONE: 2-1333-4-5. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager . . . . . Harold F. Gross
Publicity Director . . . . . H. K. Finch

POLICIES

All contracts subject to government regulations and station owner's approval.

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WMPC

"WHERE MANY PREACH CHRIST"

LAPEER—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: The First Methodist Protestant Church of Lapeer. OPERATED BY: The First Methodist Protestant Church of Lapeer. BUSINESS ADDRESS: 803 Liberty. PHONE: 455 J-455 M. STUDIO AD-

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DRESS: 803 Liberty. TRANSMITTER LOCATION: Lapeer. TIME ON THE AIR: 9:00 A.M. to 10:30 P.M. except Saturday.

Personnel

President.....Frank S. Hemingway
Chief Announcer.....Nora Eastman
Station Manager.....Frank S. Hemingway
Musical Director.....A. O. Voorheis
Chief Engineer.....H. F. Hayes

POLICIES

Non-commercial.

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W B E O

MARQUETTE—EST. 1931

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: The Lake Superior Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Mining Journal Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Marquette. TIME ON THE AIR: 9:30 A.M. to 1:30 P.M., and 4:30 P.M. to 7:30 P.M.; Sunday, 9:00 A.M. to 1:30 P.M. NEWSPAPER AFFILIATION: The Daily Mining Journal.

Personnel

Secretary-Treasurer and
General Manager.....Leo G. Brott
Musical and Program Director.....John Trapp
Business and Advertising.....Gordon Brozek

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Burn-Smith Co.

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W K B Z

"THE FRIENDLY VOICE OF WESTERN MICHIGAN"

MUSKEGON—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Ashbacker Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Michigan Theater Bldg. PHONE: 26-051. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Creston Ave. at City Limits. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager .....Grant F. Ashbacker
Commercial Manager .....G. F. Ashbacker
Artists' Bureau Head .....R. Van Wyck
Chief Announcer.....Hilliard Eudelsky
Publicity Director.....L. Collins
Musical Director .....R. Van Wyck
Chief Engineer .....Geo. Krivitzky

POLICIES

No liquor advertising. Beer only.
Maintains complete merchandising department.

REPRESENTATIVE

J. J. Devine & Associates

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W H L S

"THE BLUE WATER STATION"

PORT HURON—EST. 1938

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Harmon LeRoy Stevens and Herman LeRoy Stevens. OPERATED BY: Port Huron Broadcasting Co. BUSINESS ADDRESS: WHLS Radio Building, 932 Military Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 540—32nd St. TIME ON THE AIR: Daytime to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Library.

Personnel

General Manager.....Angus Pfaff
Production Manager.....Harmon L. Stevens
Farm Relations Director..Edward P. Dougherty
Chief Announcer.....Fred Knorr
Chief Engineer.....Wayne F. McDonnell

POLICIES

Station provides facilities for merchandising promotion ideas as well as continuity and program production.

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W E X L

ROYAL OAK—EST. 1925

FREQUENCY: 1310 Kc. POWER: 50 Watts. OWNED BY: Royal Oak Broadcasting Co. OPERATED BY: Royal Oak Broadcasting Co. BUSINESS ADDRESS: Royal Oak. PHONE: Elmhurst 6524. STUDIO ADDRESS: 212 W. 6th St. TRANSMITTER LOCATION: 212 W. 6th St. TIME ON THE AIR: 8:00 A.M. to 4:00 A.M. NEWS SERVICE: International News Service.

Personnel

President .....G. B. Hartrick
Commercial Manager.....E. C. Thompson
Chief Announcer.....K. Knight
Station Manager.....E. C. Thompson
Sales Manager.....E. C. Thompson
Publicity Director.....K. Knight
Chief Engineer.....J. McFarland

POLICIES

No liquor—no patent medicines, laxatives or medicinal remedies.

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MINNESOTA

Population 2,652,000

Number of Families 652,000 — Number of Radio Homes 556,900

Retail Sales $820,010,000 — Auto Registrations 708,000

KATE

"GATEWAY TO TEN THOUSAND LAKES COUNTRY"

ALBERT LEA—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM —ASSOCIATED NORTHWEST BROADCASTERS

FREQUENCY: 1420 Kc. POWER: 250 Watts (C.P. 100 Watts, n.). OWNED BY: Albert Lea-Austin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 332 South Broadway. PHONE: 2338. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset; Sunday, 8:00 A.M. to local sunset. NEWS SERVICE: United Press TRANSCRIPTION SERVICE: C. P. MacGregor, World Broadcasting Co. and Standard Radio.

Southern Minnesota's popular radio station in the center of the country's richest farming area where farmers have a daily cash income industry providing year round employment. Studios in Albert Lea and Austin.

Now Operating Full Time

ALBERT LEA, MINN.

KATE

ALBERT LEA-AUSTIN BROADCASTING CO.

E. L. HAYEK, President
Rep.: Gene Furgason & Co.

Personnel

President and Station Manager....E. L. Hayek
Program Director.. ... .Sherman Booem
Publicity Director .....Dorothy Hogg
Musical Director .. ..Peggy Lee
Chief Engineer . ..... George Church

POLICIES

No liquor advertising except beer permitted. Foreign language accounts accepted.

Maintains merchandising aids through special programs, exploiting and featuring merchandise.

KDAL

"FIRST ON YOUR DIAL"

DULUTH—EST. 1936

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Red River Broadcasting Co. OPERATED BY: Red River Broadcasting Co. BUSINESS ADDRESS: 218 Bradley Bldg. PHONE: Melrose 2230. STUDIO ADDRESS: Bradley Bldg. TRANSMITTER LOCATION: Park Point. TIME ON THE AIR: 6:30 a.m. to 11:00 p.m. NEWS SERVICE: Transradio Press - Radio Bureau. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager ... .Dalton LeMasurier
Commercial Manager... ....A. H. Flaten
Merchandising Manager .....Darrell Bandy
Publicity Director ....Sam L. Levitan
Chief Engineer.....Robert A. Dettman
Program Director.....Gilbert Fawcett

POLICIES

Beer and wine advertising is accepted. Foreign language broadcasts subject to approval by station management.

Merchandising department affords surveys, market data, buyer contacts and complete merchandising service

WEBC

DULUTH—EST. 1924

NATIONAL BROADCASTING COMPANY
NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Head of

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Lakes Broadcasting Co. OPERATED BY: Head of Lakes Broadcasting Co. BUSINESS ADDRESS: WEBC Bldg.; Androy Hotel, Hibbing. PHONE: Melrose 1537. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Superior, Wisc. TIME ON THE AIR: Unlimited; Sunday, 16 hours per day; week days, 17 hours per day. NEWSPAPER AFFILIATION: Stockholders interested in newspapers in Minnesota. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

General Manager.....Walter C. Bridges
Business Manager.....Thomas W. Gavin

POLICIES

Advertising of hard liquor accepted after 10:30 P.M.

REPRESENTATIVES

George P. Hollingbery Co.

K G D E

"THE LAKE REGION STATION"

FERGUS FALLS—EST. 1926

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. L. Jaren. OPERATED BY: Same. BUSINESS ADDRESS: Fergus Falls. PHONE: 898. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....C. L. Jaren
Program and Personnel
Manager .....A. B. Woodard
Chief Announcer and
Musical Director.....Hub Warner

POLICIES

Station reserves right to cancel all programs of objectionable character; to re-schedule any commercial period subject to immediate cancellation if not acceptable to advertiser.

Cooperates in placing displays or material for tie-in with programs; contacting retail outlets for cooperation for displays; and other assistance to give programs a chance to produce; cooperation in distribution of product to retail outlets.

REPRESENTATIVE

Burn-Smith Co.

W M F G

HIBBING—EST. 1935

COLUMBIA BROADCASTING SYSTEM
NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Head of the Lakes Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Androy Hotel. PHONE: 1150. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Superior (Wis.) Telegram. NEWS SERVICE: Press Radio News.

Personnel

President .....Morgan Murphy
Commercial Manager .....H. S. Hyett
Station Manager .....H. S. Hyett
Chief Engineer .....C. B. Persons

POLICIES

Liquor advertising after 9 P.M. and in programs only.

Extends full merchandising cooperation.

REPRESENTATIVE

George P. Hollingbery Co.

K Y S M

MANKATO—EST. 1938

ASSOCIATED NORTHWEST BROADCASTERS

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: F. B. Clements & Co. OPERATED BY: Southern Minnesota Supply Co. BUSINESS ADDRESS: 101 North Second St. PHONE: 4673. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: U. S. Highway No. 14, Nicollet County. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, Associated.

Personnel

Manager.....Bob Kaufman
Program Director.....Jack Holbrook

POLICIES

Advertising of alcoholic beverages are not accepted, with the exception of beer. Beer advertising will be sold only after 9:00 P.M. week days and not at all on Sundays. Internal medicine accounts subject to individual approval by station.

W C C O

"NORTHWEST'S MOST POWERFUL RADIO STATION"

MINNEAPOLIS-ST. PAUL—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 810 Kc. POWER: 50,000 watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 625 Second Ave., South. PHONE: Main 1202 (Minneapolis), Cedar 7666 (St. Paul). STUDIO ADDRESS: 625 Second Ave., South. TRANSMITTER LOCATION: Anoka, Minn. TIME ON THE AIR: 6:00

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A.M. to midnight; Sunday, 8:00 A.M. to midnight; Saturday, 6:00 A.M. to 1:00 A.M. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Minneapolis Star. NEWS SERVICE: United Press.

Personnel

General Mgr. . . . . E. H. Gammons
Assistant General Manager . . John McCormick
Production Manager . . . . . Hayle C. Cavanor
Sales Manager . . . . . Carl J Burkland
Artists Bureau Head . . . . . Al Sheehan
Sales Promotion Director . . Robert L. Hutton, Jr.
Chief Engineer . . . . . Hugh S. McCartney

POLICIES

Advertising of alcoholic beverages or laxative medicines not accepted.

Special publicity arrangement with the Minneapolis Star. Food and drug accounts receive special advertisements in Northwestern Druggist or Grocers Commercial Bulletin trade magazines. Other special services available.

REPRESENTATIVE

Radio Sales

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W D G Y

"THE MUSICAL STATION"

MINNEAPOLIS-ST. PAUL—EST. 1923

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 1180 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Geo. W. Young OPERATED BY: Geo. W. Young. BUSINESS ADDRESS: Hotel Nicollet. PHONE: Cherry 3377-8-9, Midway 6363. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Superior Blvd. TIME ON THE AIR: 6:00 A.M. to 8:15 P.M. MAINTAINS ARTISTS' BUREAU NEWS SERVICES: Trans-radio news service, Gertrude Lewis, special correspondents in 9 cities on Women's News. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth, NAB Library.

Personnel

President and
General Manager . . . . . Geo. W. Young
Assistant General Manager . . Edw. P. Shurick
Artists Bureau Head . . . . M. Pettrick
Chief Announcer . . . . . Dick Day
Publicity Director . . . . Paul Presbrey
Chief Engineer . . . . . Meredith Lowe

POLICIES

Liquor advertising accepted on general copy, but no mention of whiskey

Complete merchandising service under direction merchandising manager.

REPRESENTATIVE

Howard H. Wilson Co.
Edward S. Townsend (San Francisco)

W L B

"FOR GOOD MUSIC, TUNE IN 760"

MINNEAPOLIS—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 Watts (Construction Permit for 5000 watts). OWNED BY: University of Minnesota. OPERATED BY: University of Minnesota. BUSINESS ADDRESS: Minneapolis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Cleveland Ave. and County Rd. A-2, St. Paul. TIME ON THE AIR: Shares daytime hours with WCAL.

Personnel

Manager . . . . . Burton Paulu
Program Director . . . . William H. Sever
Chief Engineer . . . . . Waldemar Klima

POLICIES

WLB is a strictly sustaining station, entirely non-commercial and carrying no advertising It broadcasts programs of an educational and cultural nature.

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K V O X

"THE VOICE OF THE VALLEY"

MOORHEAD—EST. 1937

NORTH CENTRAL BROADCASTING SYSTEM —ASSOCIATED NORTHWEST BROADCASTERS

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KVOX Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Comstock Hotel. PHONE: 1232-1233. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Moorhead. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President . . . . . R. K. Herbst
Commercial and Station Manager,
Manny Marget
Chief Announcer . . . . . Manny Marget
Chief Engineer . . . . . Robert Schulz

POLICIES

All accounts must comply with FCC and FTC requirements.

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W C A L

NORTHFIELD—EST. 1922

FREQUENCY: 760 Kc. POWER: 5000 Watts. OWNED BY: St. Olaf College. OPERATED BY: Same. BUSINESS ADDRESS: St. Olaf College. PHONE: 731. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Shares time.

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Personnel

Director.....Dr. Martin Hegland
Chief Announcer.....David Johnson
Station Manager.....M. C. Jensen
Musical Director.....O. R. Overby
Chief Engineer.....M. C. Jensen

POLICIES

Non-commercial station.

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K R O C

"VOICE OF SOUTHERN MINNESOTA"

ROCHESTER—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Southern Minn. Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Rochester. PHONE: 3924-5-2727. STUDIO ADDRESS: Hotel Martin. TRANSMITTER LOCATION: Cascade Township. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and General
Manager.....Gregory Gentling
Commercial Manager.....E. Anson Thomas
Artists' Bureau Head.....Dwight Merriam
Studio Director.....Gerald Wing
Program Director.....Peter Lyman
Chief Engineer.....Fred C. Clark
Assistant Chief Engineer.....Robert W. Cross

POLICIES

No hard liquor accounts accepted.

Maintains merchandising and publicity department, window decorator tie-in, placards, letters, newspaper advertising, bill boards, etc. with clients' radio advertising.

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K F A M

"THE TIMES JOURNAL STATION"
"THE VOICE OF CENTRAL MINNESOTA"

ST. CLOUD—EST. 1938

ASSOCIATED NORTHWEST BROADCASTERS NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: The Times Publishing Co. OPERATED BY: The Times Publishing Co. BUSINESS ADDRESS: 16-18 Sixth Ave., North. STUDIO ADDRESS: Weber Bldg. TRANSMITTER LOCATION: Military Highway. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS PAPER AFFILIATIONS: St. Cloud Times Journal. NEWS SERVICE: Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....George B. Bairey
Program Director.....LaVell Waltman
Commercial Manager.....Edgar Parsons

POLICIES

Station maintains the usual observance and restrictions of FCC, state and local laws. Advertising of alcoholic beverages excepting beer, not accepted.

Merchandising facilities available to sponsors at cost. This includes extension of advertising campaigns in conjunction with station advertising.

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K S T P

"NORTHWEST'S LEADING RADIO STATION"

ST. PAUL-MINNEAPOLIS—EST. 1928

NBC (RED)

FREQUENCY: 1460 Kc. POWER: 25,000 watts, d.; 10,000 watts, n. (C.P. for 50,000 watts). OWNED BY: National Battery Broadcasting Co. OPERATED BY: National Battery Broadcasting Co. BUSINESS ADDRESS: St. Paul Hotel. PHONE: Cedar 5511-St. Paul; Bridgeport 3222-Minneapolis. STUDIO ADDRESS: St. Paul Hotel, Raddisson Hotel. TRANSMITTER LOCATION: Snelling Ave. & County Road C. St. Paul. TIME ON THE AIR: 6:00 a.m. to 1:00 a.m. (daily), a.m. to 1:00 a.m. (Sunday). NEWSPAPER AFFILIATIONS: Minneapolis Journal. NEWS SERVICE: United Press, Radio News Assoc. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, NAB Library & Standard Radio.

Personnel

President.....Stanley E. Hubbard
Vice President-Treasurer....Kenneth M. Hance
Sales Manager.....Ray C. Jenkins
Program Director.....Corrine Jordan
Educational Director.....T. D. Rishworth
Merchandising Director.....Fred Laws
Artists Bureau Head.....Violet Murphy
Technical Supervisor.....Hector Skiffer

POLICIES

No hard liquor before 10:30 p.m.

Advertising will not be accepted which is misleading, repulsive or suggestive or which attacks the integrity of persons, institutions or merchandise.

Station maintains Sales Promotion and Merchandising staff available to program advertisers, for mail publicity campaigns, special market surveys, poster campaigns (tying up program with retail outlets), and, distribution and sampling service, within the station's trading area. Station publishes Standard Market Data (annual) which contains general market information for its trading area. Station supplies temporary headquarters in St. Paul and Minneapolis for sales and advertising executives and offers complete audition facilities.

REPRESENTATIVE

Edward Petry & Co.

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WMIN

"THE VOICE OF THE HOUR STATION"

ST. PAUL & MINNEAPOLIS
EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WMIN Broadcasting Co. OPERATED BY: WMIN Broadcasting Co. BUSINESS ADDRESS: St. Anthony & Syndicate. PHONE: Nestor 6501, St. Paul; Atlantic 6293, Minneapolis. STUDIO ADDRESS: St. Anthony & Syndicate, St. Paul; 200 Hodgson Bldg., Minneapolis. TRANSMITTER LOCATION: St. Anthony & Syndicate, St. Paul. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICES: International News Service, Universal News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Lang-Worth, Standard Radio, C. P. MacGregor

Personnel

President and General Manager ..... Edward Hoffman
Program Director ..... Frank Devaney
Chief Engineer ..... Mat Walz

POLICIES

No stated special program policies.

Merchandising: Complete merchandising service for advertisers.

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WTCN

"OUT OF THE BLUE TO YOU"

ST. PAUL-MINNEAPOLIS
EST. 1928

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1250 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Minneapolis-St. Paul Dispatch Pioneer Press. OPERATED BY: Same. BUSINESS ADDRESS: Wesley Temple Bldg. PHONE: Main 6562. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Snelling Ave., County Rd. B. NEWSPAPER AFFILIATION: Minneapolis-St. Paul Dispatch. NEWS SERVICES: International News Service, Associated Press (non-commercial). TRANSCRIPTION SERVICE: Associated Music Library.

Personnel

President ..... L. E. Owens
Station Manager ..... C. T. Hagman
Commercial Manager ..... L. L. Whiting
Program Director ..... Robert DeHaven
Technical Director ..... John M. Sherman

POLICIES

Hard liquor advertising accepted only after 9:30 P.M. Restrictions on patent medicine advertising.

Merchandising service departments of St. Paul Dispatch, Pioneer Press and Minneapolis Tribune available.

REPRESENTATIVE

Free & Peters

WHLB

"ARROWHEAD'S QUEEN CITY"

VIRGINIA—EST. 1936

ARROWHEAD NETWORK
NORTH CENTRAL BROADCASTING SYSTEM
COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Head of the Lakes B/C Co. OPERATED BY: Head of the Lakes B/C Co. BUSINESS ADDRESS: 6th Ave., W & 17th St., S. PHONE: 2000. STUDIO ADDRESS: Virginia. TRANSMITTER LOCATION: Virginia. TIME ON THE AIR: 6:45 A.M. to 11:00 P.M. NEWS AFFILIATION: Duluth News-Tribune & Herald.

Personnel

President ..... W. C. Bridges
Station Manager ..... Harry Hyett
Commercial Manager ..... Barney Irwin
Chief Announcer ..... Wayne C. Byers
Chief Engineer ..... Chas. Persons

POLICIES

Station places a friendly accent on service and sports as well as on educational activities in connection with schools in the area

Merchandising: Station offers promotional facilities but does not guarantee publicity in newspapers.

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KWNO

"VOICE OF THE CITY BEAUTIFUL"

WINONA—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 Watts. OWNED BY: Winona Radio Service. OPERATED BY: Winona Radio Service. BUSINESS ADDRESS: 216 Center St. PHONE: 4321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 831 Sarnia St. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: Associated Press. NEWSPAPER AFFILIATION: Winona Republican-Herald. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President ..... M. H. White
General Manager ..... L. L. McCurnin
Program Director ..... L. A. Gifford
Production Manager ..... Wayne Anders
Chief Engineer ..... Maurice Reutter

POLICIES

Does not accept liquor advertising, excepting beer.

Merchandising service department is available to advertisers: use of Republican-Herald for program publicity; merchandising surveys on request; letters and bulletins to dealers at cost.

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MISSISSIPPI

Population 2,023,000

Number of Families 494,000 | Number of Radio Homes 207,000

Retail Sales $178,348,000 | Auto Registrations 171,000

W G R M

"VOICE OF NORTH MISSISSIPPI"

GRENADA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: P. K. Ewing. OPERATED BY: P. K. Ewing. BUSINESS ADDRESS: 500 Main St. PHONE: 222. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Fair Grounds 1½ Miles south of Grenada. TIME ON THE AIR: 6:30 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President.....P. K. Ewing, Sr.
General Manager.....P. K. Ewing, Jr.
Chief Announcer.....Chas. Walters
Chief Engineer.....C. A. Perkins

POLICIES

Beer advertising accepted. No whiskey advertising permitted.

Merchandising department contacts all local outlets for national advertisers, and assists in decorating windows, etc.

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W F O R

"THE VOICE OF SOUTH MISSISSIPPI"

HATTIESBURG—EST. 1928

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Forrest Broadcasting Company. OPERATED BY: Same. BUSINESS ADDRESS: 109 Walnut St. PHONE: 55. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Columbia Road. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: International News Service.

Personnel

President and General Manager.....Miles A. Metzger
Commercial Manager.....G. V. Land
Chief Announcer.....Lawrence Gibbs
Chief Engineer.....George W. Wilson, Jr.
President.....C. J. Wright
Commercial Manager.....C. J. Wright
Station Manager.....C. J. Wright
Chief Engineer.....C. H. Dyess

POLICIES

Does not accept liquor advertising.
Maintains a merchandising service.

REPRESENTATIVE

Burn-Smith Co.

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W J D X

"THE VOICE OF MISSISSIPPI"

JACKSON—EST. 1929

NATIONAL BROADCASTING COMPANY

FREQUENCY:1270 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Lamar Life Insurance Co. OPERATED BY: Lamar Life Insurance Co. BUSINESS ADDRESS: Lamar Life Bldg. PHONE: (Studio) 7416; Adv. Dept.) 7415; (Transmitter) 7716-J. STUDIO ADDRESS: Heidelberg Hotel. TRANSMITTER LOCATION: Highway No. 51. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 10:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....Wiley P. Harris
Commercial and Advertising Manager.....C. A. Lacy, Jr.
Chief Announcer.....Maurice Thompson
Sales Manager.....Frank Gentry
Publicity Director.....Ralph Maddox
Musical Director.....Maurice Thompson
Chief Engineer.....P. G. Root

POLICIES

Only beer and light wines can be legally advertised in state.

Various types merchandising service provided clients at cost.

REPRESENTATIVE

George P. Hollingbery Co.

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W S L I

"THE FRIENDLY VOICE OF STANDARD LIFE"

JACKSON—EST. 1938

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Standard Life Insurance Co. OPERATED BY: Standard Life Insurance Co. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 4011. STUDIO ADDRESS: Same TRANSMITTER LOCATION: High at Larson St. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager ..... L. M Sepaugh
Commercial Manager ..... T. H. Lathrop
Merchandising Manager ..... F. E. Wilkerson, Jr.
Chief Announcer ..... Roy Pickett
Production Manager ..... Paul Goldman
Program Director ..... George Philp
Chief Engineer ..... Gail Benson

POLICIES

Merchandising: Complete cooperation with the client with a merchandising department is at the client's services.

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W A M L

LAUREL—EST. 1935

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: New Laurel Radio Station, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Central Ave. PHONE: 288. STUDIO ADDRESS: 312½ Central Ave. TRANSMITTER LOCATION: Washington Road. TIME ON THE AIR: 6:00 A.M to 7:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President ..... D. A. Matison
Station Manager ..... R. V. DeGruy
Commercial Manager ..... H. M. Smith
Program Director ..... Paul Wilson
Chief Engineer ..... A. A. Touchstone

POLICIES

Does not accept wine and liquor advertising. Beer accounts are accepted.

REPRESENTATIVE

Burn-Smith Co.

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W C O C

"DOWN IN OLD MAGNOLIA STATE"

MERIDIAN—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Mississippi Broadcasting Co., Inc. OPERATED BY: Mississippi Broadcasting Co., Inc. BUSINESS ADDRESS: Strand Bldg. PHONE: 1042. STUDIO ADDRESS: Strand Bldg. TRANSMITTER LOCATION: Highway 45. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager ..... D. W. Gavin

POLICIES

Liquor advertising not legal in Mississippi. Station accepts beer advertising.

Station prepared to handle any merchandising or special exploitation campaigns desired by sponsors over any or all of territory served by station

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W G C M

"THE VOICE OF MISSISSIPPI GULF COAST"

MISSISSIPPI CITY-(BILOXI-GULFPORT)—EST. 1929

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WGCM, Inc. OPERATED BY: WGCM, Inc. BUSINESS ADDRESS: Gulfport, Box 207; Biloxi, Buena Vista Hotel. PHONE: Gulfport 1111. STUDIO ADDRESS: Great Southern Golf Club, Mississippi City. TRANSMITTER LOCATION: Mississippi City. TIME ON THE AIR: Sunday, 8:00 A.M. to 10:00 P.M.; week days, 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: C. P MacGregor.

Personnel

President ..... P. K. Ewing
Vice-President ..... F. C. Ewing
Secretary-Treasurer ..... M. M. Ewing

REPRESENTATIVE

Burn-Smith Co.

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W Q B C

VICKSBURG

FREQUENCY: 1360 Kc. POWER: 1000 Watts. OWNED BY: Delta Broadcasting Co., Inc. OPERATED BY: Delta Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Vicksburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of Vicksburg. TIME ON THE AIR: Daytime. NEWSPAPER AFFILIATION: The Vicksburg Evening Post. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

Personnel

President ..... L. P. Cashman
Station Director ..... O. W. Jones
Chief Engineer ..... C. E. Drake

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MISSOURI

Population 3,989,000

Number of Families 1,072,000 — Number of Radio Homes 822,800

Retail Sales $946,125,000 — Auto Registrations 705,000

K F V S

CAPE GIRARDEAU—EST. 1925

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Oscar C. Hirsch. OPERATED BY: Same. BUSINESS ADDRESS: KFVS Radio Home, 324 Broadway. PHONE: 2104-5. STUDIO ADDRESS: KFVS Radio Home, 324 Broadway; Hotel Marquette. TRANSMITTER LOCATION: 3½ miles N.W. of Girardeau. TIME ON THE AIR: Shares time, day and evening, with WEBQ. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President-General Manager...Oscar C. Hirsch
Musical Director.....Virginia Bahn
Chief Engineer.....R. L. Hirsch

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

K F R U

"IN THE HEART OF MISSOURI"

COLUMBIA—EST. 1925

FREQUENCY: 630 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Star-Times Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 9th & Elm Sts. PHONE: 4141-2. STUDIO ADDRESS: 9th & Elm Sts. TRANSMITTER LOCATION: Campus Stephens College. TIME ON THE AIR: 6:00 A.M. to L. S. (Share night with WGBF.) NEWSPAPER AFFILIATION: Star-Times Pub. Co. (St. Louis). NEWS SERVICE: United Press and International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Elzey Roberts
Assistant Manager.....George Guyan
Station Manager.....C. L. Thomas
Commercial Manager.....Walter Weiler
Artists Bureau Head.....Wm. Haley, Jr.
Musical Director.....Foster Brown
Chief Engineer.....Robert Haigh

POLICIES

Do not accept hard liquor.

REPRESENTATIVE

Weed & Co.

K W O S

"THE NEWS AND TRIBUNE STATION"

JEFFERSON CITY—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tribune Printing Co. OPERATED BY: Tribune Printing Co. BUSINESS ADDRESS: 400 East Capitol Ave. PHONE: 4000-1. STUDIO ADDRESS: 400 East Capitol Ave. TRANSMITTER LOCATION: St. Mary's Blvd. TIME ON THE AIR: 6:30 A.M. to local sunset; Sunday, 8:30 A.M. to local sunset. NEWSPAPER AFFILIATION: Capitol News and Post Tribune. NEWS SERVICES: Associated Press (non-Commercial) and United Press. TRANSCRIPTION SERVICES: Standard Radio and World Broadcasting System.

Personnel

President.....R. C. Goshorn
Chief Announcer.....Randall Jessee
Station Manager.....Ben T. Weaver
Chief Engineer.....J. C. Haynes, Jr.

POLICIES

No stated special program policies.

Merchandising department furnishes such cooperation as personal calls and letters to dealers, dealer and market surveys, preparation of dealer displays and newspaper publicity and other forms of merchandising.

REPRESENTATIVE

Weed & Company

W M B H

JOPLIN—EST. 1927

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Joplin Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 401 Main St. PHONE: 330-1-2. STUDIO ADDRESS: 401 Main St. TRANSMITTER LOCATION: 1334 Roosevelt. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library MAINTAINS ARTISTS' BUREAU.

Personnel

President-Station Manager.....D. J. Poynor
Chief Announcer.....J. Chas. McIntire
Assistant Manager.....Everette Smart

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Sales Manager.....W. H. Clark
Production Manager.....Bruce Quisenberry
Chief Engineer.....Stewart Parsons

POLICIES

Liquor advertising accepted after 9:30 P.M. only. Has carried no foreign language programs.

REPRESENTATIVE

Sears & Ayer

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KCMO

"KANSAS CITY, MISSOURI"

KANSAS CITY—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 watts. (C.P. for 1000 Watts, unlimited time on 1450 Kc.) OWNED BY: KCMO Broadcasting Co. OPERATED BY: KCMO Broadcasting Co. BUSINESS ADDRESS: Commerce Trust Bldg. PHONE: VI-2647. STUDIO ADDRESS: Commerce Trust Bldg. TRANSMITTER LOCATION: Commerce Trust Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....T. L. Evans
General Manager.....Larry Sherwood
Sales Manager.....Jack Neil
Production Manager.....Robert Grey
Chief Engineer.....Loyd Sigmon

POLICIES

No hard liquor advertisements accepted. No foreign language programs accepted unless accompanied by English translation. No program of political philosophy accepted contrary to the Constitution of the United States.

Special merchandising features are given with accounts, consistent with contract and product, at cost.

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KITE

"THE FRIENDLY FARMER STATION"

KANSAS CITY—EST. 1934

FREQUENCY: 1530 Kc. POWER: 1000 watts. OWNED BY: First National Television, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Fidelity Bldg. PHONE: Harrison 5818 STUDIO ADDRESS: Fidelity Bldg. TRANSMITTER LOCATION: 86th & Summit Sts. TIME ON THE AIR: 5:00 A.M. to 1:00 A.M.: Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Vice President and General Manager.....D. E. "Plug" Kendrick
Chief Engineer.....Paul Hauck

KITE KANSAS CITY, MISSOURI

is "The Friendly Farmer Station"

D. E. "PLUG" KENDRICK
Vice Pres.-Gen. Mgr.

Radio Station KITE

William G. Rambeau Company
National Representatives

FIRST NATIONAL TELEVISION, INC. • FIDELITY BUILDING • KANSAS CITY, MISSOURI

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POLICIES

No special restrictive policies.

Merchandising and research department will supply data on coverage and market relating to radio advertising campaigns and plans for merchandising radio advertising campaigns.

REPRESENTATIVE

William G. Rambeau Co.

K M B C

"TO KEEP IN TOUCH WITH THE TIMES, KEEP TUNED TO KMBC"

KANSAS CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 950 Kc. POWER: 5000 Watts, d.; 1000 Watts n. OWNED BY: Midland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Pickwick Hotel, 10th & McGee St. PHONE: Harrison 2650. STUDIO ADDRESS: Pickwick Hotel, 11th floor. TRANSMITTER LOCATION: 50th & Belinder Rd. TIME ON THE AIR: 5:30 A.M. to 12:03 A.M.; Sunday, 7:30 A.M. to 12:03 A.M. NEWS SERVICES: Transradio Press. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Program Library, NAB Public Domain Library.

Personnel

President and General Manager ..... Arthur B. Church
Vice-President ..... Karl Koerper
Promotion Manager ..... M. F. Allison
Artists Bureau Head ..... J. W. McConnell
Director of Research ..... Mark N. Smith
Program Director ..... Stuart Eggleston
Sales Service Manager ..... Carter Ringlep
Director Natl. Program Sales ... Geo. E. Halley
Studio Director ..... Kenneth Krahl
News Editor ..... Erle H. Smith
Publicity Director ..... M. F. Allison
Musical Director ..... P. Hans Flath
Technical Supervisor ..... Ray Moler

POLICIES

No liquor advertising accepted. No foreign language programs; foreign constituent of radio audience is too small to be worthy of consideration. All programs subject to the approval of the management on the basis of good taste.

Merchandising: Two five-minute spots daily devoted to build-up of coming programs; in addition all unsponsored station breaks are given to publicity department for this purpose. Letters sent to manufacturer's distributors or jobbers in limited quantity. Personal sales calls also made to important buyers. Tire covers on Yellow Cabs also utilized to merchandise some commercials. One man employed for merchandising contacts and work of this nature almost exclusively. On Happy Kitchen and "Good Morning!" Farm Programs merchandising assistance includes a free display advertisement on the Kansas City Star and Kansas City Journal Post radio pages, and surveys with selected wholesale and retail dealers.

REPRESENTATIVE

Free & Peters, Inc.

(*See Page 292*)

W D A F

KANSAS CITY—EST. 1922

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 610 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Kansas City Star Co. OPERATED BY: Same. BUSINESS ADDRESS: 1729 Grand Ave. PHONE: Harrison 1200. STUDIO ADDRESS: 1729 Grand Ave. TRANSMITTER LOCATION: 83rd & Mission Rd, Johnson County, Kansas. TIME ON THE AIR: 6:00 A.M. to midnight; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Kansas City Star. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager ..... H. Dean Fitzer
Assistant Manager ..... V. S. Batton
Sales ..... R. Gardner Reames
Program Manager ..... Harry J. Kaufmann
Chief Engineer ..... Joseph A. Flaherty

POLICIES

No foreign language broadcasts; advertising of alcoholic beverages not accepted.

REPRESENTATIVE

Edward Petry & Co.

W H B

"WHERE HEADLINERS BEGIN"

KANSAS CITY—EST. 1922

MUTUAL

FREQUENCY: 860 Kc. POWER: 1000 Watts. OWNED BY: WHB Broadcasting Co. OPERATED BY: WHB Broadcasting Co. BUSINESS ADDRESS: Scarritt Bldg. PHONE: Harrison 1161. STUDIO ADDRESS: Scarritt Bldg. TRANSMITTER LOCATION: North Kansas City. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: Kansas City Journal-Post, Kansas City Daily Drovers' Telegram (farm newspaper). NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated, NAB Library recorded tunes.

Personnel

President ..... Donald Dwight Davis
Station Manager ..... John T. Schilling
Commercial Manager ..... D. D. Davis
Artists Bureau Head ..... Charles Lee Adams
Manager, Client Service Department, M. H. Straight
Program Director ..... Dick Smith
Publicity Director ..... Frank Barhydt
Musical Director ..... Andy Anderson
Librarian ..... Connie Lane
Chief Engineer ..... Henry E. Goldenberg

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THE ONLY STATION IN KANSAS CITY

...that offers so many reasons for the popularity KMBC enjoys among the two and one-third million radio listeners who daily buy and ***buy*** and BUY in our P.D.A. Some of the radio services which ***only*** KMBC provides in this Middle Western Mecca of Sales are shown here—there are many others. Perhaps most important of all is the fact that KMBC is the ***only*** station in Kansas City with an attractive array of Audience Tested, Selling Tested Programs ready for sponsorship NOW.

KMBC is the ONLY Kansas City station

...with a full time news editor who has metropolitan newspaper experience, Erle Smith—veteran of ten successful sponsorships!

...with an exclusive household economics director, Beulah Karney. Under her direction the KMBC Happy Kitchen annually makes happy many participating advertisers.

...to develop locally personalities and programs that have become famous nationally. Here is Caroline Ellis, now doing "Caroline's Golden Store" for General Mills. Others are Margaret and Gordon Munro, Easy Aces, Life on Red Horse Ranch, Happy Hollow, PHENOMENON.

KMBC
OF KANSAS CITY
The PROGRAM BUILDING and TESTING Station

Free & Peters, Inc., National Representatives
George E. Halley, Director National Program Sales,
400 Deming Place, Chicago

KMBC is the ONLY Kansas City station

originating regular coast-to-coast network programs.
The Texas Rangers with Tex Owens currently enjoy one of the highest CAB ratings of CBS sustaining shows. Sunday afternoons at 2:30, E. S. T.; Saturday nights at 6:45, E. S. T. in "Night Time on the Trail."

KMBC is the ONLY Kansas City station

which dramatizes its talent to the audience in a big variety show—is, in fact, the ***only*** station with the talent to produce such a show, Brush Creek Follies, broadcast Saturday nights; playing to S.R.O audiences, week after week.

KMBC is the ONLY Kansas City station

which maintains a consistent policy of covering public events of special public interest, and KMBC is the ***only*** station with a short wave car to broadcast news where it happens, when it happens. Above, City Manager McElroy and Mayor Smith officially open new Police Courts building on KMBC.

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POLICIES

Advertising of alcoholic beverages not accepted. Foreign language programs acceptable. Recommend only German, Italian, Spanish, French in this market. Commercial restrictions: No false or misleading claims; no disparagement of competitors nor their products; no lotteries; no appeals for funds (other than generally accepted worthy causes); no testimonials which cannot be authenticated; no advertising matter in bad taste or which station deems injurious or prejudicial to interests of public; commercial copy must not exceed 10½ minutes in hour program, 7½ minutes in three-quarter hour; 5½ minutes in half-hour; 3½ minutes in quarter-hour.

Merchandising features in connection with commercial programs: Station offers "UNIT PLAN" merchandising service which includes:

Classified listings of wholesale and retail outlets.

Mailing campaign on station letterheads (if desired).

Detailed cross section surveys of the retail trade.

Introduction of advertiser's salesmen to key buyers.

Arrangements for window displays.

Distribution of counter displays and cards.

Missionary work with sales outlets on advertising campaign.

Arrangement of auditions.

Station's publicity department publicizes programs through newspaper and trade publications as well as on sustaining broadcasts.

REPRESENTATIVE

Wythe Walker (Chicago)

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K W O C

POPLAR BLUFF—EST. 1938

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Don M. Lidenton and A. L. McCarthy. OPERATED BY: Randall Jessee. BUSINESS ADDRESS: 417 Vine St. PHONE: 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Poplar Bluff. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Randall Jessee
Advertising Manager.....Cliff Atkinson
Program Director.....Bill Bates
Chief Engineer.....Don Lidenton

POLICIES

Advertising of alcoholic beverages not accepted.

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K F E Q

ST. JOSEPH—EST. 1924

FREQUENCY: 680 Kc. POWER: 2500 Watts. OWNED BY: KFEQ, Inc. OPERATED BY: KFEQ, Inc. BUSINESS ADDRESS: Schneider Bldg. PHONE: 6-1314. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1102 Elwood St.. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWSPAPER AFFILIATIONS: St. Joseph News-Press and Gazette. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President.....Barton Pitts
Vice-President.....S. Ralph Douglas
Nat'l Advertising Manager..Glen G. Griswold
Program Director.....Harry Packard
Promotion Manager.....J. Ted Branson
Chief Engineer.....J. Wesley Koch

POLICIES

Accepts beer advertising, but does not accept the advertising of any other alcoholic beverage.

The Advertising and Merchandising Department will consider any special merchandising request and will co-operate with advertisers to the fullest extent possible.

REPRESENTATIVE

Kelly-Smith Company

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K F U O

"THE GOSPEL VOICE"

ST. LOUIS—EST. 1924

FREQUENCY: 550 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Evangelical Lutheran Synod of Missouri, Ohio and Other States. OPERATED BY: Board of Control of Concordia Seminary. BUSINESS ADDRESS: 801 DeMun. PHONE: Cabany 2499. STUDIO ADDRESS: 801 DeMun. TRANSMITTER LOCATION: Clayton. TIME ON THE AIR: Shares time.

Personnel

Station Manager.....Herman H. Hohenstein
Musical Director .....Herman H. Hohenstein
Chief Engineer.....Carl H. Meyer

POLICIES

Non-commercial station.

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K M O X

"THE VOICE OF ST. LOUIS"

ST. LOUIS—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1090 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: Mart Bldg. PHONE: Central 8240. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lemay Ferry and Baumgartner Rds. TIME ON THE AIR: 5:30 A.M. to 12:30 A.M.; Sunday, 7:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Associated Music.

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Personnel

General Manager. . . . . Merle S. Jones
Sales Manager. . . . . Kenneth W. Church
Program Director . . . . . Chester Renier
Sales Promotion Director. . I. Soulard Johnson
Publicity Director. . . . . Gerald Holland
Public Affairs Dept. Director. . . Jurien Hoekstra
Chief Engineer. . . . . Graham Tevis

POLICIES

Governed by CBS policies.

A-D-C Merchandising Plan includes movie trailers, special newspaper listing, courtesy announcements calling attention to program, window displays, trade journal publicity, presentations to dealers, letters to dealers, special promotions in stores, store displays, etc. Specialty work with dealers, or promotion work for a particular product, as distinguished from promotional work on the radio schedule, can be undertaken by station for the advertiser at actual cost.

REPRESENTATIVE

Radio Sales

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K S D

ST. LOUIS—EST. 1922

NBC (RED)

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pulitzer Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: 12th & Olive St. PHONE: Main 1111. STUDIO ADDRESS: Post-Dispatch Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Post-Dispatch. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICES: NBC Thesaurus, Lang-Worth.

Personnel

General Manager. . . . . George M. Burbach
Commercial and Sales
Manager. . . . . Edward W. Hamlin
Chief Engineer. . . . . Robert L. Coe

POLICIES

All broadcasting programs and announcements are subject to the approval of the station management. Station does not accept medical or liquor advertising.

REPRESENTATIVE

Free & Peters, Inc.

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K W K

ST. LOUIS—EST. 1927

MUTUAL—NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1350 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Thomas Patrick, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Chase. PHONE: Rosedale 3210. STUDIO ADDRESS: Hotel Chase. TRANSMITTER LOCATION: Baden. TIME ON THE AIR: Eighteen hours daily. NEWS SERVICE: United Press MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President. . . . . R. T. Convey
Sales Manager . . . V. E. Carmichael
Studio Supervisor. . . . . Ray Dady
Production Manager . . . . Layman Cameron
Chief Announcer. . . . . Allan Anthony
Sales Promotion Manager. . Robert M. Sampson
Program Director. . . . . John Tinnea
Publicity Director . . . . . Gene Kemper
Musical Director. . . . . Al Sarli
Continuity Chief . . . . . Claire Harrison
Chief Engineer. . . . . James Burke

POLICIES

Accepts all accounts which conform to local, state and Federal laws, and all laws of the FCC.

Has tie-in with St. Louis Globe-Democrat, receiving two hundred thirty-five lines per day, which is used to plug commercial features—local and network. Also a tie-in with group of community newspapers, receiving a total circulation of 250,000.

REPRESENTATIVE

Paul H. Raymer & Company

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K X O K

ST. LOUIS

FREQUENCY: 1250 Kc. POWER: 1000 Watts. OWNED BY: Star-Times Publishing Co. OPERATED BY: Star-Times Publishing Co. BUSINESS ADDRESS: Star-Ttimes Bldg., 12th & Delmar. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Venice, Ill. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sundays, 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: St. Louis Star-Ttimes. TRANSCRIPTION SERVICE: Associated. NAB Library.

Personnel

General Manager. . . . . R. V. Hamilton
Sales Manager. . . . . Walte E. Weiler

REPRESENTATIVE

Weed & Co.

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W E W

"THE STATION YOU'LL TUNE IN AGAIN"

ST. LOUIS—EST. 1921

FREQUENCY: 760 Kc. POWER 1000 watts. OWNED BY: St. Louis University. OPERATED BY: Same. BUSINESS ADDRESS: 3642 Lindell Blvd. PHONE: Franklin 5665. STUDIO ADDRESS: 3642 Lindell Blvd. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: In-

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ternational News Service. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library Music.

Personnel

Faculty Director.....W. A. Burk, S.J.
General Manager.....A. S. Foster
Program Manager.....Arthur T. Jones
Advertising Service Manager...Lloyd C. Smith
Publicity Director.....Lewis B. Hagerman
Musical Director.....Ralph Stein
Chief Engineer.....George Rueppel

POLICIES

Will accept liquor advertising but will not mention price.

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WIL

"THE MOST WELCOME SPOT ON THE DIAL"

ST. LOUIS—EST. 1922

FREQUENCY: 1200 Kc. POWER 250 Watts, d.; 100 Watts, n. OWNED BY: Missouri Brod. Corp. OPERATED BY: Same. BUSINESS ADDRESS: Melbourne Hotel, 3601 Lindell Blvd. PHONE: Jefferson 8403-4-5. STUDIO ADDRESS: Melbourne Hotel. TRANSMITTER LOCATION: 16th Floor (Roof) Melbourne Hotel. TIME ON THE AIR: 6:00 A.M. to 3:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor, NAB Library.

Personnel

President and General Manager.....Lester A. Benson
Vice-President .....Clarence W. Benson
Commercial Manager .....Edgar Shutz
Program Director.....Neil Norman
Continuity Chief.....David Pasternak
Public Relations Director.....Bill Durney
Publicity Director .....Bart Slattery
Musical Director .....Allister Wylie
Chief Engineer.....Chal H. Stoup

POLICIES

No liquor programs accepted (beer and wine—OK). No foreign language programs accepted. Copy restrictions: Spot announcements have 75 word limit, 15-minute programs have 400 word limit.

REPRESENTATIVE

Reynolds-Fitzgerald, Inc.

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KGBX

SPRINGFIELD—EST. 1924

NATIONAL BROADCASTING CO. (RED AND BLUE)

FREQUENCY: 1230 Kc. Power: 500 watts. OWNED BY: Springfield Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 6:45 A.M. to midnight. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus and World Broadcasting System.

Personnel

President.....Lester E. Cox
General Manager.....Ralph D. Foster
Business Manager.....C. Arthur Johnson
Promotion Manager.....Carl S. Ward
Musical Director.....Al Stone
Chief Engineer.....Fritz Bauer
National Sales Manager.....John E. Pearson
Production Director.....George E. Wilson
Chief Announcer.....Russ Davis
Program Director.....Terry Moss
Continuity Editor.....Ralph Nelms

POLICIES

Same as KWTO.

REPRESENTATIVE

Howard H. Wilson & Co.

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KWTO

"KEEP WATCHING THE OZARKS"

SPRINGFIELD—EST. 1933

FREQUENCY: 560 Kc. POWER: 5000 watts. OWNED BY: Ozarks Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 508 St. Louis. PHONE: 1360-1-2-3. STUDIO ADDRESS: 508 St. Louis. TRANSMITTER LOCATION: Bolivar Road. TIME ON THE AIR: 5:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Springfield Newspapers, Inc. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System and NBC Thesaurus.

Personnel

President and Station Manager.....Ralph D. Foster
Business Manager.....Arthur Johnson
Production Manager.....G. E. Wilson
Chief Announcer.....Russ Davis
National Sales Manager.....John E. Pearson
Local Sales Manager.....Gordon Wardell
Promotion Manager.....Carl S. Ward
Program Director.....Terry Moss
Continuity Editor.....Ralph Nelms
Chief Engineer.....Fritz Bauer

POLICIES

Offers reasonable merchandising service at no cost, i.e. contacting of retail outlets and wholesalers by phone; personal calls and letters. Where there is a large volume of this service to be done station will do it on actual cost basis. Merchandising also includes displays of lobby posters, placing of window cards and pre-announcements on the air, etc.

REPRESENTATIVE

Howard H. Wilson & Co.

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MONTANA

Population 539,000

Number of Families 142,000 — Number of Radio Homes 114,600

Retail Sales $189,457,000 — Auto Registrations 129,531

K G H L

BILLINGS—EST. 1928

NBC (RED AND BLUE)

FREQUENCY: 780 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Northwestern Auto Supply Co. OPERATED BY: Northwestern Auto Supply Co. BUSINESS ADDRESS: 5th and North Broadway. PHONE: 3121. STUDIO ADDRESS: 5th and North Broadway. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (daily); 9:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

Personnel

President and Station Manager . C. O. Campbell
Commercial Manager . . . . . Ed Yocum
Advertising Manager . M. B. Braunberger
Chief Announcer . . . T. W. Johnson
Publicity Director . . . . . Lear Mucoy
Musical Director . . . . . Julia Richards
Chief Engineer . . . . . Jeff Kiichli

POLICIES

Accepts wines and beer, no hard liquor.

Accepts foreign language programs of interest to any sizeable group in audience. Listeners are 99 per cent English, however.

Station will circularize trade, perform any other services within reason asked by client. All programs are publicized by station 24 hours and 12 hours before on air (new and old). Merchandising and promotion is largely determined by size of contract, policy being to keep special costs within 5 per cent of net dollar value of time purchase.

REPRESENTATIVE

The Katz Agency

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K R B M *

BOZEMAN—EST. 1938

FREQUENCY: 1340 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Robert McNab Co. OPERATED BY: Robert McNab Co. BUSINESS ADDRESS: Bozeman. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Bozeman. TIME ON THE AIR: Full Time License.

Personnel

Owner-General Manager . . . . . A. J. Breitbach
Owners . . . . Arthur L. Roberts—R. B. McNab

* Station was licensed to operate under a C. P. and no further information was available at time of going to press.

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K G I R

BUTTE—EST. 1929

NATIONAL BROADCASTING CO. — Z-NET

PACIFIC NORTHWEST COVERAGE GROUP

FREQUENCY: 1340 Kc. POWER: 5000 Watts d.; 1000 Watts, n. OWNED BY: KGIR, Inc. OPERATED BY: KGIR, Inc. BUSINESS ADDRESS: Butte. PHONE: 22-3-44. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Sunday, 9:00 A.M. to midnight; Week Days, 7:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: Standard Radio, Titan, Lang-Worth, NAB.

Personnel

Manager . . . . . Ed. B. Craney
Sales Manager . . . . . Clair Heyer
Musical Director . . . . . B. R. Sprague
Chief Engineer . . . . . Jack Nicholas
Program Director . . . . . Syd Lines

POLICIES

Liquor accounts accepted subject to station approval of copy. Patent medicine accounts not accepted. Local programs sold on 13 minute basis, provision being made for 100-word announcements on either end of period. Chainbreak announcements limited to 30 words.

Merchandising service rendered at cost.

REPRESENTATIVES

Gene Furgason & Co.

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K F B B

"ADVERTISING THAT SPEAKS FOR ITSELF"

GREAT FALLS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buttrey

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Broadcast, Inc. OPERATED BY: Buttrey Broadcast, Inc. BUSINESS ADDRESS: 300 Central. PHONE: 4377-8. STUDIO ADDRESS: 300 Central Ave. TRANSMITTER LOCATION: 4½ miles west of Great Falls. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. (daily), 9:00 A.M. to 10:00 P.M. (Sunday). NEWSPAPER AFFILIATION: Great Falls Tribune. NEWS SERVICES: Tribune News. TRANSCRIPTION SERVICE: Standard Library.

Personnel

President.....F. A. Buttrey
Station Manager.....Jessie Jacobsen
Commercial Manager.....Jessie Jacobsen
Advertising Manager.....Joe Wilkins
Chief Announcer.....John Alexander
Sales Manager.....Joe Wilkins
Continuity Chief.....Bill Tredway
Publicity Director.....Kemp Toole
Musical Director.....Bill Cane
Chief Engineer.....John Parker

POLICIES

No liquor advertising except beer.
No foreign language broadcasts.

REPRESENTATIVE

Weed & Company
Walter Biddick Co. (Los Angeles & Seattle)

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K P F A

"CAPITAL CITY STATION"

HELENA—EST. 1937

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Peoples Forum of the Air. OPERATED BY: Peoples Forum of the Air. BUSINESS ADDRESS: 1306 East 11th. PHONE: 857. STUDIO ADDRESS: 1306 East 11th. TRANSMITTER LOCATION: 1306 East 11th St. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Barclay Craighead
Station Manager.....K. O. MacPherson
Sales Manager.....Clair Heyer

POLICIES

Advertising of alcoholic beverages accepted. All broadcasting programs of every description are subject to the approval and censorship of the station's directors without objection or liability.

REPRESENTATIVE

Gene Furgason & Co.

K G E Z

"THE FRIENDLY STATION SERVING WESTERN MONTANA FROM KALISPELL"

KALISPELL—EST. 1927

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Donald C. Treloar. OPERATED BY: Same. BUSINESS ADDRESS: 203 — 1st Ave. E. PHONE: 32-332. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2¼ miles south on Highway No. 93. TIME ON THE AIR: 7:00 A.M. to 9:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

General Manager .....Donald C. Treloar

POLICIES

All advertising subject to station owner's approval.

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K G V O

"THE GARDEN CITY STATION"

MISSOULA—EST. 1931

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Mosby's, Inc. OPERATED BY: Mosby's, Inc. BUSINESS ADDRESS: 132 W. Front St. PHONE: 2155. STUDIO ADDRESS: 132 W. Front St. TRANSMITTER LOCATION: 4 miles west on Highway 10. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

Personnel

President and Station Manager....A. J. Mosby
Secretary-Treasurer.....Edna Mae Mosby
Commercial Manager.....Jack Burnett
Comptroller .....Harry Miller
Advertising Manager.....Nick Moriana
Artists Bureau Head.....Vernon McGahan
Chief Announcer.....H. J. McAllister
Sales Manager.....Fred Elsethagen
Program and Publicity
Director.....James Alden Barber
Musical Director.....Marguerite Hood
Merchandising Manager.....Marion Dixon
Traffic Manager.....Loretta Matthiesen
Chief Engineer.....Tom Atherstone

POLICIES

Advertising of alcoholic beverages and patent medicines not accepted.

No commercial copy may exceed 20% of time contracted for during daytime—15% evenings.

Station employs full time merchandising manager for servicing of national accounts.

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K G C X

WOLF POINT—EST. 1926

FREQUENCY: 1450 Kc. POWER: 1000 watts. OWNED BY: E. E. Kresbach. OPERATED BY: E. E. Kresbach. BUSINESS ADDRESS: Main and 4th St. PHONE: 102. STUDIO ADDRESS: Main and 4th St. TRANSMITTER LOCATION: Wolf Point. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, NBC Thesaurus.

Personnel

President.....E. E. Kresbach
Station and Commercial Manager.....Milton J. Severson
Chief Announcer and Publicity Director.....A. E. Richmond
Musical Director.....Adolph Jystad
Chief Engineer.....Harold Klempil

POLICIES

No restrictions on beer and wine.

No restrictions on foreign language accounts.

NEBRASKA

Population 1,364,000

Number of Families 352,000 — Number of Radio Homes 284,100

Retail Sales $359,757,000 — Auto Registrations 349,500

K M M J

CLAY CENTER—EST. 1925

"THE OLD TRUSTY STATION"

FREQUENCY: 740 Kc. POWER: 1000 Watts. OWNED BY: KMMJ, Inc. OPERATED BY: KMMJ, Inc. BUSINESS ADDRESS: Radio Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: C. P. Grand Island. TIME ON THE AIR: Sunday, 7:00 A.M. to local sunset; week days, 6:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Clay County Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, NAB Library.

KFAB MAIL FACTS

• **369%** increase in mail for month January, 1939 over January, 1938.

• **89%** of the mail response for January was COMMERCIAL!

• **1017** towns in 13 states; 53 towns in 5 provinces in Canada; 1 town in Puerto Rico, were represented in this ONE month's mail.

KFAB

Serving Nebraska and Her Neighbors, from Lincoln.

Personnel

Manager.....Randy Ryan

REPRESENTATIVE

Howard H. Wilson Co.

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K G F W

"THE MIDWAY STATION OF THE NATION"

KEARNEY—EST. 1928

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Central Nebraska Broadcasting Corp. OPERATED BY: Central Nebraska Broadcasting Corp. BUSINESS ADDRESS: South Central Ave. PHONE: 31551. STUDIO ADDRESS: South Central Ave.; Pathfinder Bldg., Grand Island. TRANSMITTER LOCATION: South Central Ave. TIME ON THE AIR: 6:00 A.M. to 10:30 P.M. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager and Chief Engineer...Walter M. Ely
Assistant Manager.....Fred Christensen

POLICIES

No advertising accepted for any alcoholic products.

REPRESENTATIVE

Cox and Tanz
Walter Biddick Co. (Pacific Coast)

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K F A B

"NEBRASKA'S MOST POWERFUL BROADCAST STATION"

LINCOLN—EST. 1924

CBS—CENTRAL STATES BROADCASTING SYSTEM

FREQUENCY: 770 Kc. POWER: 10,000 Watts. OWNED BY: KFAB Broadcasting Co. OPERATED BY: KFAB Broadcasting Co. BUSINESS ADDRESS: Hotel Lincoln. PHONE: B-3214. STUDIO ADDRESS: Hotel Lincoln. TRANSMITTER LOCATION: 17th St. and Holdredge. TIME ON THE AIR: 4:45 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: State Journal, Lincoln Star. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Frank D. Throop
General Manager.....Don Searle
Sales Manager.....Frank Pellegrin
Local Sales Manager.....W. Judson Woods
Chief Announcer.....Phil Weaver
Publicity Director.....Bruce Wallace
Program Director.....Lowell "Jiggs" Miller
Chief Engineer.....Mark Bullock

POLICIES

Does not broadcast for liquor accounts. No foreign language accounts.

Merchandising: A program is plugged extensively on the air for a week preceding its initial broadcast and from time to time thereafter. It will be mentioned on the Radio Calendar of station. A special audition of the initial program is held with all of the sponsor's employees in attendance. A station representative will be present to explain the aims of the program and to answer any questions which may arise. The employees can take advantage of this "advance showing" and pass the word along to their customers, advising them of the interesting program their company is sponsoring and urging them to listen. Promotion Department is ready at all times to work out special merchandising and exploitation with the sponsors.

All promotional stunts are designed to fit the sponsor, his product and the audience he is endeavoring to reach.

REPRESENTATIVE

The Katz Agency

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K F O R

"THE VOICE OF LINCOLN"

LINCOLN—EST. 1924

CBS—MUTUAL CENTRAL STATES BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Cornbelt Broadcasting Corp. OPERATED BY: Cornbelt Broadcasting Corp. BUSINESS ADDRESS: Hotel Lincoln. PHONE: B-3214. STUDIO ADDRESS: Hotel Lincoln. TRANSMITTER LOCATION: 4607 South 48th. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: State Journal, Lincoln Star. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Frank D. Throop
General Manager.....Don Searle
Sales Manager.....Frank Pellegrin
Local Sales Manager.....W. Judson Woods
Chief Announcer.....Phil Weaver
Program & Musical Director.....John Hanssen
Publicity Director.....Don Finlayson
Chief Engineer.....Mark Bullock

POLICIES

Does not broadcast liquor accounts nor foreign language accounts.

Merchandising: Station has a definite 7-Point Plus Plan which is automatically applied to all general rate accounts. Full details will be supplied on request.

REPRESENTATIVE

The Katz Agency

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W J A G

"WITH JOY AND GLADNESS"

NORFOLK—EST. 1922

FREQUENCY: 1060 Kc. POWER: 1000 Watts. OWNED BY: Norfolk Daily News. OPERATED BY: Norfolk Daily News. BUSINESS ADDRESS: 116 N. Fourth St. PHONE: 20. STUDIO ADDRESS: Hotel Norfolk. TRANSMITTER LOCATION: W. Koenigstein Ave. TIME ON THE AIR: 6:30 A.M. to local sunset; Sunday, 10:00 A.M. to local sunset. NEWSPAPER AFFILIATION: Norfolk Daily News. NEWS SERVICE USED: United Press and Associated Press.

Personnel

President.....Gene Huse
Station Manager.....Art Thomas
Program Director.....Russell Jensen
Chief Engineer.....Frank Weidenbach

POLICIES

All advertising subject to approval. Station does not guarantee time of announcement or announcer. No announcements between news items. Competitive announcements and programs must be separated by at least three minutes. Credit arrangements must be made in advance. Beer and liquor announcements are not accepted for the noon hour, on Sundays or close to children's or devotional programs. Station will not accept announcements concerning programs that are on other stations at the same time as WJAG. Station does not supply sound effects for announcements but will broadcast transcribed announcements. All announcements must be written in the third person and must conform with the rules of the FCC and the code of ethics of the NAB. Station will not accept announcements that attempt to disguise the

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fact. Station will not accept announcements of advertisers who are under investigation by the FTC, the Food and Drugs Administration or the Post Office. Station reserves the right to make schedule changes and cancellations for commercial contingencies as well as political or special event broadcasts. Station will supply on request special political broadcast regulations and also a list of forbidden words.

Merchandising: Station conducts individual merchandising campaign among the advertiser sales outlets; distributes counter cards and arranges window displays; conducts contests; etc. Publicity tie-up with the Norfolk Daily News.

REPRESENTATIVE

Howard H. Wilson Co.

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K G N F

"WESTERN NEBRASKA'S DEPENDABLE DAYTIME STATION"

NORTH PLATTE—EST. 1930

FREQUENCY: 1430 Kc. POWER: 1000 Watts. OWNED BY: Great Plains Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1521 W. 12th. PHONE: 132. STUDIO ADDRESS: 1521 W. 12th. TRANSMITTER LOCATION: 1521 W. 12th. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

APRIL 30

Check this date on your calendar NOW!

COLUMBIA BASIC GOES KOIL!

A new holiday for the Omaha area and YOU!

APRIL 30

Personnel

President and Station Manager ..... W. I. LeBarron
Secretary-Treasurer ..... J. T. LeBarron
Chief Engineer ..... J. B. Eaves

POLICIES

Liquor advertising not accepted.

Merchandising aids through regular column in local newspaper and advance spot publicity campaigns.

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K O I L

OMAHA—EST. 1925

NBC (Blue)—MUTUAL

FREQUENCY: 1260 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Central States Broadcasting Co. OPERATED BY: Central States Broadcasting Co. BUSINESS ADDRESS: Omaha. PHONE: Jackson 7626. STUDIO ADDRESS: Omaha Nat. Bank Bldg. TRANSMITTER LOCATION: Council Bluffs, Iowa. TIME ON THE AIR: 6:30 A.M. to midnight. NEWSPAPER AFFILIATION: Lincoln Star & Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President ..... Frank Troup
General Manager ..... Don Searle
Sales Manager ..... Frank Pellegrin
Acting Program Director ... Howard Hughes
Merchandising Manager ... R. Bruce Wallace
Chief Engineer ..... Mark Bullock

POLICIES

No stated special commercial program restrictions.

Merchandising: Station has a definite 7-Point Plus Plan which is automatically applied to all general rate accounts. Full details will be supplied on request.

REPRESENTATIVE

The Katz Agency

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W A A W

OMAHA—EST. 1922

FREQUENCY: 660 Kc. POWER: 500 Watts. OWNED BY: World Publishing Co. OPERATED BY: World Publishing Co. BUSINESS ADDRESS: 7th Floor Omaha Grain Exchange Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Northwest of Omaha. TIME ON THE AIR: Daytime. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Co-Managers ..... F. E. Shoppen—W. F. Myers
Program Director ..... W. G. Goodrich
Assistant Manager ..... James C. Douglass
Commercial Manager ..... James Acuff

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POLICIES

Station offers a merchandising plan on a cooperative basis.

REPRESENTATIVE

William G. Rambeau Co.

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W O W

"YOUR VOICE OF THE AIR"

OMAHA—EST. 1923

NBC (Basic Red)

CORNBELT WIRELESS NETWORK

FREQUENCY: 590 Kc. POWER: 5000 watts. OWNED BY: Woodmen of the World Life Insurance Society. OPERATED BY: Woodmen of the World Life Insurance Society. BUSINESS ADDRESS: Insurance Bldg. PHONE: Jackson 6844. STUDIO ADDRESS: Insurance Bldg. TRANSMITTER LOCATION: 56th and Kansas Ave. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus NAB Recorded Library.

Personnel

President.....De E. Bradshaw
Personnel Director.....William Reuss
Station Manager.....John J. Gillin, Jr.
Program Manager & Chief Announcer.....Harry Burke
Promotion Manager.....Howard O. Peterson
Publicity Director.....Bill Wiseman
News Editor.....Foster May
Production Manager.....Lyle De Moss
Chief Engineer.....Wm. J. Kotera

POLICIES

Does not accept liquor advertising nor foreign language accounts.

Station has a monthly publication devoted to advertisers and programs, and distributed to listeners. This eight-page publication "Radio News Tower" has a large paid net circulation.

Station has facilities to handle all types of merchandising cooperation.

REPRESENTATIVE

John Blair & Company

•

K G K Y

SCOTTSBLUFF—EST. 1930

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Hilliard Co., Inc. OPERATED BY: Hilliard Co., Inc. BUSINESS ADDRESS: 1517½ Broadway. PHONE: 856. STUDIO ADDRESS: 1517½ Broadway. TRANSMITTER LOCATION: Scottsbluff. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

Personnel

President and Station Manager...L. L. Hilliard
Advertising Manager.....R. M. Stewart
Chief Announcer.....Al Mehling
Publicity Director.....Bill Walter
Chief Engineer.....Harlan Morrison

POLICIES

Beer advertising accepted. Foreign language accounts accepted (German).

Assists advertisers in any reasonable merchandising venture.

NEVADA

Population 101,000

Number of Families 30,000 — Number of Radio Homes 28,500

Retail Sales $43,932,000 — Auto Registrations 31,500

K O H

"THE VOICE OF NEVADA"

RENO—EST. 1930

COLUMBIA BROADCASTING SYSTEM
CALIFORNIA RADIO SYSTEM

FREQUENCY: 1380 Kc. POWER: 500 watts. OWNED BY: The Bee, Inc. OPERATED BY: McClatchy Broadcasting Co. BUSINESS ADDRESS: 440 N. Virginia. PHONE: 5106-7. STUDIO ABDRESS: 440 N. Virginia. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: McClatchy Newspapers. NEWS SERVICES: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus and NAB Library.

Personnel

Vice-President.....G. C. Hamilton
Business Manager.....Howard Lane
Station Manager.....Wallie D. Warren
Chief Announcer.....Merrill Inch
Chief Engineer.....Hewitt Kees

POLICIES

Does not accept hard liquor advertising, only light wines and beers. No foreign language programs.

Merchandising: Station supports a complete merchandising department and is sufficiently staffed to conduct complete surveys of all merchandise outlets and care for displays and stimulate general good will toward the advertised product in the eyes of all outlets.

REPRESENTATIVE

Paul H. Raymer Company

www.americanradiohistory.com

NEW HAMPSHIRE

Population 510,000

Number of Families 136,000 — Number of Radio Homes 124,400

Retail Sales $152,583,000 — Auto Registrations 100,700

W L N H

"FRIENDLY VOICE OF NEW HAMPSHIRE"

LANCONIA—EST. 1922

MUTUAL—COLONIAL AND YANKEE NETWORKS

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Northern Broadcasting Co. OPERATED BY: Northern Broadcasting Co. BUSINESS ADDRESS: Masonic Temple Bldg. PHONE: 501. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brigham St. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Yankee Network News. Member of the Yankee Network Artists Bureau.

Personnel

President.....Malcolm Jenney
General Manager.....Edward J. Lord
Chief Announcer.....Sherwin Greenlaw
Chief Engineer.....Kenneth A. Taylor

POLICIES

Liquor advertising, subject to the approval of the New Hampshire Liquor Commission. No foreign language accounts accepted.

All merchandising features available at minimum cost.

REPRESENTATIVE

Weed & Company

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W F E A

MANCHESTER—EST. 1932

NBC (OPTIONAL BLUE AND RED)—YANKEE AND COLONIAL NETWORK

FREQUENCY: 1340 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: N. H. Broadcasting Co. OPERATED BY: N. H. Broadcasting Co. BUSINESS ADDRESS: Carpenter Hotel. PHONE: 7970-7520. STUDIO ADDRESS: Carpenter Hotel. TRANSMITTER LOCATION: Merrimack. TIME ON THE AIR: (daily) 8:00 A. M. to Midnight; Sunday 8:45 A.M. to Midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President.....Henry P. Rines
Manager.....C. G. H. Evans
Sales Manager.....L. F. Smith
Publicity Director.....A. Soutar
Chief Engineer.....V. H. Chandler

POLICIES

Accept no "hard liquor" accounts; does accept beer and foreign language accounts.

Restrict use of medicinal copy.

REPRESENTATIVE

Weed & Company

•

W H E B

"THE NATIONAL CHANNEL STATION THAT SERVES THE NORTHEAST'S COUNTRYSIDE"

PORTSMOUTH—EST. 1932

FREQUENCY: 740 Kc. POWER: 250 Watts. OWNED BY: Granite State Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 39 Congress St. PHONE: 2670-1. TRANSMITTER LOCATION: Newington. TIME ON THE AIR: 7:00 A.M. to one hour after local sunset; Sunday, no commercial schedule. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor. MAINTAINS ARTISTS BUREAU.

Personnel

President.....H. J. Wilson
Treasurer.....J. H. Wilson
Manager.....H. C. Wilson
Artists Bureau Head.....Wm. Elliott
Chief Announcer.....Donald Stevens
Musical Director.....V. E. Bennett
Chief Engineer.....Donald Stevens

POLICIES

Advertising of beer and liquor not accepted. No commercials are accepted on Sunday. Foreign language programs accepted.

Merchandising staff and facilities are available at advertiser's expense.

www.americanradiohistory.com

NEW JERSEY

Population 4,343,000

Number of Families 1,098,000 — **Number of Radio Homes 1,022,500**

Retail Sales $1,220,299,000 — **Auto Registrations 852,186**

W C A P

"THE VOICE OF CITY OF ASBURY PARK, NEW JERSEY, ONE OF AMERICA'S FOREMOST ALL-YEAR RESORT CITIES"

ASBURY PARK—EST. 1927

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: Radio Industries Broadcasting Co. OPERATED BY: Radio Industries Broadcasting Co. BUSINESS ADDRESS: 4 Convention Hall. PHONE: 1911-2955. STUDIO ADDRESS: 8, 10, 12 Convention Hall. TRANSMITTER LOCATION: Whitesville, N. J. TIME ON THE AIR: Shares time with WCAM and WTNJ. NEWS SERVICE: local news. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....George S. Ferguson
Station Manager.....V. N. Scholes
Commercial Manager.....D. Johanson
Technical Advisor.....Thomas F. Burley
Publicity Director.....William Cooper
Musical Director.....G. H. Scott
Chief Engineer.....Ernest G. Ruckle

POLICIES

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

W P G

"WORLD'S PLAYGROUND"

ATLANTIC CITY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1100 Kc. POWER: 5000 watts, OWNED BY: City of Atlantic City. OPERATED BY: City of Atlantic City. BUSINESS ADDRESS: Convention Hall. PHONE: 4-6538. STUDIO ADDRESS: Convention Hall. TRANSMITTER LOCATION: Airport. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Commercial Manager.....W. H. Appleby
Station Manager.....Norman Reed
Chief Announcer.....Ray Morgan
Musical Director.....Margaret Keever
Chief Engineer.....Earle Godfrey

POLICIES

Accept liquor advertising, and also handle foreign language accounts (Jewish and Italian).

Assist advertisers in obtaining dealers for their products, and also arrange for displays and circularizing, etc.

W S N J

"SERVING SOUTH JERSEY AND DELAWARE FROM BRIDGETON"

BRIDGETON—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Eastern States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Bridgeton. PHONE: Bridgeton 1600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President .....Howard S. Frazier
Station Manager .....Paul Alger
Commercial Manager .....Burt McKinnie
Publicity Director .....Fred Wood
Chief Engineer .....Russel Ely

POLICIES

Accepts beer accounts, but no wine or liquor. Italian foreign language programs only.

Station publishes its own weekly radio news sheet, 7500 free circulation. Arrangements made with local chain stores for distribution of WSNJ advertised products.

REPRESENTATIVE

Wellman Service

W C A M

CAMDEN—EST. 1926

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: City of Camden. OPERATED BY: Same. BUSINESS ADDRESS: City Hall. PHONE: 9000-907-4523. STUDIO ADDRESS: City Hall. TRANSMITTER LOCATION: Civic Center. TIME ON THE AIR: Shares time with WCAP and WTNJ. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

www.americanradiohistory.com

Personnel

Station Manager.....Frederick Caperoon
Program Director and Chief Announcer .....Robert Horn
Musical Director .....E. Nelson Layman
Chief Engineer .....C. E. Onens

POLICIES

Liquor advertising confined to companies having warehouses in New Jersey.

Two hours per week allotted to foreign language accounts.

Merchandising through Camden City and County Newspapers.

REPRESENTATIVE

Mack Radio Sales Co.

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W A A T

JERSEY CITY—EST. 1926

FREQUENCY: 940 Kc. POWER: 500 Watts. OWNED BY: Bremer Broadcasting Corp. OPERATED BY: Bremer Broadcasting Corp. BUSINESS ADDRESS: 50 Journal Square. PHONE: Journal Square 0716-7-8 and Rector 2-5878 and Market 3-0383. TIME ON THE AIR: 6:00 A.M. to 6:00 P.M. (E.S.T.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio. MAINTAINS ARTISTS BUREAU.

WHAT MAKES A STATION A GOOD STATION?

•

GOOD place on the dial (940 K.C.)

GOOD signal steength (received as well as any 50,000 watts)

GOOD market coverage (Metropolitan N. Y., Jersey City & Suburbs)

GOOD audience acceptance (just ask us to prove it)

And Most Important of All

YOU comparative cost (look at our rate card)

WAAT

JERSEY CITY

Personnel

President and General Manager.....Paul H. LaStayo
Program Director .....Gabrielle Haas
Chief Announcer .....Maurice Hart
Sales Manager.....A. B. Schillin
Publicity Director .....Orth Bell
Musical Director .....Fabe Nicholson
Chief Engineer .....Anthony Castellani

POLICIES

No foreign language or hard liquor advertising accepted. Light wine and beer advertising accepted.

No special merchandising features at present.

REPRESENTATIVE

Burn-Smith Co.

•

W H O M

"ON YOUR DIAL AT 1450"

JERSEY CITY—EST. 1930

FREQUENCY: 1450 Kc. POWER: 250 watts. OWNED BY: N. J. Broadcasting Corp. OPERATED BY: N. J. Broadcasting Corp. BUSINESS ADDRESS: 29 W. 57th St., New York City. PHONE: Journal Square 2; PLaza 3-4204, New York. STUDIO ADDRESS: 2870 Hudson Blvd.; 29 W. 57th St., New York City. TRANSMITTER LOCATION: Hoboken, N. J. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Press Radio Bureau. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Paul F. Harron
Station and Commercial Manager .....Joseph Lang
Program & Continuity Director.....West W. Willcox
Musical Director.....G. DeLuca
Office Manager.....Ida Mortenghi
Chief Engineer.....Allison Burnham

POLICIES

No hard liquor accepted. Wine and beers acceptable.

Specialize in foreign language programs.

Special merchandising department for all languages.

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W H B I

NEWARK—EST. 1922

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: May Radio Broadcasting Corp. OPERATED BY: May Radio Broadcasting Corp. BUSINESS ADDRESS: 100 Shipman St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Newark. TIME ON THE AIR: Part time.

Personnel

President-General Manager..James L. Shearer

REPRESENTATIVE

Burn-Smith Co.

www.americanradiohistory.com

W O R

"ONE OF AMERICA'S GREAT STATIONS"

NEWARK—EST. 1922

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 710 Kc. POWER: 50,000 Watts. OWNED BY: Bamberger Broadcasting Service. OPERATED BY: Same. BUSINESS ADDRESS: 131 Market St. PHONE: (Newark) Market 2-1212. (New York) PEnnsylvania 6-8383. STUDIO ADDRESS: 131 Market St., Newark and 1440 Broadway, N. Y. C. TRANSMITTER LOCATION: Carteret. TIME ON THE AIR: (daily) 6:30 A.M. to 1:35 A.M. (Sunday) 8:00 A.M. to 2:00 A.M. NEWS SERVICES: Transradio Press Service, Press Radio Bureau, General News Ticker (Sports). MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System; Complete facilities plus own recording equipment.

Personnel

President.....Alfred J. McCosker
Vice president and general manager.....Theodore C. Streibert
Vice president in charge of sales.....Frank Braucher
Director of program operations.....Julius F. Seebach, Jr.
Director of public relations and special features.....G. W. Johnstone
Chief Engineer.....J. R. Poppele
Director WOR Artists Bureau..Nat Abramson
Director of Sales Promotion.....Joe Creamer
Musical Director.....Alfred Wallenstein
Assistant Sales Manager...Eugene S. Thomas

POLICIES

Beer, wine and liquor advertising accepted subject to acceptability of the copy. Programs in foreign languages not accepted. Other restrictions include the right to eliminate all or parts of programs which station may consider contrary to its policy or interest.

REPRESENTATIVES

Paul A. Belaire, Boston, Mass.
Harold C. Higgins, Chicago, Ill.
Edward S. Townsend, San Francisco

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W B R B

"HOME TOWN STATION"

RED BANK—EST. 1935

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Monmouth Broadcasting Co. OPERATED BY: Monmouth Broadcasting Co. BUSINESS ADDRESS: 63 Broad St. PHONE: 980. STUDIO ADDRESS: 63 Broad St. TRANSMITTER LOCATION: 63 Broad St. TIME ON THE AIR: Divides time with WGBB—WGNY—WFAS. NEWS SERVICE: Local and country news gathered.

Personnel

President.....Thomas F. Burley, Jr.
Station Manager.....Lillian Mayhew
Commercial Manager.....V. N. Scholes
Chief Announcer.....Art Mayhew, Jr.
Musical Director.....Betty Huhn
Chief Engineer.....Robert Johnson

POLICIES

Beer and wine accepted; no hard liquor. All copy subject to station approval and FCC rules and regulations.

•

W T N J

TRENTON—EST. 1923

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: WOAX, Inc. OPERATED BY: WOAX, Inc. BUSINESS ADDRESS: 308 Commonwealth Bldg. PHONE: Trenton 8149. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lincoln Highway. TIME ON THE AIR: 7:00 A.M. to 10:30 A.M. and 5:00 P.M. to 8:00 P.M.; Saturday, 7:00 A.M. to 10:30 A.M. and 4:00 P.M. to 8:00 P.M.; Sunday, 5:00 P.M. to 8:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Associated.

POLICIES

Merchandising and advertising service available. Supporting Advertising will be arranged.

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W A W Z

"ARISE, GET THEE TO ZAREPHATH"
(I KINGS 17:9)

ZAREPHATH—EST. 1931

FREQUENCY: 1350 Kc. POWER: 1000 Watts, d.; 500 Watts, n. (C.P. 1000 Watts, n.). OWNED BY: Pillar of Fire Church. OPERATED BY: Same. BUSINESS ADDRESS: Zarephath. PHONE: Bound Brook 223. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Alma White College. TIME ON THE AIR: 6:00 A.M. to 9:00 A.M. and 6:00 P.M. to 7:30 P.M., Monday, Wednesday, Thursday and Friday; 7:45 A.M. to 8:45 A.M. and 6:00 P.M. to 7:30 P.M., Tuesday and Saturday; 6:00 A.M. to 9:00 A.M., 11:00 A.M. to 12:30 P.M., 3:00 P.M. to 4:30 P.M. and 7:00 P.M. to 8:30 P.M., Sunday. TRANSCRIPTION SERVICE: Makes own transcriptions, also uses Federal Government transcriptions.

Personnel

President.....Bishop Alma White
Co-Manager.....Rev. Arthur K. White
Station Manager.....Rev. Ray B. White
Musical Director.....Orland A. Wolfram
Chief Engineer.....N. L. Wilson

POLICIES

Non-commercial outlet.

www.americanradiohistory.com

NEW MEXICO

Population 422,000

Number of Families 102,000 — Number of Radio Homes 62,300

Retail Sales $88,751,000 — Auto Registrations 97,857

K G G M

"THE HIGH FIDELITY VOICE OF NEW MEXICO"

ALBUQUERQUE—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1230 Kc. POWER: 1000 Watts. OWNED BY: New Mexico Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kimo Theater Bldg. PHONE: 929-930. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East of town. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: World Broadcasting System and Standard Radio.

Personnel

President ..... N. M. Switzer
General Manager ..... Mike Hollander
Production Manager ..... Elmer Fondren
Merchandising Manager ..... C. E. Redman
Musical Director ..... George Thorne
Chief Engineer ..... Leonard Dodds

POLICIES

Does not accept liquor advertising.

Merchandising department furnishes fresh continuity for every announcement, spot and program continuity broadcast on this station, except where client insists upon repetition. Station through its merchandising department cooperates with sponsors in every phase of merchandising.

REPRESENTATIVE

Howard H. Wilson Co.

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K O B

"THE VOICE OF NEW MEXICO"

ALBUQUERQUE—EST. 1920

NBC (RED AND BLUE SUP.)

FREQUENCY: 1180 Kc. POWER: 10,000 watts. OWNED BY: Albuquerque Broadcasting Co. OPERATED BY: Albuquerque Broadcasting Co. BUSINESS ADDRESS: 424 W. Gold Ave. PHONE: 1180. STUDIO ADDRESS: 424 W. Gold Ave. TRANSMITTER LOCATION: Alameda. TIME ON THE AIR: 6:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press, Radio News Assoc. TRANSCRIPTION SERVICE: NBC Thesaurus, MacGregor & Sollie.

Personnel

President ..... T. M. Pepperday
Manager ..... Frank Quinn
Chief Engineer ..... Geo. S. Johnson

POLICIES

Advertising of alcoholic beverages not accepted, except beer and wine.

Foreign language programs; Spanish only, accepted; English translation must be used.

All merchandising co-operation desired by client will be rendered. Client is expected to pay whatever may be the actual cost of such special merchandising or exploitation.

REPRESENTATIVE

John G. Dale

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K L A H

"THE CAVERN CITY STATION"

CARLSBAD—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Jack Hawkins and Barney Hubbs. OPERATED BY: Jack Hawkins and Barney Hubbs. BUSINESS ADDRESS: Crawford Hotel. PHONE: 244. STUDIO ADDRESS: Crawford Hotel. TRANSMITTER LOCATION: Carlsbad. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager ..... Jack Hawkins
Commercial Manager ..... Lucille Nelson
Chief Announcer ..... Bill Sharpe
Chief Engineer ..... Harry Boehnemann

POLICIES

Accept liquor and wine, also accept Spanish language programs.

Offer any reasonable merchandise aid to advertisers.

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K I C A

"THE FRIENDLY VOICE OF THE PLAINS"

CLOVIS—EST. 1931

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Western Broadcasters, Inc. OPERATED BY: Western Broadcasters, Inc. BUSINESS ADDRESS: 412 Pile. PHONE: 3. STUDIO ADDRESS: 412 Pile. TRANSMITTER LOCATION: Hillcrest Park. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Radio News Ass'n, NEA. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and Station Manager.....Chas. C. Alsup
Commercial Manager.....Leon Womack
Advertising Manager.....Leon Womack
Chief Announcer.....Lyman Brown
Publicity Director.....Doris Williams
Program Director.....Neyland Inabnit
Musical Director.....Mrs. J. E. Alsup
Chief Engineer.....James Sims

POLICIES

Liquor advertising accepted. Foreign language not necessary in territory.

Station extends full merchandising cooperation.

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K A W M

"IN THE LAND OF ENCHANTMENT"

GALLUP—EST. 1937

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: A. W. Mills. OPERATED BY: A. W. Mills. BUSINESS ADDRESS: 1100 E. Aztec. PHONE: 19. STUDIO ADDRESS: 1100 E. Aztec. TRANSMITTER LOCATION: 1100 E. Aztec. TIME ON THE AIR: 7:30 A.M. to 8:00 P.M.

Personnel

Station Manager .....A. W. Mills
Commercial Manager.....Don Mills
Program Director.....Frances Dolan

POLICIES

No liquor advertisements accepted. Foreign language programs accepted.

Merchandising: billboards and weekly newspaper tie-up.

K W E W

"THE VOCAL ADVERTISING MEDIUM OF EASTERN NEW MEXICO"

HOBBS—EST. 1937

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: W. E. Whitmore. OPERATED BY: W. E. Whitmore. BUSINESS ADDRESS: Hobbs. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

General Manager.....W. E. Whitmore
Station Manager.....Ben Parker

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K G F L

"THE VOICE OF THE PECOS VALLEY"

ROSWELL—EST. 1927

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: KGFL, Inc. OPERATED BY: KGFL, Inc. BUSINESS ADDRESS: 502 W. 2nd St. PHONE: 288. STUDIO ADDRESS: 502 W. 2nd St. TRANSMITTER LOCATION: 511 W. 16th St. TIME ON THE AIR: 6:00 A.M. to 1:00 P.M. and 4:00 P.M. to 7:30 P.M. TRANSCRIPTION SERVICES: MacGregor and Solie.

Personnel

Station Manager.....W. E. Whitmore
Chief Announcer.....Bill Burck
Chief Engineer.....G. C. Farmer

POLICIES

No liquor advertising accepted.

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K R Q A

SANTE FE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: J. Laurance Martin. OPERATED BY: Sunshine Broadcasting System. BUSINESS ADDRESS: 750 Cerrillos Road. PHONE: 1456. STUDIO ADDRESS: 759 Cerrillos Road. TRANSMITTER LOCATION: 759 Cerrillos Road. TIME ON THE AIR: 7:00 A.M. to 2:00 P.M. and 4:30 P.M. to 9:30 P.M.; Sunday, 10:00 A.M. to 3:00 P. M. NEWS SERVICE: Transradio Press.

Personnel

Station Manager-Chief Engineer...J. L. Martin
Chief Announcer.....M. D. Marshall

POLICIES

Station reserves right to have complete control over all copy.

Merchandising: Complete cooperation in seeing that local representation is achieved; stock checks on display and quantity.

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NEW YORK

Population 12,959,000

Number of Families 3,372,000 — Number of Radio Homes 3,132,300

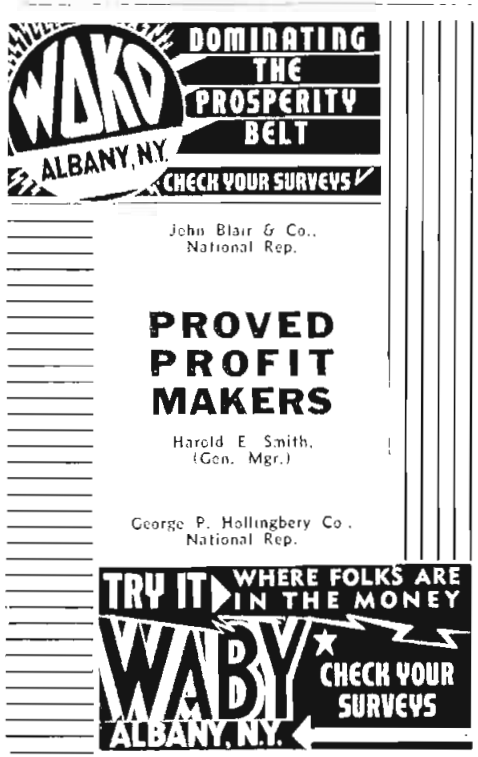
Retail Sales $4,749,708,000 — Auto Registrations 2,263,881

WABY

ALBANY—EST. 1934

NBC (Blue)

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Adirondack Broadcasting Co., Inc. OPERATED BY: Adirondack Broadcasting Co., Inc. BUSINESS ADDRESS: Radio Center. PHONE: 4-4194. STUDIO ADDRESS: Strand Theater Bldg. TRANSMITTER LOCATION: Colonie, N. Y. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Associated.



Personnel

General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson
Sales Manager.....Harry Goldman
Chief Engineer.....James A. Corey

POLICIES

Liquor advertising accepted subject to strict supervision of copy.

Merchandising through limited personal calls, telephone calls, letters to trade, spot announcements plugging program; releases publicity to newspapers.

REPRESENTATIVE

George P. Hollingbery Co.

WOKO

ALBANY—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: WOKO, Inc. OPERATED BY: WOKO, Inc. BUSINESS ADDRESS: Hotel Ten Eyck. PHONE: 4-4193. STUDIO ADDRESS: Hotel Ten Eyck. TRANSMITTER LOCATION: Central Ave. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Knickerbocker News. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth and NAB Library.

Personnel

President.....Raymond M. Curtis
General Manager.....Harold E. Smith
Assistant Manager.....Deuel Richardson

POLICIES

Liquor advertising not accepted.

Merchandising through limited personal calls and telephone calls on trade; letters to trade; spot announcements; publicity release to papers.

REPRESENTATIVE

John Blair & Co.

WMBO

"THE VOICE OF THE FINGER LAKES"

AUBURN—EST. 1927

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WMBO, Inc. OPERATED BY: WMBO, Inc. BUSINESS ADDRESS: 141 Genesee St. PHONE: 433 Studio

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—431 Transmitter. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: York and Division Sts. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATION: Auburn Citizen - Advertiser. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS BUREAU.

Personnel

President.....Roy L. Albertson
Station Manager.....Frederick L. Keesee
Commercial Manager.....F. L. Keesee
Publicity Director.....Dorothy Bolin
Chief Engineer.....Herbert House

POLICIES

Does not carry liquor accounts. Accepts foreign language accounts.

Merchandising aid through exploitation of programs and features over the station.

W N B F

"WHY NOT BINGHAMTON FIRST"

BINGHAMTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Howitt-Wood Radio Co. OPERATED BY: Cecil D. Mastin, Mgr. BUSINESS ADDRESS: Arlington Hotel. PHONE: Binghamton 2-3461. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cleveland & Stokes. TIME ON THE AIR: (Daily) 7:00 A.M. to 1:00 A.M.; (Sunday) 9:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press.

Personnel

President .....John C. Clark
General Manager.....Cecil D. Mastin
Sales Manager .....Harry Trenner
Advertising Manager .....Fred Dodge
Chief Announcer .....Tony Wheeler
Musical Director .....Elizabeth Lamb
Chief Engineer .....Lester H. Gilbert

POLICIES

Does not take any whiskey or liquor accounts and takes beer or wine accounts after 9 P.M. Maintains Slovak programs for six months in the year.

Merchandising: Station is fully equipped to assist in merchandising radio advertising programs.

REPRESENTATIVE

Harry Trenner, New York

W A R D

"THE INDEPENDENT METROPOLITAN STATION"

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: United States Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 427 Fulton St. PHONE: Triangle 5-3301. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Long Island City. TIME ON THE AIR: Shares time. MAINTAINS ARTISTS BUREAU.

Personnel

Station Manager .....Aaron Kronenberg
Program Director.....Franklin H. Small
Artists Bureau Head .....S. Medoff
Musical Director.....Samuel Medoff
Chief Engineer.....Abraham Haas

POLICIES

Accepts no liquor advertising. All other advertising subject to code of ethics of the National Association of Broadcasters.

Station maintains a merchandising staff.

REPRESENTATIVE

Crown Advertising Inc.

W B B C

"BROOKLYN'S OWN STATION"

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 Watts. OWNED BY: Brooklyn Broadcasting Corp. OPERATED BY: Brooklyn Broadcasting Corp. BUSINESS ADDRESS: WBBC Bldg., 552-554 Atlantic Ave. PHONE: TRiangle 5-6690. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Avenue X & East 70th. TIME ON THE AIR: Shares time with WARD, WLTH and WVFW. MAINTAINS AN ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

General Manager and Chief Engineer .....Peter Testan
Commercial Manager.....Arnold J. Jaffe
Program Director.....Bert Child

POLICIES

Merchandising: Advertisers are offered every assistance in establishing their product. Station sales department will advise and cooperate in dealer promotional campaigns.

W B B R

BROOKLYN—EST. 1934

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Peoples Pulpit Assn. OPERATED BY: Peoples Pulpit Assn. BUSINESS ADDRESS: 124 Columbia Heights. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Staten Island. TIME ON THE AIR: Shares time.

Personnel

Manager.....Andrew K. Wagner
Musical Director.....Carl Klein
Dramatic Director.....Max Freschel

POLICIES

Station is operated non-commercially and for the dissemination of Bible Truths. Non-political.

Musical programs are limited to accepted standard classics (Jazz is banned).

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WCNW

"THE FIRST STATION ON THE DIAL"

BROOKLYN—EST. 1928

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Arthur Faske. OPERATED BY: Same. BUSINESS ADDRESS: 846 Flatbush Ave. PHONE: Ingersoll 2-1500, 6000. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 180 Morgan Ave. TIME ON THE AIR: Shares day and evening with WWRL & WMBQ: 29 daytime hours per week; 16 night-time hours per week. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Christian Science Monitor.

Personnel

Owner . . . . . .Arthur Faske
General Manager. . . . . .L. W. Berne
Program Director . . . . . .Roger Wayne
Chief Announcer. . . . . .Ray Baker
Publicity Director . . . . . .J. Ringgold
Musical Director . . . . . .Roger Wayne
Chief Engineer . . . . . .Milton Meyerowitz

POLICIES

Foreign language programs accepted. Modified liquor advertising accepted.

Merchandising department maintained.

NBC RED NETWORK

WHEN YOU

tell

THE WBEN

AUDIENCE, YOU

sell

ALL BUFFALO

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NEW YORK STATE'S

SECOND MARKET

WLTH

"THE RADIO THEATRE OF THE AIR"

BROOKLYN—EST. 1925

FREQUENCY: 1400 Kc. POWER: 500 watts. OWNED BY: The Voice of Brooklyn, Inc. OPERATED BY: The Voice of Brooklyn, Inc. BUSINESS ADDRESS: 105 Second Ave., N. Y. C. PHONE: ORchard 4-1203-4-5. STUDIO ADDRESS: 105 Second Ave., N. Y. C. TRANSMITTER LOCATION: 2568 Flatbush Ave. TIME ON THE AIR: Quarter Schedule. NEWS SERVICE: Jewish Telegraphic Agency. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President and General Manager. . . . . .Samuel J. Gellard
Chief Announcer. . . Norman H. Warembud
Publicity Director. . . . . .Norman H. Warembud
Musical Director. . . . . Doris Webb
Chief Engineer . . . . . .John Temple

POLICIES

Specialize in Jewish programs. Advertising of alcoholic beverages accepted after 10:00 P.M.

Merchandising service. 500 of the leading grocery stores in Jewish neighborhoods organized under banner of WLTH to co-operate with food manufacturers. Station's merchandising men call daily on stores.

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WVFW

"VOICE OF THE VETERANS OF FOREIGN WARS"

BROOKLYN—EST. 1926

FREQUENCY: 1400 Kc. POWER: 500 watts. OWNED BY: Paramount Broadcasting Corp. OPERATED BY: Paramount Broadcasting Corp. BUSINESS ADDRESS: One Nevins St. PHONE: TRi 5-0313 TRi 5-2628. STUDIO ADDRESS: One Nevins St. TRANSMITTER LOCATION: Flatbush. TIME ON THE AIR. Shares time with WARD, WBBC and WLTH. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President . . . . . .Harold J. Burke
Managing Director . . . . Salvatore D'Angelo
Chief Announcer. . . . . .Frank Daniels
Musical Director. . . . . .L. Delson
Chief Engineer. . . . . .Hermann Florez

POLICIES

Liquor advertising not accepted.

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WBEN

BUFFALO—EST. 1930

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 900 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WBEN, Inc. OPERATED BY: WBEN, Inc. and The Buffalo Evening News. BUSINESS ADDRESS: Hotel Statler. PHONE: Cleveland 6400. STUDIO

www.americanradiohistory.com

ADDRESS: Hotel Statler. TRANSMITTER LOCATION: Martinsville. TIME ON THE AIR: 7:00 A.M. to midnight; Saturday, 7:00 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 12:00 midnight; 7:00 A.M. to 1:00 A.M. (Mon., Wed., Thurs. and Sat.). NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: Services of affiliated newspaper. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President.....Edward H. Butler
Station Manager.....Edgar H. Twamley
Vice-President.....A. H. Kirchhofer
Commercial Manager.....Clifford M. Taylor
Chief Announcer.....George Torge
Publicity Directors.....Rod Reed; Joe Haeffner
Musical Director.....Erwin Glucksman
Chief Engineer.....Ralph J. Kingsley

POLICIES

No liquor or wines. Will accept beer adv. in programs only—not in announcements. No foreign language accounts accepted.

Will do any type of merchandising at actual cost.

REPRESENTATIVE

Edward Petry & Co., Inc.

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WBNY

"THE STATION PEOPLE LIKE AT ALL HOURS"

BUFFALO—EST. 1935

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Roy L. Albertson. OPERATED BY: Roy L. Albertson. BUSINESS ADDRESS: 485 Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 185 East Engle St. TIME ON THE AIR: 7:00 A.M. to 8:30 A.M., 10:00 A.M. to 2:00 P.M. and 3:00 P.M. to 1:00 A.M.; Sundays, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

Personnel

Owner and General Manager.....Roy L. Albertson

POLICIES

Advertising of alcoholic beverages restricted to type and hour.

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WEBR

"BUFFALO'S FRIENDLY STATION"

BUFFALO—EST. 1924

NBC (Blue)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WEBR, Inc. OPERATED BY: Buffalo Evening News. BUSINESS ADDRESS: Broadcasting House, 23 W. North St. PHONE: Lincoln 7133. STUDIO ADDRESS: 23 W. North St. TRANSMITTER LOCATION: Larkin Terminal Bldg. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 midnight; (Sunday) 8:30 A.M. to midnight. NEWSPAPER AFFILIATION: Buffalo Evening News. NEWS SERVICE: News from newspaper affiliate. TRANSCRIPTION SERVICE: Standard Radio, NAB Library, Lang-Worth. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Edward H. Butler
Vice-President.....A. H. Kirchhofer
Station and Commercial Manager.....Hervey Carter
Program Director.....C. Robert Thompson
Continuity Editor.....Kenneth Thomas
Chief Announcer.....Peter Krug
Publicity Director.....Albert Zink
Production Manager.....Hamilton Woodle
Chief Engineer.....Lawrence Bailey

POLICIES

Polish and Italian programs carried prior to 12:00 noon. Transcriptions accepted at all hours.

Station does all incidental merchandising work at cost.

REPRESENTATIVE

Edward Petry & Co.

NEWS COMES FIRST

at

WBNY

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Buffalo's only independent station is noted for its quick, accurate coverage of all worldwide and local happenings of importance . . . full Transradio Press service provides many outstanding beats . . . all Western New York follows WBNY's newscasts.

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WBNY

Owned and Operated by
ROY L. ALBERTSON

485 Main Street Buffalo, N. Y.

www.americanradiohistory.com

W G R

BUFFALO—EST. 1922

MUTUAL-COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Buffalo Broadcasting Corp. OPERATED BP: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Bldg. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Tonawonda. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Buffalo Times (Scripps-Howard) Buffalo Courier Express. NEWS SERVICE: United Press-Buffalo Times. TRANSCRIPTION SERVICE: World Broadcasting System, Inc. Associated Music.

Personnel

Executive Vice-President . . . I. R. Lounsberry
Advertising Manager . . . . . A. F. Busch
Program Director . . . . . H. C. Rice
Sales Manager . . . . . Lewis H. Avery
Publicity Director . . . . . A. F. Busch
Chief Engineer . . . . . Karl B. Hoffman

POLICIES

Station maintains a merchandising department, the services of which are available to clients on a cost basis.

REPRESENTATIVE

Free & Peters, Inc.

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W K B W

BUFFALO—EST. 1925

MUTUAL—COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000 watts. OWNED BY: Buffalo Broadcasting Corp. OPERATED BY: Buffalo Broadcasting Corp. BUSINESS ADDRESS: Rand Building. PHONE: Washington 3100. STUDIO ADDRESS: Rand Bldg. TRANSMITTER LOCATION: Tonawonda. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Buffalo Times (Scripps-Howard) Buffalo Courier Express. NEWS SERVICES: United Press and Buffalo Times. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Music.

Personnel

Executive Vice-President . . . . I. R. Lounsberry
Program Director . . . . . Herbert C. Rice
Sales Manager . . . . . Lewis H. Avery
Publicity Director . . . . . A. F. Busch
Chief Engineer . . . . . Karl B. Hoffman

POLICIES

Station maintains a merchandising department, the services of which are available to clients on a cost basis.

REPRESENTATIVE

Free & Peters, Inc.

W S V S

BUFFALO—EST. 1925

FREQUENCY: 1370 Kc. POWER: 50 Watts. OWNED BY: Board of Education. OPERATED BY: Seneca Vocational High School. BUSINESS ADDRESS: Seneca Vocational High School. PHONE: Filmore 7190. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:30 A.M. to 10:00 A.M. and 2:00 P.M. to 3:00 P.M.

Personnel

Principal . . . . . Elmer S. Pierce
Station Manager . . . . . Lowell C. Kitchin
Chief Engineer . . . . . Paul J. Doddridge

POLICIES

Non-commercial station.

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W C A D

"VOICE OF THE NORTH COUNTRY"

CANTON—EST. 1924

FREQUENCY: 1220 Kc. POWER: 500 watts. OWNED BY: St. Lawrence University. OPERATED BY: St. Lawrence University. BUSINESS ADDRESS: Canton. PHONE: 276. STUDIO ADDRESS: Canton. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 12:30 to 1:30—3:00 to 4:00 (daily except Sunday). NEWS SERVICE: Christian Science Monitor.

Personnel

President . . . . . Dr. Laurens H. Seelye
Station Manager . . . . . H. K. Bergman
Chief Announcer . . . . . Robt. Frear
Musical Director . . . . . H. Wellington Stewart
Chief Engineer . . . . . Dr. Ward C. Priest
Radio Workshop Director . . . . Ruth Willard

POLICIES

Non-commercial station.

REPRESENTATIVE

Richard C. Ellsworth

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W E N Y *

ELMIRA—EST. 1939

FREQUENCY: 1200 Kc. POWER: 250 watts. OWNED BY: Elmira Star-Gazette Inc. OPERATED BY: Same. BUSINESS ADDRESS: Mark Twain Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elmira. NEWS AFFILIATION: Elmira Star-Gazette, Sunday Telegraph, Elmira Advertiser.

* Station licensed to operate under a C. P. and expects to complete construction by June, 1939.

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W E S G

ELMIRA—EST. (1921 as WEAI) 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 850 Kc. POWER: 1000 Watts. OWNED BY: Cornell University. OPERATED BY: Elmira Star Gazette, Inc. (Commercially). BUSINESS ADDRESS: Mark Twain Hotel. PHONE: 5959-5181. STUDIO ADDRESS: Mark Twain Hotel. TRANSMITTER LOCATION: Forrest Home, N. Y. TIME ON THE AIR: 7:15 A.M. to sundown (New Orleans). NEWSPAPER AFFILIATIONS: Elmira Star Gazette, Inc., Elmira Sunday Telegram, Elmira Advertiser (all Gannett). United Press and Associated Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....Dale L. Taylor
Commercial Manager.....Dale L. Taylor
Sales Manager.....Ernest Oliver
Program Director.....Hal Wagner
Publicity Director.....Glenn Williams
Musical Director.....Harry Springer
Chief Engineer.....True McLean

POLICIES

Does not accept wine, liquor or beer advertising. Foreign language accounts acceptable with English translations. No medicinal advertising that deals in bodily functions.

Station will render reasonable merchandising service on minimum 26-time program order; service includes calls on trade, trade letters, assistance to salesman.

REPRESENTATIVE

J. P. McKinney & Sons

W G B B

"LONG ISLAND'S BROADCASTING STATION"

FREEPORT—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: H. H. Carman. OPERATED BY: Same. BUSINESS ADDRESS: 44 S. Grove St. PHONE: Freeport 2418. STUDIO ADDRESS: 44 S. Grove St. TRANSMITTER LOCATION: 215 Bedell St. TIME ON THE AIR: Shares time with WBRB, WFAS, WGNY. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner and General Manager...H. H. Carman
Chief Announcer.....J. Dudley
Publicity Director.....A. Cheesman
Chief Engineer.....A. E. Granbacka

POLICIES

Continuity must be submitted with English translation for station approval on foreign language programs.

W J T N

"YOUR FRIEND AND NEIGHBOR"

JAMESTOWN—EST. 1936

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: James Broadcasting Co., Inc. OPERATED BY: James Broadcasting Co., Inc. BUSINESS ADDRESS: 208 Hotel Jamestown. PHONE: 7-151-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jones and Gifford Ave. TIME ON THE AIR: (daily) 7:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....Col. H. C. Wilder
Station Manager.....Bosil F. Blizzard
Manager.....Charles Denny
Sales Manager.....Simon Goldman
National Sales Manager.....Phil Hoffman
Program Director.....G. T. Callison
Chief Engineer.....Harold J. Kratzert

POLICIES

Beer and light wine advertising accepted. No hard liquor advertising accepted.

No restrictions on foreign language accounts.

Competent staff is available to completely merchandise any type of commercial program on request.

REPRESENTATIVE

Paul H. Raymer Company

W G N Y

"THE ONLY STATION BETWEEN NEW YORK AND ALBANY"

NEWBURGH—EST. 1933

FREQUENCY: 1210 Kc. POWER: 100 Watts. (C.P.: 1220 Kc., 250 Watts, d.) OWNED BY: Peter Goelet. OPERATED BY: Same. BUSINESS ADDRESS: 161 Broadway. PHONE: Newburgh 4600. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Cochecton Turnpike. TIME ON THE AIR: Part time schedule. NEWS SERVICE: Local news. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Director.....Peter Goelet
Commercial Manager.....T. F. Allen
Chief Engineer.....Irwin Moison

POLICIES

Foreign language commercials accepted, subject to approval of station management. All copy subject to station approval.

Merchandising: Will co-operate with advertiser in setting up any advertising campaign, using any medium in conjunction with radio.

W A B C

"THE KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM"

NEW YORK CITY—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 860 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System. OPERATED BY: Same. BUSINESS ADDRESS: 485 Madison Ave. STUDIO AD-

www.americanradiohistory.com

DRESS: 485 Madison Ave. and 799 Seventh Ave. TRANSMITTER LOCATION: Wayne Township, N. J. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M.; Saturday, 6:30 to 2:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated (Transcriptions to 9:00 A.M. only).

Personnel

Sales Manager — Arthur Hull Hayes
Sales Promotion Manager — Edwin Reynolds
Program Director — George Allen
Sales Representative — Marlo L. Bloom
Sales Representative — Robert C. Mayo
Sales Representative — Beverly M. Middleton

(For additional personnel see listing of Columbia Broadcasting System, Inc., under networks.)

POLICIES

For policies see listing of Columbia Broadcasting System, Inc., under networks.

REPRESENTATIVE

Radio Sales

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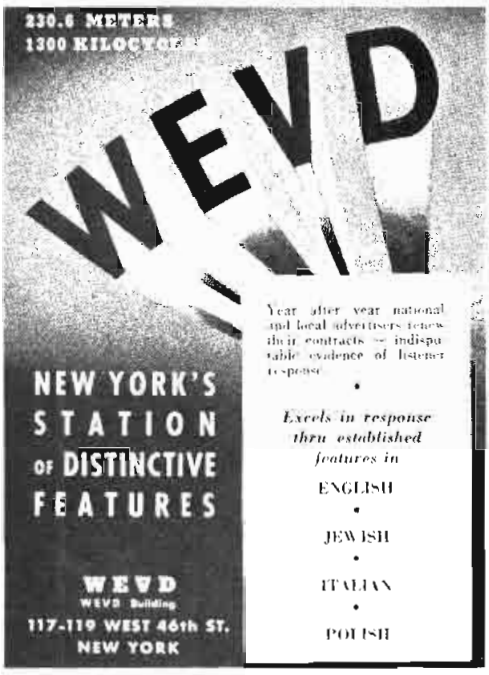
WBIL

NEW YORK—EST. 1937

FREQUENCY: 1100 Kc. POWER: 5000 watts. OWNED BY: Arde Bulova. OPERATED BY: International Broadcasting Corp. BUSINESS ADDRESS: 132 West 43rd St. PHONE: BRyant 9-6080. STUDIO ADDRESS: 132 W. 43rd St. TRANSMITTER LOCATION: Kearny, N. J. TIME ON THE AIR: 6:00-8:00 P.M.; (Sunday) 8:00-9:15 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth. MAINTAINS ARTISTS' BUREAU.



Personnel

General Manager — H. Kiczales
Program Director — John C. Schramm
Sales Manager — Ralph Nardella
Artists' Bureau Director — Syd Leipzig
Publicity Director — Adnan J. Flanter
Musical Director — Julio Occhibol
Chief Engineer — Robert E. Study

POLICIES

No hard liquor accounts. Foreign language programs restricted to Italian.

Merchandising: Merchandising and Promotion Department develops dealer cooperation through the supply of up-to-date retail grocery, food, and drug store outlets. Station also maintains a Publicity Department that makes every effort to secure publicity in trade magazines in the interest of advertisers and their retail outlets.

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WBNX

"THE STATION THAT SPEAKS YOUR LANGUAGE"

NEW YORK—EST. 1927

FREQUENCY: 1350 Kc. POWER: 1000 Watts. OWNED BY: WBNX Broadcasting Co., Inc. OPERATED BY: WBNX Broadcasting Co., Inc. BUSINESS ADDRESS: 260 E. 161 St. PHONE: Melrose 5-0333-4-5-6-7. STUDIO ADDRESS: 260 E. 161st St. TRANSMITTER LOCATION: Cliffside Park, N. J. TIME ON THE AIR: 9:00 A.M. to 6:00 P.M. and 7:30 P.M. to 12:00 midnight; Sunday, 9:00 A.M. to 11:00 A.M., 12:30 P.M. to 3:00 P.M., 4:30 P.M. to 7:00 P.M. and 8:30 P.M. to 12:00 Midnight. NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President — A. L. Haskell
Vice-President-General Manager — W. C. Alcorn
Secretary & Commercial Manager — W. I. Moore
Production Manager — Edw. Ervin
Program Director — Frank Johnson
Musical Director — Arno Arriga
Consult. Engineer — H. L. Wilson

POLICIES

Station specializes in foreign language programs.

Merchandising: Distribution of exclusive brochures and circulars containing comprehensive statistics concerning foreign populations the station serves. Figures showing population of each nationality, buying power of such populations, radio sets, mail response to established, current programs, etc.

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WEAF

NEW YORK—EST. 1922

KEY STATION NBC (RED)

FREQUENCY: 660 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza. PHONE: CIrcle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bellmore, Long Island. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: Press Radio.

PERSONNEL and POLICIES

Will Be Found Under NETWORKS

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WEVD

NEW YORK—EST. 1927

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: Debs Memorial Radio Fund. OPERATED BY: Same. BUSINESS ADDRESS: 117 W. 46th St. PHONE: Bryant 9-2360. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1335 Grand St., Bklyn. TIME ON THE AIR: 7:00 A.M. to 10:00 A.M., 12:00 noon to 6:00 P.M. and 8:00 P.M. to 4:00 A.M.; No schedule Monday night.

Personnel

Chairman of Board.....Adolph Held
Managing Director.....Henry Greenfield
Chief Announcer.....Gene King
Program Director.....George Field
Musical Director .....Nicholas Saslavsky
Chief Engineer .....Charles Brown

POLICIES

No stated special commercial program policies.

Renders merchandising service in foreign language field. Have trade contacts to promote disiribution.

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WHN

"DIAL 1010"

NEW YORK—EST. 1922

Special NBC Hookup

FREQUENCY: 1010 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Marcus Loew Booking Agency; OPERATED BY: Marcus Loew Booking Agency. BUSINESS ADDRESS: 1540 Broadway. PHONE: BRyant 9-7800. STUDIO ADDRESS: 1540 Broadway. TRANSMITTER LOCATION: Astoria, L. I. TIME ON THE AIR: 7:00 A.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music Publishers. MAINTAINS ARTISTS BUREAU.

Personnel

President.....Nicholas Schenck
Managing Director.....L. K. Sidney
Associate Director.....Herbert L. Pettey
Vice-President in Charge of Sales.....Bert Lebhar, Jr.
Artists Bureau Head.....Leo Cohen
Station Manager.....Frank Roehrenbeck
Program Director.....Fred Raphael
Production Manager.....Maurice Barrett
Comptroller.....Jacques Van Straten
Chief Announcer.....Russell Clancy
Publicity Director.....Al Simon
Musical Director.....Don Albert
Chief Engineer.....G. R. Windham

POLICIES

Does not carry foreign language programs.

REPRESENTATIVE

Edward Petry & Co.

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WHOM

(See Jersey City, N. J.)

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WINS

"W-I-N-S, WINS, NEW YORK"

NEW YORK—EST. 1924

COLONIAL—YANKEE

FREQUENCY: 1180 Kc. POWER: 1000 Watts. OWNED BY: Hearst Radio, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 110 East 58th St. PHONE: EL-5-6100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 6:30 A.M. to 2 hours after local sunset, E.S.T. NEWSPAPER AFFILIATIONS: New York Journal American, New York Daily Mirror. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated and Langlois & Wentworth.

THE
LITTLE STATION
with the
BIG AUDIENCES!

2,000,000 Jews
1,250,000 Italians
650,000 Germans
450,000 Poles

ALL WANTING TO
Listen to Their
Mother-Tongue
Programs on

WHOM

COVERS THE NEW YORK
METROPOLITAN AREA

Let's Show You *How* to
Increase Your Sales!

www.americanradiohistory.com

CROSSLEY, INC. REPORTS

WNEW first as local station!
WABC first as chain station!

—From Variety, June 22, 1938

WNEW

NEW YORK

ON THE AIR 24 HRS. A DAY

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Serving New York City and its environs
... the entire Metropolitan Trading Area

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1250 KILOCYCLES
2500 WATTS BY DAY—1000 WATTS BY NIGHT
STUDIOS—501 MADISON AVE., NEW YORK CITY

www.americanradiohistory.com

Personnel

Station Manager.....Carl Calman
Program Director.....Hazel Bower
Publicity and Continuity
Director .....Albert A. Grobe
Musical Director.....Louis Katzman
Production Manager and
Chief Engineer.....Robert Cotton
Chief Engineer.....George Herrick

POLICIES

Does not carry liquor or foreign language accounts. Programs close one week in advance of broadcast. Talks, programs, continuities, must be submitted at least one week in advance for review by Program Dept.

REPRESENTATIVE

International Radio Sales

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WJZ

NEW YORK—EST. 1921

KEY STATION NBC (BLUE)

FREQUENCY: 760 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 30 Rockefeller Plaza, N. Y. PHONE: CIrcle 7-8300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bound Brook, N. J. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M. (Sunday) 8:00 A.M. to 1.00 A.M. NEWS SERVICE: Press Radio News, United Press.

Personnel

and

POLICIES

Will Be Found Under NETWORKS

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WMCA

"NEW YORK CITY, AT THE TOP OF THE DIAL"

NEW YORK—EST. 1925

INTER-CITY BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Knickerbocker Broadcasting Co. OPERATED BY: Knickerbocker Broadcasting Co. BUSINESS ADDRESS: 1657 Broadway. PHONE: Circle 6-2200. STUDIO ADDRESS: 1657 Broadway. TRANSMITTER LOCATION: College Point, L. I. TIME ON THE AIR: 7:00 A.M. to 1:15 A.M. NEWS SERVICES: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President and Station Manager.Donald Flamm
V.-P. in Charge of Sales and General
Manager.....Don S. Shaw
Vice President-Counsel....William Weisman
Sales Promotion Manager.....Al Rose
Artists' Bureau Head.....Chas. Wilshin
Publicity Director.....Leon Goldstein
Musical Director.....Lee Grant
Chief Engineer.....Frank Marx

POLICIES

Will accept liquor advertising. Foreign language broadcasts not accepted. All advertising subject to station approval and to Federal, State or Municipal decisions, laws and regulations.

REPRESENTATIVE

Chicago Branch Office
J. M. Ward and G. B. McDermott

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WNEW

"SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY"

NEW YORK—EST. 1934

FREQUENCY: 1250 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Wodaam Corp. OPERATED BY: WBO Broadcasting Corp. BUSINESS ADDRESS: 501 Madison Ave. PHONE: Plaza 3-3300. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Carlstadt, N. J. TIME ON THE AIR: 24 hours a day, except Sunday and Monday. (Sunday) 10:00 A.M. to 12:30 P.M. and 6:30 to 9:00 P.M.; (Monday) 7:00 A.M. to 2:00 P.M. and 5:00 P.M. to 8:00 P.M. and 10:00 P.M. to Sunday morning at 7:00 A.M. NEWS SERVICE: Press Radio Bureau, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

Station Manager .....Bernice Judis
Sales Manager .....Herman Bess
National Sales Manager.....Walter Duncan
Artist Bureau Head .....Bernice Judis
Sales Promotion Manager.....Marvin Rae
Chief Announcer .....John Jaeger
Chief Engineer .....M. J. Weiner
Musical Director.....Merle Pitt
Acting Publicity Director.....Judy Depuy

POLICIES

No foreign language programs. No special restrictions except those of good taste and the FCC.

REPRESENTATIVE

Wm. G. Rambeau Company

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WNYC

"NEW YORK CITY'S OWN STATION"

NEW YORK—EST. 1924

FREQUENCY: 810 Kc. POWER: 1000 watts. OWNED BY: City of New York. OPERATED BY: Municipal Broadcasting System. BUSINESS ADDRESS: Municipal Bldg. PHONE: WOrth 2-5600. STUDIO ADDRESS: Municipal Bldg. TRANSMITTER LOCATION: Greenpoint, Bklyn. TIME ON THE AIR: 7:00 A.M. to sunset (Minn., Minn.). NEWS SERVICE: International News Service.

Personnel

Director.....M. S. Novick
Chief Announcer.....T. H. Cowan
Program Director.....Seymour N. Siegel

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Publicity Director . . . . . Richard Pack
Musical Director . . . . . Herman Neuman
Chief Engineer . . . . . Isaac Brimberg

POLICIES

Non-commercial station.

WOR

(See Newark, N. J.)

WOV

"THE VOICE OF THE FRIENDLY FAMILY"

NEW YORK—EST. 1926

FREQUENCY: 1130 Kc. POWER: 1000 watts. OWNED BY: International Broad. Corp. OPERATED BY: International Broadcasting Corp. BUSINESS ADDRESS: 132 W. 43rd St. PHONE: BRyant 9-6080. STUDIO ADDRESS: 132 W. 43rd St. TRANSMITTER LOCATION: Secaucus, N. J. TIME ON THE AIR: (daily) 8:00 A.M. to 6:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

General Manager . . . . . H. Kiczales
Program Director . . . . . John C. Schramm
Sales Manager . . . . . Ralph Nardella
Artist Bureau Director . . . . . Syd Leipzig
Promotion Director . . . . . Adrian J. Flanter
Musical Director . . . . . Julio Occhiboi
Chief Engineer . . . . . Robert E. Study

W M F F

N.B.C. Blue

Plattsburg
N. Y.

Serving the richest market in the great North Country.

Our many* home folks are responsive, ready, willing and able to buy!

AND PLEASE DONT OVERLOOK

Our friends . . . the countless thousands . . . from all over the world . . . who, **Winter** and **Summer** . . . come to enjoy the infinite pleasures of our vast Adirondack Playground. They're excellent customers, too!

May we show you how we cover this rich market so completely? And tell you how we cooperate with merchandising service?

We'd be glad to!

199 178 Listeners

Nat'l Rep., George P. Hollingbery

POLICIES

No hard liquors accounts. Foreign language programs restricted to Italian.

Merchandising and Promotion Departments develop dealer cooperation through the supply of up-to-date lists of retail grocery, food, and drug store outlets. Also is maintained a publicity department that makes every effort to secure publicity in trade magazines in the interest of advertisers and their outlets.

WQXR

"NEW YORK'S HIGH-FIDELITY STATION"

NEW YORK—EST. 1934

FREQUENCY: 1550 Kc. POWER: 1000 watts. OWNED BY: Interstate Broadcasting Co., Inc. OPERATED BY: Interstate Broadcasting Co., Inc. BUSINESS ADDRESS: 730 5th Ave. PHONE: COlumbus 5-6366. STUDIO ADDRESS: 730 Fifth Ave. TRANSMITTER LOCATION: 3104 Northern Blvd., Long Island City. TIME ON THE AIR: Full Time. LICENSE (81 hours weekly). NEWS SERVICE: Press Radio Bureau. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President . . . . . John V. L. Hogan
Station Manager . . . . . Elliott M. Sanger
Sales Manager . . . . . Norman S. McGee
Publicity Director . . . . . Dorothea Beckman
Musical Director . . . . . Eddy Brown
Chief Engineer . . . . . Russell Valentine

POLICIES

No foreign language programs.

All commercial announcements must be brief and restricted to good taste.

Merchandising: Facilities available to sponsors through novelty printed program booklet, mailed to subscribers.

REPRESENTATIVE

Joseph Hershey McGillura

WHDL

"SERVING THE HIGH GRADE OIL METROPOLIS OF THE WORLD"

OLEAN—EST. Tupper Lake, 1928; Olean, 1934

QUAKER STATE

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: WHDL, Inc. OPERATED BY: WHDL, Inc. BUSINESS ADDRESS: Main Office—601-619 Exchange National Bank Bldg. Branch office—Citizens Nat'l Bank Bldg., Bradford, Pa. PHONE: Bradford 6000; Olean 3300, 4666 and 7122. STUDIO ADDRESS: Exchange National Bank Bldg.; Citizens Nat'l Bank Bldg. Bradford; St. Bonaventure College, Allegany, N. Y.; Alfred University, Alfred. TRANSMITTER LOCATION: Allegany. TIME ON THE AIR: Full daytime (EST). NEWSPAPER AFFILIATION: Olean Times-Herald. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU.

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TRANSCRIPTION SERVICE: World Broadcasting System, Associated, NBC Thesaurus.

Personnel

President.....E. B. Fitzpatrick
Station Manager.....Thomas L. Brown
Advertising Manager.....Everett Thompson
Artists Bureau Head.....Albert De Luca
Chief Announcer.....Frederick G. Meyer, Jr.
Sales Manager (Bradford, Pa.)
Joseph McCleary
Musical Director .....John Fitzgerald
Chief Engineer.....Warren E. McDowell

POLICIES

Accepts no liquor, wine or beer advertising; accepts no laxative accounts; no contingent accounts; foreign language programs only on special occasions and at certain hours.

A merchandising and promotion department maintained.

REPRESENTATIVE

J. P. McKinney & Son

WMFF

"THE NORTH COUNTRY'S OWN STATION"

PLATTSBURG—EST. 1935

NBC—BLUE

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Plattsburg Broadcasting Corp. OPERATED BY: Plattsburg Broadcasting Corp. BUSINESS ADDRESS: Hotel Cumberland. PHONE: 802-3. STUDIO ADDRESS: Hotel Cumberland. TRANSMITTER LOCATION: Boynton Ave. TIME ON THE AIR: 7:45 A.M. to 12:00 Midnight; Sunday, 9:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU.

Personnel

President.....E. H. Bragg
Vice-President.....L. E. Bragg
Secretary-Treasurer.....George F. Bissell
Assistant Secretary.....B. W. Bissell
Station Manager.....George F. Bissell
Commercial Manager.....Frank Owens
Artists Bureau Head.....Ray Cameron
Chief Announcer.....Lyle Bosley
Sales Manager.....M. Learned
Publicity Director.....Lyle Bosley
Musical Director.....Kenneth Bell
Chief Engineer.....Jack Nazak

POLICIES

No special restrictive policies.

No merchandising service. Except that gratis service will be given to pre-announcements or brief previews of programs and telephone calls to dealers and/or distributors within local exchange limits.

REPRESENTATIVE

George P. Hollingbery Co.

DON'T TAKE A CHANCE

Buy Air Time on a Proven Station

In Rochester, It's WHAM

Only 50,000 *watt station between Schenectady and Cleveland.*

Look At The Proof →

Six of the nation's *First Ten Programs** are *WHAM* programs. With America's top flight radio entertainment—NBC Red and Blue—50,000 watts and a clear channel, WHAM can justifiably boast of its listener appeal.

*Radio Daily's Second Annual Popularity Poll

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WHAM

"THERE'S NOTHING FINER THAN A "STROMBERG-CARLSON"

ROCHESTER—EST. 1927

NATIONAL BROADCASTING CO.
(RED AND BLUE)

FREQUENCY: 1150 Kc. POWER: 50,000 watts. OWNED BY: Stromberg-Carlson. OPERATED BY: Stromberg-Carlson. BUSINESS ADDRESS: 111 East Ave. PHONE: Stone 1862-3-4. STUDIO ADDRESS: 111 East Ave. TRANSMITTER LOCATION: Victor. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Wesley M. Angle
Station Manager.....William Fay
Commercial Manager.....J. W. Kennedy, Jr.
Chief Announcer.....Jack Lee
Publicity Director.....Arthur Kelly
Musical Director.....Chas. Siverson
Chief Engineer.....John J. Long, Jr.

POLICIES

No liquor. No foreign language.

Merchandising through general assistance in calling on trade—circulating letters, etc.

REPRESENTATIVE

George P. Hollingbery Co.

(See page 319)

WHEC

"YOUR FRIENDLY STATION"

ROCHESTER—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WHEC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 40 Franklin St. PHONE: Stone 1320-1-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Read Blvd., Cold Water, N. Y. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWSPAPER AFFILIATION: Gannett Newspapers, Inc. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated Music Publishers.

Personnel

Vice-President.....Clarence Wheeler
General Manager.....Gunnar O. Wiig
Commercial Manager.....L. C. Wheeler
Assistant Secretary.....Mary F. Carroll
Traffic Manager.....Elizabeth Gledhill
Chief Engineer.....Maurice H. Clarke

POLICIES

No wine, beer or liquor. Foreign languages accepted up to certain percentage point of entire structure.

Merchandising: Direct mail, dealer contacts, counter displays. Maintains one full column in Democrat & Chronicle (morning) and Times Union (evening) newspapers.

REPRESENTATIVE

Paul H. Raymer Company

IN SYRACUSE **WFBL**

PROVES Its Building Power, ADVERTISERS SAY

The only test of radio advertising is in sales. Here's what a few WFBL advertisers say:

"Eight years of advertising on WFBL has convinced us of its value. More Syracuse men are wearing our hats than ever before."
—*Fred's Hat Shop.*

"Since we started using WFBL our sales have continually increased. Our Syracuse advertising will be WFBL *exclusively* again this coming year."
—*Sales Manager of Rem.*

"The effects of our WFBL advertising have been remarkable."
Rusterholtz and Rossell, Inc., Syracuse Chrysler dealers.

This is proof that WFBL advertising pulls and pays! Syracuse is a rich city, located in the heart of a rich agricultural district. It's an ideal testing point for a new product or a new merchandising plan. And WFBL is the most economical way to cover this market. For rates, time available, write,

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

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W S A Y

"ROCHESTER'S FRIENDLY STATION"

ROCHESTER—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Brown Radio Service & Laboratory. OPERATED BY: Same. BUSINESS ADDRESS: 300 Taylor Bldg. PHONE: Stone 702-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: Local news.

Personnel

Owner & General Manager..Gordon P. Brown
Commercial Manager.....M. Nusbaum
Chief Announcer.....Ed Wegman
Program Director.....Bob Webster
Musical Director.....Dick Hull
Chief Engineer .....Gordon P. Brown

POLICIES

Liquor not accepted. Foreign language programs limited to 3 minutes of copy in any 15 minute unit. Complete control and supervision retained by the station.

Merchandising service supplied to accounts at our cost.

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W N B Z

"VOICE OF THE ADIRONDACKS"

SARANAC LAKE—EST. 1937

(CHAMPLAIN VALLEY NET)

FREQUENCY: 1290 Kc. POWER: 100 Watts. OWNED BY: Smith and Mace. OPERATED BY: Smith and Mace. BUSINESS ADDRESS: 70 Broadway. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Christian Science Monitor. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Ray English
Program Director.....Ed Burgeni
Chief Engineer.....John Dowdell

POLICIES

Station assists the advertiser in any merchandising campaign conducted through local stores, etc.

REPRESENTATIVE

George P. Hollingbery Co.

•

W G Y

"MOST INVITED GUEST IN THE GREAT NORTHEAST"

SCHENECTADY—EST. 1922

NATIONAL BROADCASTING CO.

(BASIC RED)

FREQUENCY: 790 Kc. POWER: 50,000 Watts. OWNED BY: General Electric Co. OPERATED BY: Same. BUSINESS ADDRESS: 1 River Road. PHONE: 3-2121. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: South Schenectady. TIME ON THE AIR: 6:45 A.M. to 1:00 A.M. (daily). 9:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

President .....Gerard Swope
Station Manager.....Kolin Hager
Program Manager.....A. O. Coggeshall
Sales Promotion Director.....A. MacDonald
Artists Bureau Head.....Kolin Hager
Chief Announcer.....Chester Vedder
Publicity Director.....W. T. Meenam
Musical Director.....Gordon Randall
Chief Engineer.....W. J. Purcell

POLICIES

Policies of the National Broadcasting Co. apply.

REPRESENTATIVE

National Broadcasting Co., Inc.

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W F B L

SYRACUSE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1360 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Onondaga Radio Broadcasting Corp. OPERATED BY: Onondaga Radio Broadcasting Corp. BUSINESS ADDRESS: Onondaga Hotel. PHONE: 2-1147. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Syracuse. TIME ON THE AIR: Full time license. NEWS SERVICE: International News. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....S. Woodworth
Vice-President.....Robert G. Soule
Manager.....Charles F. Phillips

POLICIES

Merchandising service includes dealer contacts by mail and messenger; cooperation in the preparation of display material for local use and the distribution of such material.

REPRESENTATIVE

Free & Peters, Inc.

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W S Y U *

SYRACUSE

NBC (BLUE)

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Syracuse. STUDIO ADDRESS: Same.

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TRANSMITTER LOCATION: Same. TIME ON THE AIR: Operates on WSYR Time.

POLICIES

Station does not sell time.

* Operated by WSYR for exclusive use of Syracuse University.

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W S Y R

"THE VOICE OF CENTRAL NEW YORK"

SYRACUSE—EST. 1923

NATIONAL BROADCASTING CO.
MUTUAL

FREQUENCY: 570 Kc. POWER: 1000 watts. OWNED BY: Central New York Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 224 Harrison St. PHONE: 3-7111—0150. STUDIO ADDRESS: 224 Harrison St. TRANSMITTER LOCATION: Valley Drive. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated, C. P. MacGregor.

Personnel

President . . . . . Harry C. Wilder
Vice-President . . . . . Fred R. Ripley
National Sales Manager . . . . . Phil Hoffman
Artists' Bureau Head . . . . . Fred Jeske
Chief Announcer . . . . . Bill Rothrom
Publicity Director . . . . . Arnold Schoen
Merchandising Manager . . . . Nick Stemmler
Musical Director . . . . . Victor Miller
Chief Engineer . . . . . Armand Belle Isle

POLICIES

No liquor advertising—present only programs advertising beer and wine.

Merchandising department cooperating with all national and local advertisers to exploit programs. Service includes letters to distributors, pre-announcements, newspaper advertising, etc.

REPRESENTATIVE

Paul H. Raymer Company

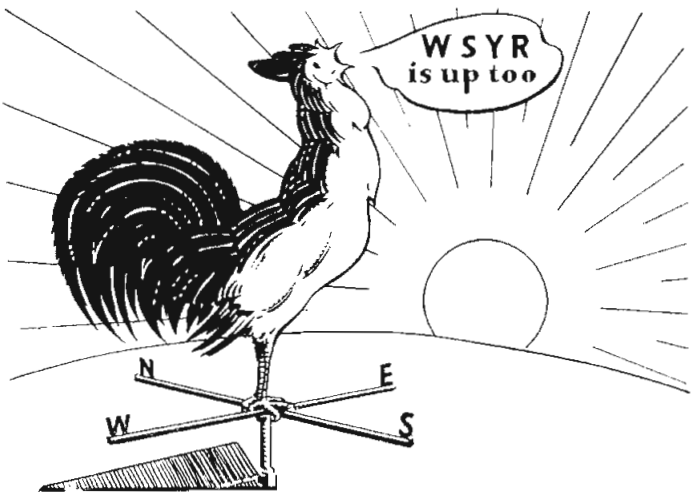
•

W H A Z

"LOCATED AT THE OLDEST SCHOOL OF ENGINEERING AND SCIENCE IN AMERICA"

TROY—EST. 1922

FREQUENCY: 1300 Kc. POWER: 1000 watts. OWNED BY: Rensselaer Polytechnic Institute. OPERATED BY: Rensselaer Polytechnic Insti-



At the Cross Roads of the Empire State

WSYR gets results in 400 cities and towns in one of the richest farming and industrial regions of the East.

570 kc. WSYR Syracuse, N. Y.

www.americanradiohistory.com

tute. BUSINESS ADDRESS: Troy. PHONE: Troy 6810. STUDIO ADDRESS: Troy. TRANSMITTER LOCATION: Troy. TIME ON THE AIR: 6:00 P.M. to midnight (Monday only).

Personnel

President.....Dr. W. O. Hotchkiss
Commercial Manager.....Miss M. Bounds
Chief Announcer.....R. W. Schmelzer
Station Manager.....W. J. Williams
Sales Manager.....W. C. Stoker
Publicity Director.....A. Olin Niles
Musical Director.....A. Olin Niles
Chief Engineer.....H. D. Harris

POLICIES

Does not accept liquor or foreign language accounts.

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WTRY *

TROY—EST. 1939

FREQUENCY: 950 Kc. POWER: 1000 Watts. OWNED BY: Troy Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Troy. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Personnel

Manager.....Fred R. Ripley
Program Director.....Al Parker

*Station was licensed to operate under a C. P. No further information available.

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WIBX

UTICA—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WIBX, Inc. OPERATED BY: Same. BUSINESS ADDRESS: First National Bank Bldg. PHONE: 2-2101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Schuyler St. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

President.....Scott H. Bowen
Commercial Manager.....A. W. Triggs
Program Director.....Elliott Stewart
Publicity Director.....Mason Taylor
Musical Director.....Walter Griswold
Chief Engineer.....Hubert M. Hathaway

POLICIES

Liquor and foreign language accounts accepted subject to station approval.

Merchandising: Via letters to trade, dealer contacts, window displays, theater lobby displays, personal contacts with retailers and wholesalers, also letters to listeners.

REPRESENTATIVE

John Blair & Co.

•

WFAS

"NEW YORK'S HEARTHSIDE"

WHITE PLAINS—EST. 1932

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Westchester Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Roger Smith Hotel. PHONE: White Plains 8353. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part Time Schedule. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Christian Science Monitor. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President-Managing Director....Frank A. Seitz
Treasurer-Artists' Bureau Head....Selma Seitz
Chief Announcer-Publicity Dir..Frank A. Seitz
Chief of Sports and Special Events..John Dillon
Musical Director .....Randall Kaler
Chief Engineer .....Harry C. Laubenstein

POLICIES

Advertising of alcoholic beverages accepted.

Merchandising: Classified surveys and business lists furnished at cost. Circular or mail tie-ins for sponsors and programs prepared upon request, and produced at cost.

FREE AIR?

(Not Quite!)

Still—

83.7% Coverage*

of

Westchester's *Half-Billion Dollar Market*

MAKES US THE NEXT THING TO IT!

WESTCHESTER
"New York's Hearthside"
Is Yours with
W-F-A-S
Hotel Roger Smith White Plains

*Survey on request.

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W W R L

"THE VOICE OF QUEENS COUNTY"

WOODSIDE—EST. 1926

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: L. I. Broadcasting Corp. OPERATED BY: L. I. Broadcasting Corp. BUSINESS ADDRESS: 41-30 58th St. PHONE: NEwtown 9-3300-1. STUDIO ADDRESS: 41-30 58th St. TRANSMITTER LOCATION: Woodside. TIME ON THE AIR: Part time schedule. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, World Broadcasting System.

Personnel

President and General Manager ..... W. H. Reuman
Commercial Manager ..... Frank R. Clarke
Advertising Manager ..... Walter H. Maier
Chief Announcer ..... Lou Cole
Publicity Director ..... Edith Dick
Musical Director ..... Edw. Feimer

POLICIES

Station will not accept any liquor accounts. Will accept foreign language accounts including German, Polish, Hungarian, Czechoslovakian, Italian. Translation must be furnished in advance for station approval. Recognized patent medicines accepted if copy conforms to station standards; all copy subject to approval of management.

Merchandising: Cooperate in any service requested, free of charge.

NORTH CAROLINA

Population 3,492,000

Number of Families 736,000 — Number of Radio Homes 408,600

Retail Sales $463,219,000 — Auto Registrations 446,807

W W N C

ASHEVILLE—EST. 1927

FREQUENCY: 570 Kc. POWER: 1000 Watts. OWNED BY: Asheville Citizen-Times Co., Inc. OPERATED BY: Asheville Citizen-Times Co., Inc. BUSINESS ADDRESS: 14 O'Henry Ave. (Citizens Times Bldg.). PHONE: 850. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Asheville. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight; Wednesday to 1:00 A.M. NEWSPAPER AFFILIATION: Asheville Citizen-Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Executive Director ..... Don S. Elias
Commercial Manager ..... John E. Thayer
Program Director ..... Ezra A. McIntosh
Chief Engineer ..... Cecil Hoskins

POLICIES

No liquor or wine advertising. Beer accounts sold on national rates. All religious programs cleared through local Ministerial Association.

No direct merchandising or brokerage of time.

REPRESENTATIVE

The Branham Co.

W B T

"THE SHOWMANSHIP STATION OF THE NATION"

CHARLOTTE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1080 Kc. POWER: 50,000 Watts. OWNED BY: Columbia Broadcasting System, Inc. OPERATED BY: Columbia Broadcasting System, Inc. BUSINESS ADDRESS: Wilder Bldg. PHONE: 3-7107. STUDIO ADDRESS: Wilder Bldg. TRANSMITTER LOCATION: 10 miles south of Charlotte. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M. (daily); 10:00 A.M. to 2:00 A.M. Sunday). NEWS SERVICE: United Press.

Personnel

President ..... Wm. S. Paley
Station Manager ..... Lincoln Dellar
Sales Manager ..... Royal E. Penny
Artists' Bureau ..... CBS, N. Y.
Program Director ..... C. H. Crutchfield
Publicity Director ..... William C. Mitcham
Musical Director ..... John McAllister
Chief Engineer ..... J. J. Beloungy

POLICIES

All policies of CBS, Inc., apply.

REPRESENTATIVE

Radio Sales

www.americanradiohistory.com

W S O C

CHARLOTTE—EST. 1933

NATIONAL BROADCASTING CO.
(Red and Blue)

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Radio Station WSOC, Inc. OPERATED BY: Radio Station WSOC, Inc. BUSINESS ADDRESS: Mecklenburg Hotel. PHONE: 7139, 7130, 6655. STUDIO ADDRESS: Mecklenburg Hotel. TRANSMITTER LOCATION: Mecklenburg Hotel. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 9:00 A.M. to midnight (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and Station Manager....E. J. Gluck
Commercial Manager.....W. C. Irwin
Chief Announcer.....Chas. G. Hicks
Sales Promotion Manager
(Adv. and Publ.).....Paul W. Norris
Musical Director.....Boe Norris
Chief Engineer.....L. L. Caudle

POLICIES

Liquor and foreign language accounts not accepted.

Build-up Announcements calling attention to start of new programs—no charge. Dealer Contacts—personal calls on local dealers to familiarize them with the planned campaign and to enlist their help—no charge. Dealer Mailings — usually used in conjunction with Dealer Contacts, mailings going to out-of-town dealers—postage is chargeable to client, no other charge. Wholesaler Contacts and Mailings—same as Dealer Contacts and Dealer Mailing to wholesale dealer. Publicity—Release of publicity stories throughout run of program on WSOC News Programs. Limited amount of newspaper publicity due to anti-radio attitude of Charlotte dailies. Program Listings in Charlotte Observer and Charlotte News (Sunday editions).

Surveys: Sales or Distribution—contacts with retail and wholesale dealers to determine comparative sales, rate of increase, etc.—no charge. Coincidental Telephone—phone contacts with listeners selected at random from telephone directory to determine comparative listening audience, listener reactions, etc. No charge if made by Merchandising Dept., regular rate if made by local branch Ross-Federal.

Direct Audience Merchandising: Window, Counter and Store Displays—WSOC Merchandising Dept. usually works with client's local representative on this, but can handle independently. No charge if displays are furnished by client. Displays placed outside Charlotte city limits subject to travel of 5c per mile. Theater Tie-in — WSOC maintains exchange service with all first-run Charlotte theaters for trailers and special promotions on pictures starring NBC radio personalities. No charge.

Special Promotions—at the request of client, WSOC will submit specialized promotion campaign for their product. Merchandising Dept. is equipped to carry out any type of campaign mapped out by client.

REPRESENTATIVE

Sears & Ayer

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W D N C

"FRIENDLY VOICE OF INDUSTRY AND EDUCATION"

DURHAM—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Herald-Sun Papers. OPERATED BY: Herald-Sun Papers. BUSINESS ADDRESS: Washington Duke Hotel. PHONE: J-1001. STUDIO ADDRESS: Washington Duke Hotel. TRANSMITTER LOCATION: Washington Duke Hotel. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 9:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Herald-Sun papers NEWS SERVICE: Associated Press (non-Commercial), United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....C. C. Council
General Manager.....J. F. Jarman, Jr.
Commercial Manager.....C. J. Woodhouse
Sales Manager.....Woody Woodhouse
Musical Director.....Gene Germino
Chief Engineer.....R. A. Dalton

POLICIES

Station places discretionary restrictions on all copy, programs, etc., to assure their being in good taste and for the general interest of the public.

Maintains a weekly publicity release which cooperates thoroughly with all local advertisers in merchandising their programs and products. The publicity release has a mailing list of approximately 300 recipients. Station supplies merchandising facilities which include announcements on programs, regular daily resume of programs, daily column in newspapers, securing of trade lists, mailing within reasonable degree.

REPRESENTATIVE

The Katz Agency

•

W F N C *

FAYETTEVILLE—EST. 1939

FREQUENCY: 1340 Kc. POWER: 250 Watts. OWNED BY: W. C. Ewing and Harry Layman. OPERATED BY: Cumberland Broadcasting Co. BUSINESS ADDRESS: Fayetteville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Personnel

Co-Owners...W. C. Ewing and Harry Layman

* Station licensed to operate under a C. P. and no further information available at the time of going to press.

www.americanradiohistory.com

WGNC *

"THE VOICE OF THE SPINDLES"

GASTONIA—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: F. C. Todd. OPERATED BY: F. C. Todd. BUSINESS ADDRESS: Gastonia STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

Personnel

President-Treasurer.....F. C. Todd

*Station was licensed to operate under a C. P. and expected to begin operations early this year.

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WBIG

"WE BELIEVE IN GREENSBORO"

GREENSBORO—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1440 Kc. POWER: 1000 Watts. OWNED BY: North Carolina Broadcasting Co. OPERATED BY: North Carolina Broadcasting Co. BUSINESS ADDRESS: O. Henry Hotel. PHONE: 6125-6. STUDIO ADDRESS. O. Henry Hotel. TRANSMITTER LOCATION: Jefferson Standard Bldg. TIME ON THE AIR: 6:30 A.M. to 12 midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System, Lang-Worth Program Features, NAB Transcription Service.

Personnel

Station and Commercial Manager.....Edney Ridge
Advertising Manager.....J. T. Causey
Chief Announcer—Artists' Bureau Head.....Bob Armstrong
Sales Manager.....Edney Ridge
Publicity Director. Virginia Wilson McKinney
Musical Director.....Fay Kenyon
Chief Engineer.....Earl Allison

POLICIES

No liquor or wines advertised. As less than one-fourth of one per cent of the population in area is foreign-born, foreign language programs are not accepted.

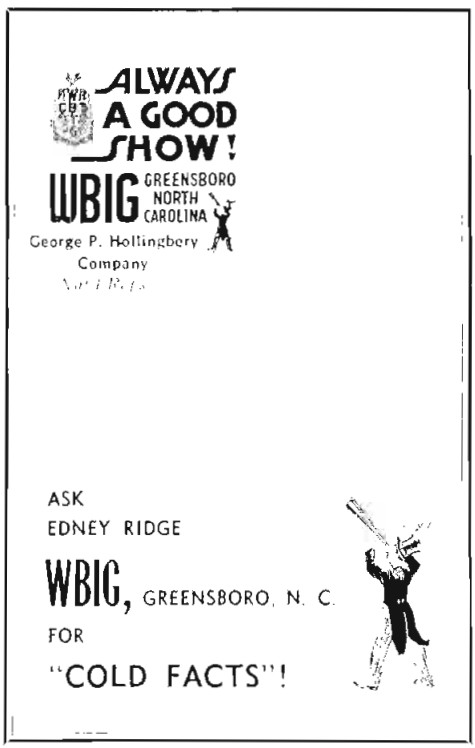
Does not permit: Exalting gangsters, criminals and racketeers; Disrespect for either parental or other proper authority; Cruelty, greed and selfishness as worthy motivations; Programs that arouse harmful nervous reactions in the child; Conceit, smugness or an unwarranted sense of superiority over others less fortunate may not be presented as laudable; Recklessness and abandon must not be falsely identified with a healthy spirit of adventure; Unfair exploitation of others for personal gain must not be made praiseworthy; Dishonesty and deceit are not to be made appealing or attracitve to the child.

Will permit no broadcasting of any product which describes graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters which are generally not considered acceptable topics in social groups. This policy specifically excludes the discussion of depilatories, deodorants, and other broadcasting which by its nature presents questions of good taste in connection with radio listening.

Commercial Announcements: In the interest of the audience and advertisers, sets the following maximum allowances for commercial announcements: A maximum of ten per cent of the total broadcasting period may be devoted to the sponsor's commercial announcements, including contests and offers, on programs broadcast after six o'clock p.m.; A single exception of the ten per cent ratio will be made on quarter-hour programs, on which an additional allowance for forty seconds will be made; Daytime programs, before six o'clock, will be allowed a maximum of fifteen per cent of the total period for commercial announcements, with an additional forty seconds for quarter-hour programs.

Geared to render national advertisers, either for network or spot programs, complete merchandising service if requested. A department is available to render the following services; contact distributors and jobbers, contact retail outlets, furnish letters to trade, arrange window displays and check placements, place counter cards, arrange to furnish salesmen's route lists, furnish market surveys and render accounts any reasonable service other than actual selling.

Station frequently uses newspaper advertis-



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ing, billboards, display cards, letters, programs, to publicize national, net and spot accounts, as well as artists and programs. Station has a mailing list of drug, grocery, department stores and automotive lines, which regularly receive the Wheel of Commerce, house organ, issued frequently, as a merchandising aid. Cooperating in its area with from fifteen to eighteen weekly and semi-weekly newspapers.

REPRESENTATIVE

George P. Hollingbery Co.

WMFR

HIGH POINT—EST. 1936

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Radio Station WMFR, Inc. OPERATED BY: Radio Station WMFR, Inc. BUSINESS ADDRESS: 156½ S. Main St. PHONE: 4593. STUDIO ADDRESS: 156½ S. Main St. TRANSMITTER LOCATION: 156½ S. Main St. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library, Lang-Worth.

Personnel

President and Station Manager.....Wayne M. Nelson
Commercial Manager.....E. Z. Jones
Chief Engineer.....E. J. Day

POLICIES

Liquor advertising not accepted. Beer accounts accepted.

Commercial service department adequately meets demands as occasion calls for.

WFTC

"WORLD'S FOREMOST TOBACCO CENTRE"

KINSTON—EST. 1937

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Jonas Weiland. OPERATED BY: Jonas Weiland. BUSINESS ADDRESS: Queen St. PHONE: 1200. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Kinston. TIME ON THE AIR: (daily) 6:00 A.M. to 10:00 P.M.; (Sundays) 8:00 A.M. to 10:00 P.M.; (Saturdays) 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, Lang-Worth.

Personnel

President.....Jonas Weiland
Advertising Manager.....C. Morgan
Chief Announcer.....Frank Harden
Publicity Director.....Bob Wasdon
Musical Director.....Jimmy Barber
Chief Engineer.....Harry Layman

POLICIES

No stated special policies.

REPRESENTATIVE

Burn-Smith Co.

WPTF

"WE PROTECT THE FAMILY"

RALEIGH—EST. 1922

NATIONAL BROADCASTING COMPANY

FREQUENCY: 680 Kc. POWER: 5000 Watts. OWNED BY: WPTF Radio Co. OPERATED BY: WPTF Radio Co. BUSINESS ADDRESS: 324 Fayetteville. PHONE: 3007-8-9. STUDIO ADDRESS: 324 Fayetteville. TRANSMITTER LOCATION: Cary. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus, NAB Library, Lang-Worth.

Personnel

President.....J. R. Weatherspoon
Station Manager.....Richard H. Mason
Sales Manager.....John H. Field, Jr.
Program Director.....Graham B. Poyner
Publicity Director.....B. W. Huffington
Technical Supervisor.....Henry Hulick

POLICIES

Liquor advertising not accepted. Foreign language accounts not accepted.

Merchandising includes: Direct mail, personal calls, studio display, and window display.

REPRESENTATIVE

Free & Peters, Inc.

KINSTON, N. C.

Where 20,000 tobacco farmers auction their product and spend their money.

★

The WFTC signal covers the fourteen counties whose farmers sell and spend in Kinston.

WFTC

1200 K.C. 250 W.

Representatives

Burn-Smith Company, Inc.

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WRAL *

RALEIGH—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Capitol Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Raleigh. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

Personnel

Assistant Manager..... George T. Case

*Station was licensed to operate under a C. P. No further information was available at time of going to press.

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WEED

"THE VOICE OF EASTERN CAROLINA"

ROCKY MOUNT—EST. 1933

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: W. Avera Wynne. OPERATED BY: W. Avera Wynne. BUSINESS ADDRESS: Box 221. PHONE: 1420. STUDIO ADDRESS: Rocky Mount. TRANSMITTER LOCATION: Rocky Mount. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System, NAB Library.

Personnel

Owner-Manager.....W. Avera Wynne
Assistant Manager in Charge of Sales.....B. W. Frank
Production Manager.....Tommy Snowden
Program Manager.....Jack Braxton
Chief Engineer.....Isaac Murphrey

POLICIES

No liquor accounts accepted.

Merchandising facilities offered include contact selling with merchants, special promotions, tie-ins, etc.

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WSTP

"WE SERVE THE PIEDMONT"

SALISBURY—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Piedmont Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Yadkin Hotel. PHONE: 2121. STUDIO ADDRESS: Yadkin Hotel. TRANSMITTER LOCATION: Statesville Highway at Grant Creek. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

Manager..... John W. Shultz
Chief Engineer.....James R. Yost

REPRESENTATIVE

Bryant, Griffith & Brunson, Inc.

WMFD

WILMINGTON—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: R. A. Dunlea. OPERATED BY: R. A. Dunlea. BUSINESS ADDRESS: 320 N. Front St. PHONE: 3. STUDIO ADDRESS: 320 N. Front St. TRANSMITTER LOCATION: 320 N. Front St. TIME ON THE AIR: 7:00 A.M. to 7:00 P.M. NEWS SERVICES: Transradio Press. Christian Science Monitor. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-General Manager....R. A. Dunlea
Chief Announcer.....H. W. Lee
Musical Director.....H. W. Lee
Chief Engineer.....R. Plank

POLICIES

No liquor advertising accepted.

REPRESENTATIVE

Burn-Smith Co.

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WGTM

"WORLD'S GREATEST TOBACCO MARKET"

WILSON—EST. 1937

FREQUENCY: 1310 Kc. POWER 100 Watts. OWNED BY: WGTM, Inc. OPERATED BY: WGTM, Inc. BUSINESS ADDRESS: 115 W. Nash St. PHONE: 2188. STUDIO ADDRESS: 115 W. Nash St. TRANSMITTER LOCATION: two miles south of Wilson on highway No. 301. TIME ON THE AIR: Daytime operation. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: C. P. MacGregor, NAB Library.

Personnel

President and General Manager.....H. W. Wilson
Secretary-Treasurer.....Ben Farmer
Vice-President.....George C. McDonald
Commercial Manager.....Allen Wanamaker
Chief Engineer.....Ben Farmer
Assistant Engineer.....Jack Hudson

POLICIES

No liquor advertising is accepted. No drugs that are not recommended by resident physician and no foreign language account nor any communistic speech or radical speakers that are not strictly in keeping with the Administration and good government.

REPRESENTATIVE

Bryant, Griffith & Brunson, Inc.

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WAIR

"IN WINSTON-SALEM IT'S WAIR"

WINSTON-SALEM—EST. 1937

FREQUENCY: 1250 Kc. POWER: 250 Watts. OWNED BY: C. G. Hill, George D. Walker, and

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S H. Walker. OPERATED BY: C. G Hill, George D. Walker, and S. H. Walker. BUSINESS ADDRESS: Robert E. Lee Hotel. PHONE: 21133-4. STUDIO ADDRESS: Robert E. Lee Hotel. TRANSMITTER LOCATION: Reynolda. TIME ON THE AIR: 6:00 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, World Broadcasting System, NAB Library, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....George D. Walker
Commercial Manager.....C. G. Hill
Production Manager.....Rosser Foulkes

POLICIES

Does not accept foreign language programs.

Station maintains a merchandising department which is equipped with duplicating machines and all necessary equipment to offer direct mail tie-ins. The station also maintains a complete photographic department for obtaining pictures of artists and shows.

Also publishes a news sheet twice each month giving complete information on new business, outstanding shows and articles of general interest to broadcasters and clients.

REPRESENTATIVE

Sears & Ayer

W S J S

WINSTON-SALEM—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Piedmont Pub. Co. OPERATED BY: Piedmont Pub. Co. BUSINESS ADDRESS: 416-420 N. Marshall St. PHONE: 4141. TRANSMITTER LOCATION: Liberia St. TIME ON THE AIR: 7:00 A.M. to midnight (daily); 8:30 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: Winston-Salem Journal, Twin City Sentinel. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Associated and Lang-Worth.

Personnel

Station Manager.....N. L. O'Neil
Chief Announcer.....John Miller
Sales Manager.....N. L. O'Neil
Musical Director.....E. C. Tuttle

POLICIES

Does not handle liquor advertising.

General merchandising service available; surveys of sales of clients' products and competitors' are made from time to time.

REPRESENTATIVE

Kelly-Smith

NORTH DAKOTA

Population 706,000

Number of Families 156,000 — Number of Radio Homes 119,600

Retail Sales $150,208,000 — Auto Registrations 142,515

K F Y R

"THE REGIONAL STATION WITH CLEARED CHANNEL COVERAGE"

BISMARCK—EST. 1925

NATIONAL BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Meyer Broadcasting Co. BUSINESS ADDRESS: 320 Broadway. PHONE: 19. STUDIO ADDRESS: 320 Broadway. TRANSMITTER LOCATION: Menoken Township. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:00 midnight; (Sundays) 8:00 A.M. to 12:00 midnight. NEWS SERVICES: Transradio Press; Bismarck Tribune. TRANSCRIPTION SERVICE: Associated.

Personnel

President and General Manager..P. J. Meyer
Station and Commercial Manager.....F. E. Fitzsimonds
Program and Musical Director....R. E. Burris
Chief Engineer.....Ivar Nelson

POLICIES

Hard liquor not accepted. Foreign language accounts accepted when accompanied by English interpretation. Medicinal advertising accepted on restricted basis.

Personal calls and mailing lists. Merchandising assistance depends on size of contract.

REPRESENTATIVE

Gene Furgason & Co.

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K D L R

"DEVILS LAKE RADIO VOICE"

DEVILS LAKE—EST. 1925

DAKOTA BROADCASTING SYSTEM

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KDLR, Inc. OPERATED BY: KDLR, Inc. BUSINESS ADDRESS: 1025-3rd St. PHONE: 1090. STUDIO ADDRESS: 1025-3rd St. TRANSMITTER LOCATION: East end 4th St. TIME

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ON THE AIR: 6:30 A.M. to 8:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President and General Manager....Bert Wick
Program Director.....Hildur Marie Wick
Chief Engineer.....Richard Moritz

POLICIES

No hard liquor accounts accepted.

Merchandising includes special theater exploitation trailers.

REPRESENTATIVE

Cox and Tanz, Inc.

•

W D A Y

"OLDEST BROADCASTING STATION IN THE NORTHWEST"

FARGO—EST. 1922

NATIONAL BROADCASTING COMPANY

FREQUENCY: 940 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WDAY, Inc. OPERATED BY: WDAY, Inc. BUSINESS ADDRESS: 118 Broadway. PHONE: 6800. STUDIO ADDRESS: 118 Broadway. TRANSMITTER LOCATION: Near West Fargo. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Fargo Forum. NEWS SERVICES: Radio News Ass.; United Press, Fargo Forum. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and General Manager.E. C. Reineke
Commercial Manager.....B. J. Lavin
Chief Announcer and
Artists' Bureau Head ....Ken Kennedy
Publicity Director.....David Henley
Chief Engineer.....Julius Hetland

POLICIES

Accept no hard liquor advertising.

Usual merchandising assistance and cooperation with sales crews.

REPRESENTATIVE

Free and Peters, Inc.

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K F J M

GRAND FORKS

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: University of N. D. OPERATED BY: University of N. D. BUSINESS ADDRESS: 1st Nat'l Bank Bldg. PHONE: 1200. STUDIO ADDRESS: 1st Nat'l Bank Bldg. TRANSMITTER LOCATION: University of N. D. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....Dalton Le Masurier
Sales Manager.....E. O. Hanson
Chief Engineer.....Elwin O'Brien
Program Director.....Helen LaVelle

POLICIES

Accepts foreign language programs. Accept beer and wine accounts but do not accept liquor or proprietary advertising.

Local sales staff available for surveys, local dealer contacts. No reasonable requests turned down.

REPRESENTATIVE

Joseph Hershey McGillvra

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K R M C

"SO FAR AHEAD WE'RE LONESOME"

JAMESTOWN—EST. 1937

DAKOTA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Roberts-MacNab Co. OPERATED BY: Van Cronkhite Associates, Chicago, & New York. BUSINESS ADDRESS: Gladstone Hotel. PHONE: 100-358. STUDIO ADDRESS: Gladstone Hotel. TRANSMITTER LOCATION: South of city. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station and Commercial
Manager.....Harry Evans
Program Director and
Artists' Bureau Head .....Claudia Evans

POLICIES

Only beer and light wine. Foreign language accepted subject to time arrangement.

Merchandising provides window displays, limited billboard space and tie-ups with Jamestown Daily Sun and in county weeklies.

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K G C U

"VOICE OF THE WEST"

MANDAN—EST. 1925

DAKOTA BROADCASTING SYSTEM

FREQUENCY: 1240 Kc. POWER: 250 Watts. OWNED BY: Mandan Radio Association. OPERATED BY: Mandan Radio Association. BUSINESS ADDRESS: 205 First St., N.W. STUDIO ADDRESS: Kennelly Furniture Co. Bldg.; Prince Hotel, Bismarck. TRANSMITTER LOCATION: between Bismarck and Mandan on Memorial Highway No. 10. TIME ON THE AIR: 9:00 A.M. to 10:00 P.M.; Sunday, 11:00 A.M. to 6:00 P.M. NEWS SERVICE: Radio News Association. Associated Press TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....H. C. Schulte
Secretary.....Charles Toman, Jr.

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Manager.....J. K. Kennelly
Chief Engineer-Assistant Manager.....James Gilfoy
Program Director-Chief Announcer.....Ernest G. Hendrickson

POLICIES

No wine or liquor advertisements accepted.

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K L P M

"VOICE OF MAGIC CITY"

MINOT—EST. 1929

FREQUENCY: 1360 Kc. POWER: 1000 watts, d.; 500 Watts, n. OWNED BY: John B. Colley. OPERATED BY: Same. BUSINESS ADDRESS: 118 S. Main. PHONE: 1267-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: S. E. Minot. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President.....John B. Cooley
Station Manager.....Richard J. Schmidt
Commercial Manager.....E. H. Cooley
Sales Representative.....Leslie Maurin
Publicity Director.....Kay McGrath
Chief Engineer.....C. W. Baker

POLICIES

Does not accept liquor advertising other than beer. Accepts foreign language programs in Scandinavian, Russian and German.

REPRESENTATIVES

Sears & Ayer
Transamerican Broadcasting & Television Corp.

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K O V C

"THE RADIO VOICE OF VALLEY CITY"

VALLEY CITY—EST. 1936

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KOVC, Inc. OPERATED BY: KOVC, Inc. BUSINESS ADDRESS: Rudolph Hotel. PHONE: 408. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Valley City. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWS SERVICE: United Press.

Personnel

Commercial Manager....William L. Wallace
Program Director.....Robert E. Ingstad
Chief Engineer.....Bey Green

POLICIES

Merchandising: Facilities include window displays and newspaper publicity in local papers.

OHIO

Population 6,733,000

Number of Families 1,777,000 — Number of Radio Homes 1,641,500

Retail Sales $1,956,941,000 — Auto Registrations 1,690,000

W A D C

"WHERE AKRONITES DIAL CONSTANTLY"

AKRON—EST. 1925

CBS—BASIC

FREQUENCY: 1320 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Allen T. Simmons. OPERATED BY: Same. BUSINESS ADDRESS: Beacon Journal Bldg. PHONE: Hemlock 5151-2-3. STUDIO ADDRESS: Beacon Journal Bldg.; other studios in Canton and Cleveland. TRANSMITTER LOCATION: Talmadge. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library.

Personnel

Station Manager .....Allen T. Simmons
Commercial Manager .....E. A. Marchal
Artists' Bureau Head .....H. L. Hageman
Chief Announcer .....R. B. Wilson
Sales Manager .....F. C. Bock
Chief Engineer .....John Aitkenhead

POLICIES

Must conform to State and Federal Communication Commission regulations. Advertising of alcoholic beverages accepted.

Merchandising: Contacting retail outlets. Handling and mailing letters. Distributing window and counter displays.

REPRESENTATIVE

George P. Hollingbery Co.

(See Page 332)

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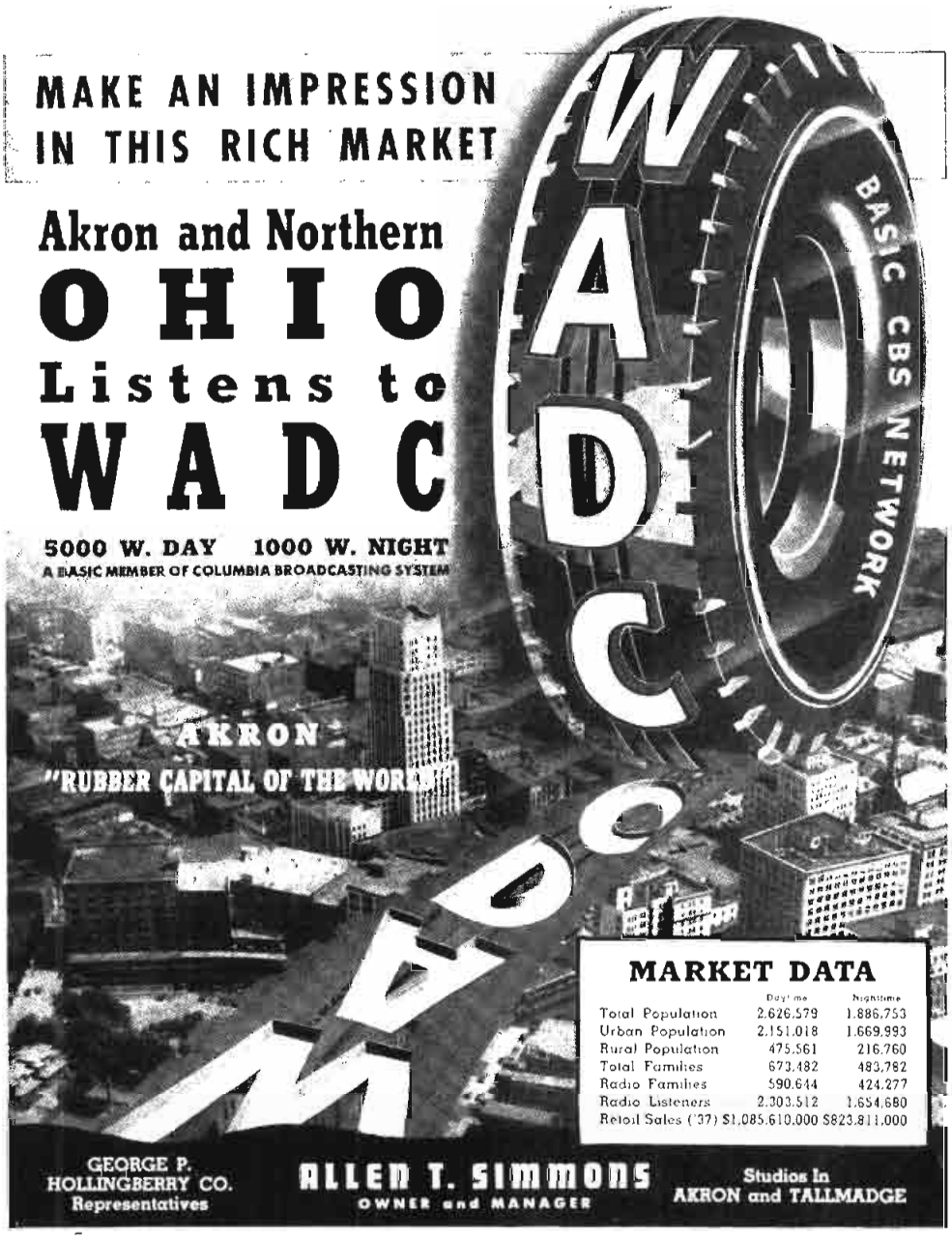

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W J W

"WJW ADVERTISING DOESN'T COST; IT PAYS"

AKRON—EST.1932

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WJW, Inc. OPERATED BY: WJW, Inc. BUSINESS ADDRESS:41 S. High St. PHONE: Jefferson 6111. STUDIO ADDRESS 41 S. High St. TRANSMITTER LOCATION: 41 S. High St. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWS SERVICES: United Prfess. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

President.....John F. Weimer
General Manager.....S. W. Townsend
Commercial Manager....Edythe Fern Melrose
Program Director.....Gene La Valle
Chief Announcer.....Earl Bates
Publicity Director.....Bill Griffiths
Artists' Bureau Head and
Musical Director.....Wilma Douglas
Chief Engineer.....Gerald Roberts

POLICIES

No stated special policies.

Station "Plugs" and Newspaper Tie-in on commercial accounts. Merchandising facilities include 3 downtown main street windows for display, theatre and newspaper tie-ins.

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W I C A

"WELCOMING, INDUSTRY, COMMERCE, AND AGRICULTURE"

"THE FRIENDLY VOICE OF NORTHEASTERN OHIO"

ASHTABULA—EST. 1937

FREQUENCY: 940 Kc. POWER: 250 Watts. OWNED BY: C. A. Rowley. OPERATED BY: WICA, Inc. BUSINESS ADDRESS: 221 Center St. PHONE: 1211-1311. STUDIO ADDRESS: 221 Center St. TRANSMITTER LOCATION: Jefferson Road. TIME ON THE AIR: 6:00 A.M. to local sunset; Sunday, 7:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio, Associated, C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....C. A. Rowley
Manager.....R. B. Rowley
Advertising Manager.....R. C. Marvin
Program Director.....Walter W. Walgrath
Artists' Bureau Head.....Gerald O'Brien
Chief Announcer.....Walter Walrath
News Bureau-Publicity.....T. F. Sigman
Musical Director.....Richard Joachim
Chief Engineer.....George Gautney

POLICIES

No liquor advertising accepted.

Merchandising: A "where-to-find-it" service is maintained for listeners.

REPRESENTATIVE

Interstate Advertising Agency

W H B C

"VOICE OF STARK COUNTY"

CANTON—EST. 1925

FREQUENCY: 1200 Kc. POWER: 100 Watts. (Construction Permit for 250 Watts, daytime). OWNED BY: Ohio Broadcasting Co. OPERATED BY: Ohio Broadcasting Co. BUSINESS ADDRESS: 319 Tuscarawa St., West. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 627 McKinley Ave. TIME ON THE AIR: Daily, 8:00 A.M. to 9:30 P.M.; Sunday, 12:00 noon to 3:00 P.M. and 6:00 P.M. to 9:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

General Manager.....Paul F. Morgan
Commercial Manager.....Ralph Bruce
Program Director.....S. T. Mayers
Production Manager.....Truesdale Mayers
Chief Engineer.....Kenneth Sliker

POLICIES

Maintains a promotion department that aids accounts in conducting sales or events.

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W C K Y *

"DOING A REAL JOB FOR THE ADVERTISER"

CINCINNATI—EST. 1929

(NBC—RED and BLUE)

FREQUENCY: 1490 Kc. POWER: 10,000 Watts. OWNED BY: L. B. Wilson, Inc. OPERATED BY: L. B. Wilson, Inc. BUSINESS ADDRESS: 6th and Madison, Covington, Ky; Gibson Hotel, Cincinnati. PHONE: Hemlock 7655. STUDIO ADDRESS: Netherland Plaza Hotel, Cincinnati, 6th & Madison, Covington, Ky. TRANSMITTER LOCATION: Near Crescent Springs. TIME ON THE AIR: (Daily) 6:00 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWS SERVICES: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System; NBC Thesaurus.

* FCC approval granted for 50,000 watts.

Personnel

President and General Manager..L. B. Wilson
Director of Sales.....Lloyd George Venard
Chief Announcer.....Lee Goldsmith
Promotion Manager.....Bev Dean
Production Manager.....Mendel Jones
Merchandising Director.....Thomas Mitchell
Publicity Director-Continuity
Editor .....Elmer Dressman
Chief Engineer.....C. H. Topmiller

POLICIES

Beer and wine accepted. No hard liquor accounts. All medicinal copy must be okayed by continuity department.

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NOT BLACK MAGIC

. . . but the kind of magic that moves merchandise off back shelves and from preferred display space into market baskets . . . that excites dealers and inspires salesmen. That's the kind of magic in the words "...produced in the studios of the Nation's Station." And to create this magic no strange abracadabra is used... no witches' potions are concocted by the light of the moon . . . but into the WLW cauldron is carefully stirred and skillfully blended one part imagination, one part showmanship, one part facilities and three parts conscientious and sincere effort. The resulting elixir will bring results whether you're planning a test campaign or a full network presentation. In either case, consider the value of those magic words..."produced in the studios of the Nation's Station"... the hallmark of premium radio production at lower costs.

During the first week of February, 1939, WLW originated 157% more commercial network quarter hour units than it did during the first week of September, 1938 . . . proof that more and more national advertisers are realizing the magic of WLW production.

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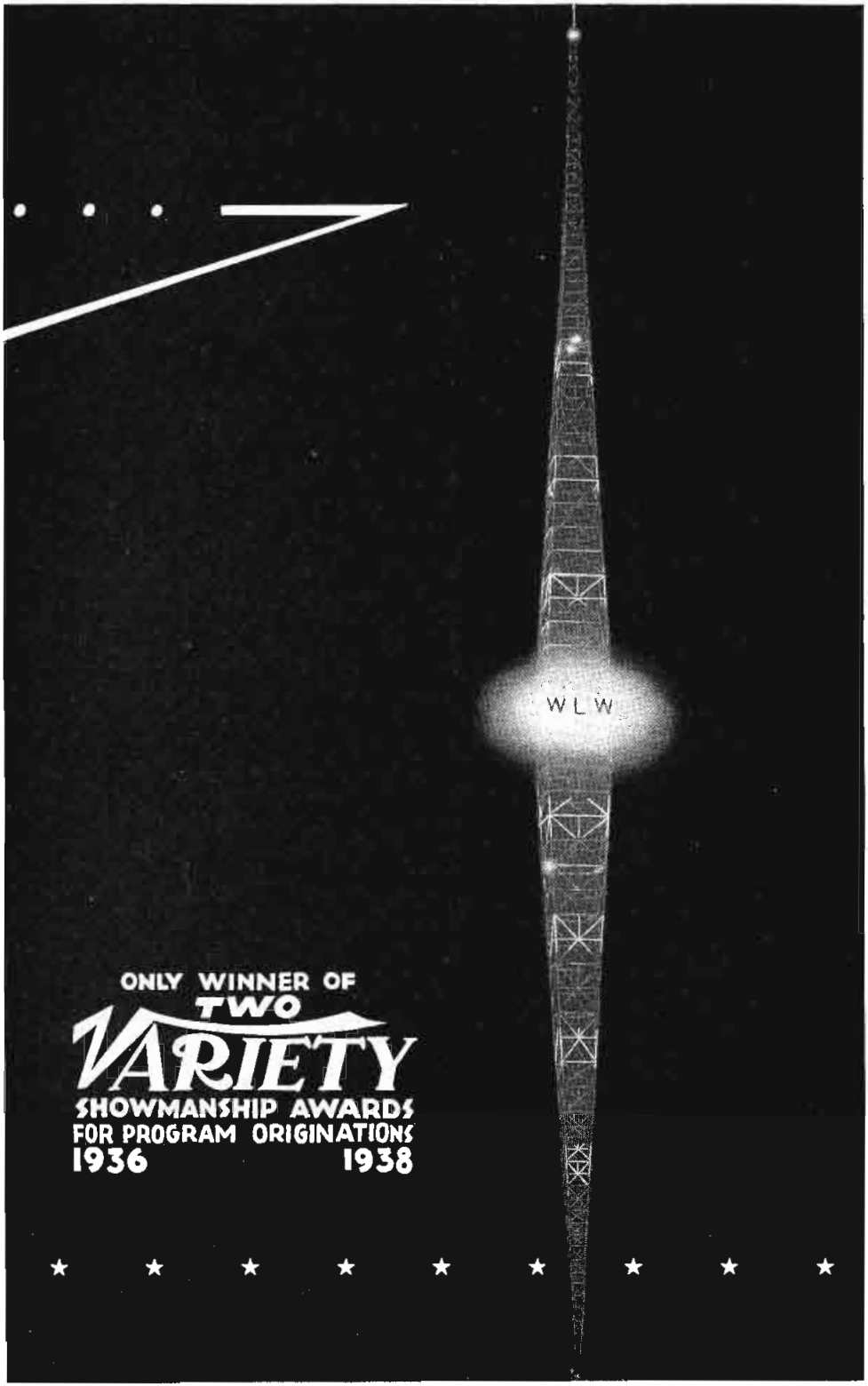

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We sell 5000 watts

—and elbow grease!

CINCINNATI has a lot of radio stations—some of them with lots of power. And all four of the bigger stations are network stations. Which ought to make things complicated for a time buyer. But they're not.

In April of 1938, Crossley, Inc. conducted the largest coincidental study ever made in Cincinnati. It demonstrated that WKRC was an unquestioned first in listener popularity among all of the local network stations. And, since then, other surveys have confirmed the fact—*WKRC is first!*

It isn't just the 5000 watts. It isn't just the 550 kilocycles. It isn't just the complete Columbia programming. It's all of those things . . . *plus elbow grease!*

WKRC produces shows that catch the flavor of Cincinnati. And the interest. And the enthusiasm. WKRC "special events" is one of the livest outfits in radio. So listeners make it a habit to tune WKRC when they want to know what's doing in Cincinnati.

We always reserve a couple of cans of elbow grease for our dealers, too. Every important dealer in Cincinnati is contacted by WKRC, all of the time—on behalf of our sponsors. The result is that your customers are our friends. Day and night, WKRC advertising rings the bell all down the line . . . wholesaler, retailer, consumer.

You ought to sample some of our very special brand of elbow grease.

WKRC ★ COLUMBIA'S STATION FOR CINCINNATI

550 Kilocycles. Owned and operated by Columbia Broadcasting System.
Represented by Radio Sales: New York • Chicago • Detroit • St. Louis
Cincinnati • Milwaukee • Charlotte, N. C. • Los Angeles • San Francisco

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Merchandising service with 26 or more programs includes sales meetings with manufacturers' salesmen or distributors; meeting with jobber salesmen; personal calls on buyers for wholesalers and chains; plus key retailers; route lists furnished for drug and food retailers; letter or postcards to retailers, plus letter follow up to wholesalers enclosing sample of retail literature; window stripping in Greater Cincinnati, Hamilton and Middletown; placing displays in Greater Cincinnati, Hamilton & Middletown; checking of product sales before and during campaign; publicity service for program including bulletins and news releases to more than 100 weekly and daily papers in WCKY's primary area; program mention on street car cards in Greater Cincinnati, Hamilton and Middletown and Northern Kentucky. Amount and type if merchandise service dependent upon type of contract, type of product and sales problem in WCKY's primary area.

REPRESENTATIVE

Free & Peters, Inc.

(*See Page 338*)

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WCPO

"CINCINNATI NEWS STATION"

CINCINNATI—EST. 1922

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Scripps Howard Radio, Inc. OPERATED BY: Scripps Howard Radio, Inc. BUSINESS ADDRESS: Keith Bldg. PHONE: Main 3314-5-6-7-8-9. STUDIO ADDRESS: Keith Bldg. TRANSMITTER LOCATION: Daylight Bldg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Saturday, to 3:00 A.M. NEWSPAPER AFFILIATIONS: Scripps Howard Newspapers, Cincinnati Post. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio, Associated.

Personnel

President.....Jack Howard
Vice President.....J. C. Hanrahan
General Manager.....M. C. Watters
Artists' Bureau Head.....Andre Carlon
Chief Announcer.....Paul Hodges
Publicity Director.....G. Rule
Musical Director.....John P. Smith
Chief Engineer.....Glen Davis

POLICIES

Accounts accepted within state laws and station civic policies.

Merchandising and exploitation through window displays, theater trailers, billboard signs and newspaper ads. Station maintains a street studio.

REPRESENTATIVE

Weed & Co.

WKRC

"COLUMBIA'S STATION FOR CINCINNATI"

CINCINNATI—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Columbia Broadcasting System. OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: Hotel Alms, Locust & Victory Parkway. PHONE: Woodburn 0550. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 2:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....William A. Schudt, Jr.
Sales Manager.....William J. Williamson
Program Director.....Ruth Lyons
Special Events Director.....Cecil Carmichael
Publicity Director.....Margaret Maloney
Chief Engineer.....John Tiffany

POLICIES

Governed by the policies of the Columbia Broadcasting System.

Has full merchandising facilities.

REPRESENTATIVE

Radio Sales

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WLW

"THE NATION'S STATION"

CINCINNATI—EST. 1922

NBC (RED & BLUE)—MUTUAL

FREQUENCY: 700 Kc. POWER: 500,000 Watts. OWNED BY: The Crosley Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mason. TIME ON THE AIR: 5:45 A.M. to 2:00 A.M. NEWS SERVICES: International News Service and United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President .....Powel Crosley, Jr.
Vice-President-General Manager
James D. Shouse
Sales Manager.....R. E. Dunville
Business Manager.....E. K. Bauer
Sales Service Manager....Walter A. Callahan
Promotion Manager.....Wilfred Guenther
Program Director.....Owen Vinson
Artists Bureau Head .....A. R. Plough
Chief Announcer .....Peter Grant
News Editor.....J. N. Bailey
Publicity Director.....Cecil Carmichael
Musical Directors.....William Stoess,
Josef Cherniavsky
Chief Engineer .....R. J. Rockwell

POLICIES

Advertising of alcoholic beverages, excepting beer and wine, and foreign language pro-

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L. B. WILSON

Presents

The Powerful Voice

of the

Great Ohio Valley

• WCKY •

50,000 WATTS DAY and NIGHT

Very Soon

www.americanradiohistory.com

grams not accepted. All programs otherwise, subject to the approval of the station.

Merchandising: Station maintains a complete Promotional Department which includes research, merchandising, special events and publicity department. In addition WLW has its own staff illustrators, copy writers, and trade contact men. All clients are offered the full resources of the Promotion Department.

REPRESENTATIVE

Transamerican Broadcasting and Television Corp.

(*See Pages* 334-335)

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WSAI

"CINCINNATI'S OWN STATION"

CINCINNATI—EST. 1928

(NBC-RED—MUTUAL)

FREQUENCY: 1330 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Crosley Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1329 Arlington St. PHONE: Kirby 4800. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Warner & Roh Sts. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. (daily); 8:00 A.M. to 1:00 A.M. (Sunday). NEWS SERVICES: International News Service, United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated.

Personnel

President ..... Powel Crosley, Jr.
Vice-President ..... James D. Shouse
General Manager ..... Dewey H. Long
Sales Manager ..... Jack Thornquest
Artists Bureau Head ..... A. R. Plough
Chief Announcer ..... Peter Grant
News Editor ..... J. N. Bailey
Program Director ..... Clair Shadwell
Musical Directors ..... William Stoess, Josef Cherniavsky
Chief Engineer ..... R. J. Rockwell

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Announcements and talks accepted only where subject matter is in the opinion of the station, of genuine public interest. All programs subject to the approval of the station.

REPRESENTATIVE

International Radio Sales

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WCLE

CLEVELAND—EST. 1927

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 610 Kc. POWER: 500 Watts. OWNED BY: Cleveland Radio Broadcasting Corp. OPERATED BY: Cleveland Radio Broadcasting Corp. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower; Higbee Bldg. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 7:00 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System; NAB Library.

Personnel

President ..... John S. McCarrens
Vice President and General Manager ..... H. K. Carpenter
Sales Manager ..... K. K. Hackathorn
Program Director ..... Russell Richmond
Advertising Manager ..... John T. Vorpe
Educational Director ..... Larry N. Roller
Publicity Director ..... Neil Collins
Musical Director ..... Louis Rich
Chief Engineer ..... E. L. Gove

POLICIES

Does not accept liquor advertising. Foreign language programs accepted in restricted times.

Merchandising: Maintains a well organized merchandising unit to promote sponsors' radio efforts and help capitalize on its results.

Route lists furnished for drug or grocery retailers.

Letters to the retailers (for which you are only charged postage)—or, if preferred, Western Union messages may be substituted for letters at a slightly higher cost.

WCLE studios, production and talent facilities for dealer meetings or retailer sessions.

Surveys at start—and during campaign on product.

These services are available to every WCLE program advertiser without cost except as mentioned above.

REPRESENTATIVE

Radio Advertising Corp.

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WGAR

"CLEVELAND'S FRIENDLY STATION"

CLEVELAND—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1450 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WGAR Broadcasting Co. OPERATED BY: WGAR Broadcasting Co. BUSINESS ADDRESS: Hotel Statler. PHONE: Prospect 0200. STUDIO ADDRESS: Hotel Statler. TRANSMITTER LOCATION: 1000 Harvard Ave., Cuyahoga Heights. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, NAB Library.

Personnel

President ..... George A. Richards
Vice President-General Manager .. John F. Patt

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Assistant Manager in Charge of Sales.....Eugene Carr
Program and Editorial Director.....Ellis VanderPyl
Public Relations Director..Maurice Condon
Artists' Bureau Head.....Worth Kramer
Chief Announcer.....Carl George
Program Director.....Worth Kramer
Musical Director.....Walberg Brown
Chief Engineer.....R. Morris Pierce

POLICIES

Liquor advertising is accepted for broadcast only after 10 P.M. Foreign language programs are broadcast without restriction as to time, but material is subject to change by WGAR manager. Beer advertising is accepted at any time.

The sales promotion director and public relations director collaborate on special campaigns for promotion of sponsor's product in the Cleveland area. Direct mail campaigns, car card schedules and cab cover sets are offered when available—and at cost to the sponsor. All Cleveland newspapers are serviced with program news by WGAR's publicity department.

REPRESENTATIVE

Edward Petry & Co.

WHK

"CLEVELAND'S PIONEER STATION"

CLEVELAND—EST. 1921

NBC—(BLUE) MUTUAL

FREQUENCY: 1390 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Radio Air Service Corp. OPERATED BY: Radio Air Service Corp. BUSINESS ADDRESS: 1311 Terminal Tower. PHONE: Prospect 5800. STUDIO ADDRESS: 1311 Terminal Tower; Higbee Bldg. TRANSMITTER LOCATION: Seven Hills. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

President.....John S. McCarrens
Vice President and General Manager.....H. K. Carpenter
Sales Manager.....K. K. Hackathorn
Program Director.....Russell Richmond
Advertising Manager.....John T. Vorpe
Educational Director.....Larry N. Roller
Publicity Director.....Neil Collins
Artists' Bureau Head.....Louis Rich
Musical Director.....Louis Rich
Chief Engineer.....E. L. Gove

When you buy WHK or WCLE, you know you're not going to be shifted around by network shows. For the United Broadcasting Company through careful management, has definitely reserved for advertisers an amazing amount of desirable guaranteed time. A postcard, phone call or wire will bring you complete information.

National Representatives
RADIO ADVERTISING CORPORATION

WHK & WCLE Cleveland
THE UNITED BROADCASTING COMPANY
Also Operating WHKC—Columbus, Ohio

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POLICIES

Does not accept liquor advertising. Foreign language programs accepted in restricted times.

Merchandising: Maintains a well organized merchandising unit to promote sponsors' radio efforts and help on its results.

Route lists furnished for drug or grocery retailers.

Personal calls on wholesalers plus key retailers with your promotion.

Letters to the retailers (for which you are only charged postage)—or, if preferred, Western Union messages may be substituted for letters at a slightly higher cost.

WHK studios, production and talent facilities for dealer meetings or retailer sessions.

Surveys at start—and during campaign on product.

These services are available to every WHK program advertiser without cost except as mentioned above.

REPRESENTATIVE

Radio Advertising Corp.

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WTAM

"WHERE THE ARTISTS MEET IN CLEVELAND"

CLEVELAND—EST. 1923

NATIONAL BROADCASTING CO.
(BASIC RED)

FREQUENCY: 1070 Kc. POWER: 50,000 Watts. OWNED BY: National Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 815 Superior Ave., N. E. PHONE: Cherry 0942. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Brecksville Village. TIME ON THE AIR: 5:59 A.M. to 1:00 A.M. (daily). 6:59 A.M. to 1:00 A.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS BUREAU.

Personnel

President.....Lenox R. Lohr
Station Manager.....Vernon H. Pribble
Sales Manager.....Howard A. Barton
Publicity Director.....Bob Dailey
Program Director.....Hal Metzger
Musical Director.....Walter Logan
Chief Engineer.....S. E. Leonard

POLICIES

Policies of the National Broadcasting Co. apply.

REPRESENTATIVE

National Broadcasting Co., Inc.

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WBNS

COLUMBUS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: WBNS, Inc. OPERATED BY: WBNS, Inc. BUSINESS ADDRESS: 33 No. High St. PHONE: Adams 9265-6. STUDIO ADDRESS: 33 No. High St. TRANSMITTER LOCATION: 1035 Barnett Rd. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated Music, C. P. MacGregor.

Personnel

President.....Robert H. Wolfe
Station Manager.....Richard A. Borel
Sales and Commercial Manager.....W. I. Orr
Advertising Manager.....W. I. Orr
Chief Announcer.....J. O. Yerian
Publicity Director.....Jerome R. Reeves
Musical Director.....Lowell Riley
Chief Engineer.....Lester H. Nafzger

POLICIES

Accepts beer and wine; not whiskey. Foreign language accounts are accepted. Does not encourage patent medicine accounts. Station passes on all such copy.

Station purchases newspaper display space to exploit commercials. Station is liberal with deadheads for new programs. Maintains merchandising department for distribution checks and personal contacts. Assumes part of labor in display distribution and informative letters to dealers. Maintains close contact with newspapers.

REPRESENTATIVE

John Blair & Company

•

WCOL

COLUMBUS—EST. 1934

NBC—(RED & BLUE)

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WCOL, Inc. OPERATED BY: WCOL, Inc. BUSINESS ADDRESS: 33 N. High St. PHONE: Main 4581. STUDIO ADDRESS: 33 N. High St. TRANSMITTER LOCATION: 33 N. High St. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Ohio State Journal. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....K. B. Johnston
Station Manager.....K. B. Johnston
Commercial Manager.....Neal Smith
Chief Announcer.....William Wallace
Sales Manager.....Jack Kelly
Publicity Director.....Ed Bronson
Chief Engineer.....Ernest Lowe

POLICIES

Accept Beer accounts anytime. Hard liquor after 10:00 P.M. No foreign language accounts accepted. All copy must conform to F.C.C. regulations.

On request WCOL will notify retailers concerning broadcast campaigns over this station. Merchandising department checks progress of

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sales and will assist in setting up counter displays calling attention to the advertisers program over WCOL.

REPRESENTATIVE

Weed & Co.

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WHKC

"THE VOICE OF OHIO"

COLUMBUS—EST. 1921

MUTUAL BROADCASTING SYSTEM

FREQUENCY: 640 Kc. POWER: 500 Watts. OWNED BY: Associated Radiocasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 22 E. Gay St. PHONE: Adams 1101. STUDIO ADDRESS: 22 East Gay St. TRANSMITTER LOCATION: Sharon Road. TIME ON THE AIR: 6:30 A.M. to sundown Los Angeles Time. NEWSPAPER AFFILIATION: Station is a subsidiary of the United Broadcasting Co. which is owned and operated by the Cleveland Plain Dealer. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager ..... Carl M. Everson
Assistant Manager.. .....B. A. Manring
Sales Manager .....Harry H. Hoessly
Production Manager... ....Robert S. French
Chief Engineer. .. ... . J. E. Anderson

POLICIES

Beer and wine accounts accepted, hard liquor advertising taboo. Medicinal accounts must meet specifications of Federal Trade Commission. No foreign language programs; Foreign language population very small

Exploits new commercial programs with newspaper advertising for two or three weeks at no cost to advertiser; merchandising department co-operates in praparation of direct mail, window cards, posters etc., at actual cost of production.

REPRESENTATIVE

Free & Peters, Inc.

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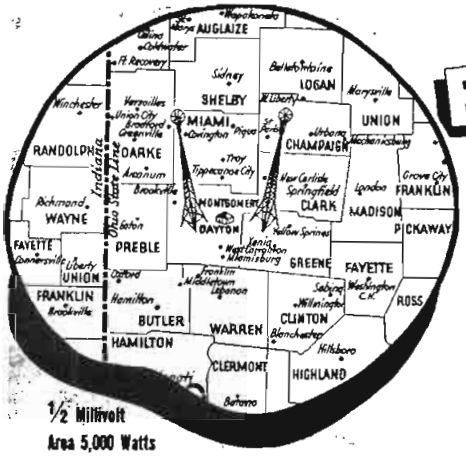
WOSU

COLUMBUS—EST. 1922

FREQUENCY: 570 Kc. POWER: 1000 Watts, d.; 750 Watts, n. OWNED BY: Ohio State University. OPERATED BY: Ohio State University. BUSINESS ADDRESS: Columbus. PHONE: University 148. STUDIO ADDRESS: Ohio State University Campus. TRANSMITTER LOCATION: Ohio State University. TIME ON THE AIR: 30 hours weekly. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.



½ Millivolt
Area 5,000 Watts
Retail Sales 1935, $661,023,000

BASIC MEMBER CBS
OWNED AND OPERATED BY
THE DAYTON DAILY NEWS
DAYTON, OHIO

BRIGHT SPOT
Any Year . . . Any Time

The primary area of WHIO, with its two million population, is big enough to produce quantity sales for any product — but it isn't too big for WHIO to get into the key towns and build community good will as well as listener loyalty.

WHIO

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Personnel

Acting President of Ohio State University.....William McPherson
Station Director.....R. C. Higgy
Production Supervisor.....W. F. Heimlich
Program Supervisor.....B. B. Williams
Technical Supervisor....A. L. Hammerschmidt

POLICIES

No advertising accepted.

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WHIO

"TEST STATION OF THE NATION"
"ALWAYS A GOOD SHOW ON WHIO"

DAYTON—EST. 1935

(CBS-BASIC)

FREQUENCY: 1260 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Miami Valley Broadcasting Corp. OPERATED BY: Miami Valley Broadcasting Corp. BUSINESS ADDRESS: 45 S. Ludlow. PHONE: Adams 2261-2-3-4 & 2652. STUDIO ADDRESS: 45 S. Ludlow St. TRANSMITTER LOCATION: Virginia Drive & Brandt Pike. TIME ON THE AIR: 5:45 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Dayton Daily News, Springfield News, Springfield Sun. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....J. L. Reinsch
Commercial Manager.....D. A. Brown
Production Manager.....Arch Robb
Program Director.....Lester Spencer
Chief Engineer.....Ernest L. Adams

POLICIES

No liquor advertising nor foreign language accounts broadcast. Copy and programs must be in good taste.

Four windows fronting the WHIO building are available for advertiser's displays. Pictures of the display are furnished to the agency and account. Merchandise department maintains close check on sales of all advertisers products, arranges and designs display material, conducts surveys, contacts retailers, jobbers, and distributors. Station slogan "Test Station of the Nation" guides the building of the extensive merchandise service. Promotion on programs and products are worked out with theaters, radio shows, county fairs, etc.

REPRESENTATIVE

George P. Hollingbery Co.

●

WSMK

"PIONEER STATION, MIAMI VALLEY"

DAYTON—EST. 1922

FREQUENCY: 1380 Kc. POWER: 200 Watts. (C. P. for 500 Watts, d.; 250 Watts, n.) OWNED BY: WSMK, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 121 N. Main. PHONE: Adams 3288-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Calvery Hill. TIME ON THE AIR: 6:00 A.M. to 7:30 P.M.—10:00 P.M. to 1:00 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and Station Manager.....Stanley M. Krohn, Jr.
Sales and Advertising Manager.....Chester Hinkle
Chief Announcer.....J. McKiernan
Musical Director.....Helene Blue
Chief Engineer.....Paul Braden

POLICIES

No special policies on liquor or foreign language programs.

Merchandising: Salesman is required to work with the advertiser on a merchandising basis. By having a limited number of contacts assigned him the salesman can cover both jobs easily and intelligently.

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WBLY

"VOICE OF LIMA"

LIMA—EST. 1936

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Fort Industry Co. OPERATED BY: Herbert Lee Blye. BUSINESS ADDRESS: Lima Trust Bldg. PHONE: Main 4632. STUDIO ADDRESS: Lima Trust Bldg. TRANSMITTER LOCATION: 1424 Rice Ave. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Managing Director-Commercial Manager.....Don Ioset
Program Director.....Frederic Shaffmaster
Chief Announcer.....James Hoskins
Chief Engineer.....S. J. Gladfelter

POLICIES

No liquor advertising accepted.

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WPAY

"THE VOICE OF SOUTHERN OHIO"

PORTSMOUTH—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: Vee Bee Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1007 Gallia St. PHONE: 1011. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 821 Chillocothe St. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M.; Sunday, 9:30 A.M. to 8:30 P.M. NEWS SERVICE: United Press TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....M. F. Rubin
Vice President-General Manager.....Marie W. Vandegrift
Program Director.....Orville Fields
Publicity Director.....Mary Kline
Chief Engineer.....Maurice Myers

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POLICIES

Does not accept beer or liquor advertising; does accept foreign language accounts.

Merchandising: Merchandising man who visits stores, checking up on the sale of nationally advertised products being advertised on station, also products. Suggests more prominent ways to display these products, takes orders which he immediately delivers to the wholesaler and for which their local salesman gets full credit and helps the individual stores in any manner possible.

REPRESENTATIVE

Cox and Tanz

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WSPD

"THE VOICE OF TOLEDO"

TOLEDO—EST. 1921

(NATIONAL BROADCASTING CO.)

FREQUENCY: 1340 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Fort Industry Co. OPERATED BY: The Fort Industry Co. BUSINESS ADDRESS: 505 Jefferson Ave. TRANSMITTER LOCATION: R.F.D., Perrysburg. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, NAB Library.

Personnel

President.....George B. Storer

The Outstanding Merchandising Force In The Toledo Area

• Action, modernity, universal, interest, variety characterize the programs that have built for WTOL a large and intensely loyal listening audience unusually responsive to advertisers. Local distributors and merchants recognize WTOL as a powerful factor for success in any merchandising effort in the rich Northwestern Ohio and Southern Michigan markets.

THE COMMUNITY BROADCASTING CO.

Toledo, Ohio

WTOL

"TOLEDO'S FRIENDLY STATION"

Station Manager.....J. Harold Ryan
Commercial and Advertising Manager.....E. Y. Flanigan
Program Director and Artists' Bureau Head.....Russell Gohring
Director of Publicity and Public Relations.....Merrill N. Pheatt
Production Manager-Continuity Chief.....Robert Richards
Musical Director.....Russell Gohring
Chief Engineer.....William Stringfellow

POLICIES

Advertising of hard liquor not accepted. Beer and light wines, no restrictions other than copy censorship. One participating Polish program weekly, and also one Hungarian program; foreign language accounts accepted. Chain Breaks between 6 and 11 P.M. must be held to a maximum of 35 words.

Any and all reasonably merchandising assistance is offered to all national advertisers. Where special assistance of an extremely costly nature is desired, arrangements as to cost-bearing will be made between the advertiser and the station. No charge for dealer check-ups, contacts, distribution of promotional material, and publicity through more than fifty territorial newspapers with whom most cordial relations are maintained.

REPRESENTATIVE

John Blair & Co.

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WTOL

"TOLEDO'S FRIENDLY STATION"

TOLEDO—EST. 1938

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Frazier Reams. OPERATED BY: Community Broadcasting Co. BUSINESS ADDRESS: Penthouse, Bell Bldg. PHONE: Adams 3291-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Toledo. TIME ON THE AIR: 6:00 A.M. to local sunset; Sundays, 8:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated.

Personnel

President.....Frazier Reams
Commercial and Station Mgr.....M. E. Kent
Program Director.....Sterling Deeson
Chief Announcer.....Jack Zeigin
Chief Engineer.....Frank Ridgeway

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WFMJ *

YOUNGSTOWN—EST. 1938

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: William F. Magg, Jr. OPERATED BY: Same. BUSINESS ADDRESS: Youngstown. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

*Station was licensed to operate under a C. P. No further information was available at time of going to press.

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WKBN

YOUNGSTOWN—EST. 1926

CBS

FREQUENCY: 570 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: WKBN Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 17 No. Champion St. PHONE: 42122. STUDIO ADDRESS: Same. TRANSCRIPTION LOCATION: Sunset Blvd. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Cleveland Plain Dealer. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library and Lang-Worth.

Personnel

President and Gen. Mgr..W. P. Williamson, Jr.
Station Director.....J. L. Bowden
Sales Manager.....E. E. Evans
Publicity and Musical Director...G. Davidson
Chief Engineer.....B. T. Wilkins

POLICIES

Accepts liquor after 10:00 p.m.
Merchandising to clients at cost.

REPRESENTATIVE

Free & Peters

WALR

"THE VOICE OF SOUTH EASTERN OHIO"

ZANESVILLE—EST. 1924

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: WALR Broadcasting Corp. OPERATED BY: WALR Broadcasting Corp. BUSINESS ADDRESS: 17½ So. Fourth St. PHONE: 5044. STUDIO ADDRESS: 17½ So. Fourth St. TRANSMITTER LOCATION: Zanesville. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Secretary-General
Manager.....Ronald B. Woodyard
Chief Announcer.....Marc McCullough
Production Manager.....King Whyte
Chief Engineer.....Wm. Hunt

POLICIES

No special policies or restrictions.
Has full merchandising service.

REPRESENTATIVE

Weed & Co.

OKLAHOMA

Population 2,548,000

Number of Families 619,000 — Number of Radio Homes 454,300

Retail Sales $434,793,000 — Auto Registrations 447,000

KADA

"IN OKLAHOMA'S FASTEST GROWING CITY"

ADA—EST. 1934

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Dr. C. C. Morris. OPERATED BY: Dr. C. C. Morris. BUSINESS ADDRESS: 115½ S. Rennie. PHONE: 1212. STUDIO ADDRESS: 115½ S. Rennie. TRANSMITTER LOCATION: N. Broadway. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Owner.....Dr. C. C. Morris
Station and Commercial
Manager.....John M. Whitney
Chief Announcer and
Publicity Director.....Russell Miller
Sales Manager.....Gene Baker
Chief Engineer.....Leiland Seay

POLICIES

No beer or liquor advertising accepted. No Sunday advertising (locally).. No market for foreign language programs.

Poster service is used to draw attention to programs.

REPRESENTATIVE

Joseph Hershey McGillvra

KVSO

"VOICE OF SOUTHERN OKLAHOMA"

ARDMORE—EST. 1935

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Ardmoreite Pub. Co. OPERATED BY: Ardmoreite Pub. Co. BUSINESS ADDRESS: 114-18 N. Washington. PHONE: 2200. STUDIO ADDRESS: Chickasaw and N. W. Blvd. TIME ON THE AIR: 7:00 A.M. to 11:00 P. M. NEWSPAPER AFFILIATION: Daily Ardmoreite. NEWS SER-

www.americanradiohistory.com

VICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Albert Riesen
Station Manager.....James Griffin
Commercial Manager.....Wilbur Choffin
Chief Announcer.....Paul Duncan
Musical Director.....Dolly Dutton
Chief Engineer.....Paul Ross

POLICIES

As per state law, accepts beer and wine only.

REPRESENTATIVE

Joseph Hershey McGillvra

•

K A S A

ELK CITY—EST. 1932

MUTUAL

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: E. M. Woody. OPERATED BY: E. M. Woody. BUSINESS ADDRESS: Casa Grande Hotel. PHONE: 730. STUDIO ADDRESS: Elk City. TRANSMITTER LOCATION: Casa Grande Hotel. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President and Station Manager. E. M. Woody
Chief Announcer and
Advertising Manager.....Lyman Brown
Chief Engineer.....Geo. Patterson

POLICIES

No advertising for liquor or beers of more than 3.2 content are allowed in Oklahoma. Does not accept any foreign language accounts or programs.

•

K C R C

"OKLAHOMA'S MOST AGGRESSIVE STATION"

ENID—EST. 1928

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1360 Kc. POWER: 250 Watts. OWNED BY: Enid Radiophone Co. OPERATED BY: Enid Radiophone Co. BUSINESS ADDRESS: Willow & Kennedy Sts. PHONE: 447-8. STUDIO ADDRESS: Willow & Kennedy Sts. TRANSMITTER LOCATION: Willow & Kennedy Sts. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Enid Morning News, Enid Daily Eagle. NEWS SERVICE: Associated Press (Non-Commercial). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Transco and World Broadcasting System.

Personnel

President.....M. C. Garber
Station Manager.....Milton B. Garber
Advertising Manager.....James S. Stuart
Artists' Bureau Head.....Ralph Rogers
Sales Manager.....H. P. Hale
Publicity Director.....Glen Williams
Musical Director.....Mabel Waken
Chief Engineer.....A. B. Clopton

POLICIES

No special restrictions. Accepts beer and wine only as per state law.

Features merchandising: News stories in both Enid dailies — Show Cards in stores. Dealer contacts throughout territory and Direct Mail, etc.

REPRESENTATIVE

Joseph Hershey McGillvra

•

K B I X

MUSKOGEE—EST. 1936

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Oklahoma Press Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: Barnes Bldg. PHONE: 302. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Phoenix-Times Democrat. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Vice-President.....Tam Bixby, Jr.
Commercial Manager.....Franklin Rough
Chief Engineer.....Lester Harlow

POLICIES

Does not accept liquor advertising. Will accept beer and light wines.

REPRESENTATIVE

The Branham Co.

•

W N A D

"THE VOICE OF SOONERLAND"

NORMAN—EST. 1922

FREQUENCY: 1010 Kc. POWER: 1000 Watts. OWNED BY: University of Oklahoma. OPERATED BY: University of Oklahoma (extension division). BUSINESS ADDRESS: University of Oklahoma. PHONE: 900 — Stations, 18 and 124. STUDIO ADDRESS: University of Oklahoma. TRANSMITTER LOCATION: University of Oklahoma. TIME ON THE AIR: Tuesday and Thursday—10:30 to 11:30 A.M.—2:00 to 4:00 P.M.—7:15 to 9:15 P.M.; Wednesday—10:30 to 11:30 A.M.—2:00 to 4:00 P.M.—8:15 to 9:15 P.M. NEWS SERVICE: Local Campus news through courtesy of the "Oklahoma Daily." Christian Science Monitor. TRANSCRIPTION SERVICE: World Broadcasting.

Personnel

Station Director.....Homer Heck
Director of Production.....H. H. Leake
Chief Engineer.....Cecil Gray

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POLICIES

The station is strictly an educational station and permits no commercial advertising of any sort. Other than this, there are no other restrictions.

•

K O C Y

OKLAHOMA CITY—EST. 1923

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Plaza Court Broadcasting Co. OPERATED BY: Plaza Court Broadcasting Co. BUSINESS ADDRESS: Plaza Court. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oklahoma City. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, Associated, NAB Library, C. P. MacGregor.

Personnel

Manager.....M. H. Bonnebrake
Commercial Manager.....Sammie Jones
Program Director.....Marvin Krause

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. All advertising subject to approval of station management; religious programs must be okayed by Ministerial Alliance before acceptance.

•

K O M A

"IT'S THE PROGRAM THAT GETS THE LISTENER"
"OKLAHOMA CITY'S MOST POWERFUL FULL-TIME STATION"
"SERVING THE PUBLIC INTEREST"

OKLAHOMA CITY—EST. 1932
(as KFJF—1923)

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1480 Kc. POWER: 5000 Watts. OWNED BY: KOMA, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Biltmore Hotel. PHONE: 2-3291-2-3. STUDIO ADDRESS: Biltmore Hotel. TRANSMITTER LOCATION: 7½ miles N. E. of Oklahoma City on Highway No. 66. TIME ON THE AIR: 6:30 A.M. to Midnight (daily); 8:00 A.M. to midnight (Sunday). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....J. T. Griffin
Station Manager.....Waymond Ramsey
Sales Promotion Manager...Herman Chaney
Program Director.....W. S. Luckenbill
Accountant.....L. A. Goddeau
Musical Director.....William I. Salathe
Chief Engineer.....M. W. Thomas

POLICIES

No liquor advertising—only beer and light wines (3-2/10 per cent). No foreign language accounts.

Merchandising: Sales promotion department offers complete facilities to clients.

REPRESENTATIVE

International Radio Sales

•

K T O K

"YOUR MUTUAL FRIEND"

OKLAHOMA CITY—EST. 1927

NBC-BLUE

MUTUAL—OKLAHOMA NETWORK

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Oklahoma Broadcasting Co., Inc. OPERATED BY: Harold V. Hough. BUSINESS ADDRESS: 1800 W. Main. PHONE: 3-8352-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 12:30 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

Personnel

President.....Harold V. Hough
Station Manager.....Kenyon M. Douglass
Commercial Manager.....Tom Johnson
Program Director.....Paul Hughes
Publicity Director.....Paul Buenning
Chief Engineer.....Bernard Tullius

POLICIES

Accepts beer advertising.
Maintains complete merchandising service.

REPRESENTATIVE

Joseph Hershey McGillvra

•

W K Y

OKLAHOMA CITY—EST. 1920

NATIONAL BROADCASTING COMPANY

FREQUENCY: 900 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Oklahoma Pub. Co. OPERATED BY: WKY Radiophone Co. BUSINESS ADDRESS: Skirvin Tower. PHONE: 3-4306—5-4406. STUDIO ADDRESS: Skirvin Tower. TRANSMITTER LOCATION: Nine miles out on highway No. 66. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: The Daily Oklahoman, Oklahoma City Times. NEWS SERVICE: Associated Press (Non-Commercial). TRANSCRIPTION SERVICES: NBC Thesaurus, Standard Supplementary Library. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....E. K. Gaylord
General Manager.....Edgar T. Bell
Station Manager.....Gayle V. Grubb
Commercial Manager.....R. E. Chapman
Chief Announcer.....Perry Ward
Special Events Director.....John C. Shafer
Musical Director.....Allan Clark
Chief Engineer.....Earl C. Hull

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A Record in MAIL PULL and MERCHANDISING

One of America's biggest buyers of spot broadcasting included KVOO on a list of 55 leading stations, using a 15-minute daytime script show, five days weekly. An offer was made, requiring the mailing of a carton front. Here is what the agency Account Executive said about KVOO's merchandising activity and subsequent report:

"I do not know when I have seen a more complete and comprehensive presentation of merchandising co-operation . . .

"... in so proudly displaying your co-operative material, it was presented as a model of its kind.

"... present returns on the offer show KVOO in third place on the basis of actual numerical returns. While your merchandising co-operation has always been excellent, perhaps this outstanding effort has something to do with the ranking."

This is but one of many letters from satisfied advertisers on KVOO. With the most power, the greatest audience and full-time service from both (choice of) N.B.C. networks, the logical buy in Oklahoma is KVOO, in Tulsa, the Oil Capital of the World.

KVOO 25,000 WATTS BOTH N. B. C. NETWORKS **TULSA**

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POLICIES

No liquor advertising. No crystal gazers. Rigid censorship on medicinal advertising.

Special merchandising and exploitation includes: sixty-inch display advertisements each Saturday and Sunday in the Oklahoma City Times and Sunday Oklahoman—Daily column of radio schedule in Oklahoman and Times—Publicity and radio column in Oklahoma Farmer-Stockman—Stories in Oklahoman Retail Times.

REPRESENTATIVE

The Katz Agency

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K H B G

"OKMULGEE, THE SHOPPING CENTER OF EASTERN OKLAHOMA"

OKMULGEE—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Okmulgee Broadcasting Corp. OPERATED BY: Okmulgee Broadcasting Corp. BUSINESS ADDRESS: Parkinson Hotel. PHONE: 3646. STUDIO ADDRESS: Parkinson Hotel. TRANSMITTER LOCATION: 20th and S. Okmulgee Sts. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Harry B. Greaves
Secretary-Treasurer & General Manager.....T. R. Putnam
Program Director.....D. W. Hosington
Musical Director.....Vella Jean Buchanan
Chief Engineer.....A. F. Schultz

POLICIES

Accepts beer and wine accounts only as per state law.

Merchandising: Station furnishes dealer tie-ins on advertising accounts. Service includes direct mail follow-up on all national accounts, personal visits to retail outlets handling products advertised over station.

•

W B B Z

PONCA CITY—EST. 1928

MBS—OKLAHOMA NETWORK

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Estate of C. L. Carrell. OPERATED BY: Same. BUSINESS ADDRESS: 615 West Grand Ave. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ponca City. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Managing Director .....A. L. Carrell

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Station furnishes merchandising facilities.

REPRESENTATIVE

Joseph Hershey McGillvra

•

K G F F

"THE MORNING NEWS-EVENING STAR STATION"

SHAWNEE—EST. 1927

MUTUAL and OKLAHOMA NETWORK

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: KGFF Broadcasting Co., Inc. OPERATED BY: KGFF Broadcasting Co., Inc. BUSINESS ADDRESS: Aldridge Hotel. PHONE: 4390. STUDIO ADDRESS: Aldridge Hotel. TRANSMITTER LOCATION: Shawnee Country Club. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: Shawnee Morning News, Shawnee Evening Star, Stauffer Publications, Inc. NEWS SERVICES: United Press, Associated Press (Non-Commercial). TRANSCRIPTION SERVICES: Titan.

Personnel

President.....Oscar Stauffer
Vice-President .....Ross Porter
General Manager.....Joseph W. Lee
Commercial Manager.....Joseph W. Lee
Chief Announcer.....Frank Jackson
Sales Manager.....Ross Porter
Publicity Director.....Maxine Eddy
Chief Engineer.....John Molloy

POLICIES

Beer accounts acceptable. Foreign language acceptable but audience negligible. All programs must be in good taste.

Sales staff capable of window display work. Local dealer contacts made and report made to client of dealer's opinion. Newspaper tie-up considered valuable in this respect.

REPRESENTATIVE

Joseph Hershey McGillvra

•

K O M E

"KOVERS OKLAHOMA'S MAGIC EMPIRE"

TULSA—EST. 1938

MUTUAL BROADCASTING SYSTEM—OKLAHOMA NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Harry Schwartz. OPERATED BY: Harry Schwartz. BUSINESS ADDRESS: Radio Bldg., 910 S. Boston. PHONE: 3-4121. STUDIO ADDRESS: Radio Bldg.; Berryhill Bldg., Sapulpa. PHONE: 462. TRANSMITTER LOCATION: 3904 S. Newport, Tulsa. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President .....Harry Schwartz
Vice President-General Manager .....Glenn Condon

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Vice President-Commercial Manager ..... Harold Grimes
Program Director .. R. H. Latting
Musical Director .. Dorothy Doan
Continuity Chief ..... James Fuson
Manager of Sapulpa Studio .... Jimmie Wilson
Chief Engineer ..... James F. Manship

POLICIES

No liquor advertising.

REPRESENTATIVE

Joseph Hershey McGillvra

•

K T U L

"THIS IS YOUR FRIENDLY COLUMBIA STATION IN TULSA"

TULSA—EST. 1934

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: J. T. Griffin. OPERATED BY: Tulsa Broadcasting Co., Inc. BUSINESS ADDRESS: 320 S. Boston St. PHONE: 4-8188. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 5 miles north on Lewis Ave. TIME ON THE AIR: (daily) 6:30 A.M. to 12:15 A.M.; (Saturday) 6:30 A.M. to 12:30 A.M.; (Sunday) 7:00 A.M. to 12:15 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

5000 WATTS DAY

1000 WATTS NIGHT

K T U L

TULSA, OKLAHOMA

. . . If Your Story is Well Told

. . . Your Product is Quickly Sold

•

NEW TRANSMITTER

NEW VERTICAL RADIATOR

Wm. C. Gillespie
Station Manager, KTUL
320 S Boston St., Tulsa, Oklahoma

Personnel

President ..... J. T. Griffin
Vice President-General Manager ..... Wm. C. Gillespie
Director of Advertising ..... Lawson Taylor
Program Director ..... Vic Rugh
Continuity Chief ..... Ray Sollars
Local Sales Manager ..... Lawson Taylor
Promotion & Publicity Director ..... John Esau
Chief Engineer ..... Nathan Wilcox

POLICIES

Accepts beer accounts only. No sizeable foreign population for foreign language programs. Policies subscribed to are those outlined by the NAB and CBS. All copy must meet restrictions imposed by public taste before accepted.

Complete merchandising facilities in every phase of product and program promotion. Merchandising and exploitation includes: letters to dealers; posters distributed; special plugs on the air; newspaper publicity, and surveys conducted.

REPRESENTATIVE

Free & Peters, Inc.

•

K V O O

"THE MOST POWERFUL STATION BETWEEN ST. LOUIS, DALLAS AND DENVER"

TULSA—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1140 Kc. POWER: 25,000 Watts. OWNED BY: Southwestern Sales Corp. OPERATED BY: Southwestern Sales Corp. BUSINESS ADDRESS: Tulsa. PHONE: 2-2254. STUDIO ADDRESS: Philtower. TRANSMITTER LOCATION: 11 miles east of Tulsa, Highway 66. TIME ON THE AIR: Unlimited Schedule. NEWS SERVICES: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President ..... P. Q. Procter
Vice President-General Manager ..... William B. Way
Commercial Manager ..... Willard Egolf
Production Manager ..... Norvell Slater
Station Manager ..... William B. Way
Publicity Director ..... Ken Miller
Chief Engineer ..... L. W. Stinson

POLICIES

Beer advertising accepted.

Maintains merchandising department with standard services which include calls on wholesalers and retailers, form letters and mailings to the trade, publicity in newspapers, display cabinet, photograph boards, etc.

REPRESENTATIVE

Edward Petry & Company

(See Page 348)

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OREGON

Population 1,027,000

Number of Families 299,000 | Number of Radio Homes 285,400

Retail Sales $335,851,000 | Auto Registrations 299,423

K A S T

"VOICE OF LOWER COLUMBIA"

ASTORIA—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 watts (C. P., 250 watts, d.; 100 watts, n.). OWNED BY: Astoria Broadcasting Co. OPERATED BY: Astoria Broadcasting Co. BUSINESS ADDRESS: Hotel Astoria. PHONE: 95. STUDIO ADDRESS: Hotel Astoria. TRANSMITTER LOCATION: Hotel Astoria. TIME ON THE AIR: 7:00 A.M. to sunset. NEWSPAPER AFFILIATION: Astorian-Budget. NEWS SERVICES: Famous Dorana, World Broadcasting System.

Personnel

President.....M. R. Chessman
Station Manager.....James C. Wallace
Commercial Manager.....Frank E. Marrion
Musical Director.....Sylvia Chandler
Chief Engineer.....Lawrence King

POLICIES

As per Oregon state law—No liquor advertising on radio. Accepts foreign language programs.

Gives merchandising cooperation and assistance to all advertisers.

REPRESENTATIVES

Cox & Tanz and Walter Biddick

•

K B K R *

BAKER—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Louis P. Thornton. OPERATED BY: Same. BUSINESS ADDRESS: Baker. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Baker. TIME ON THE AIR: Full Time License.

* Station was licensed to operate under a C. P. and no further information was available at time of going to press.

•

K B N D

"COVERING THE VAST CENTRAL OREGON MARKET"

BEND—EST. 1938

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: The Bend Bulletin. OPERATED BY: The Bend Bulletin. BUSINESS ADDRESS: The Pilot Butte Inn. PHONE: 848. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: The Bend Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Robert W. Sawyer
Commercial Manager.....Chet Wheeler
Chief Technician.....Stanton Bennett

POLICIES

Station furnishes complete merchandising facilities.

•

K O A C

CORVALLIS—EST. 1922

FREQUENCY: 550 Kc. POWER: 1000 watts. OWNED BY: Oregon State Agricultural College. OPERATED BY: Oregon State Agricultural College. BUSINESS ADDRESS: Corvallis. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9:00 A.M. to 9:00 P.M.

Personnel

Director .....Luke L. Roberts
Chief Engineer.....Grant S. Feikert

POLICIES

Station does not sell time.

Program and talent are planned and developed by experienced full-time radio workers who are drawn from state eductational institutions.

•

K O R E

EUGENE—EST. 1927

MBS—DON LEE BROADCASTING SYSTEM

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Eugene Broadcast Station. OPERATED BY: Eugene Broadcast Station. BUSINESS ADDRESS: 731 Willamette St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eugene. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 10:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

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Personnel

General Manager . . . . . Frank L. Hill
Station Manager . . . . . Glenn McCormick
Chief Engineer . . . . . Harold Gander

POLICIES

Advertising of alcoholic beverages accepted in programs of fifteen minutes or over.

REPRESENTATIVE

John Blair & Co.

•

K F J I

KLAMATH FALLS—EST. 1928

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KFJI Broadcasters, Inc. OPERATED BY: Same. BUSINESS ADDRESS: Willard Hotel Bldg. PHONE: 2125. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor.

Personnel

President . . . . . J. A. Kincaid
Station & Commercial Manager . . Geo. Kincaid
Chief Announcer . . . . . Jack Keating
Sales Manager . . . . . M. E. Dunn
Chief Engineer . . . . . Joe Carroll

REPRESENTATIVE

Cox & Tanz

•

K L B M

LA GRANDE—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Harold M. Finlay and Mrs. Eloise Finlay. OPERATED BY: Harold M. Finlay. BUSINESS ADDRESS: La Grande. PHONE: 220. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near La Grande. TIME ON THE AIR: Full Time License. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Manager . . . . . H. M. Finlay

•

K O O S

"SOUTHWESTERN OREGON STATION"
"THE VOICE OF COOS BAY"

MARSHFIELD—EST. 1928

MBS-DON LEE BROADCASTING SYSTEM

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KOOS, Inc. OPERATED BY: KOOS, Inc. BUSINESS ADDRESS: Hall Bldg. PHONE: 432, 433. STUDIO ADDRESS: Hall Bldg. TRANSMITTER LOCATION: Hall Bldg. TIME ON THE AIR: 7:00 A.M. to 10:30 P.M. (PST). NEWSPAPER AFFILIATIONS: Coos Bay Times. NEWS SERVICE: United Press.

Personnel

President . . . . . Sheldon F. Sackett
Station Manager . . . . . J. B. Toles
Commercial Manager . . . . . Ben E. Stone
Chief Announcer . . . . . Chester Wheeler
Program Director . . . . . Roger Spaugh
Chief Engineer . . . . . Paul Spargo

POLICIES

No hard liquor, wines or beer during certain hours. All such advertising subject to strict regulation and restrictions and station approval.

Renders reasonable merchandising cooperation at all times and will contact merchants in immediate vicinity in Marshfield and North Bend without cost to the advertiser.

REPRESENTATIVE

Walter Biddick (Pacific Coast)

•

K M E D

MEDFORD—EST. 1926

NATIONAL BROADCASTING CO.
(RED OR BLUE)

FREQUENCY: 1410 Kc. POWER: 250 Watts. OWNED BY: Mrs. W. J. Virgin. OPERATED BY: Mrs. W. J. Virgin. BUSINESS ADDRESS: Sparta Bldg., Main and Riverside. PHONE: 305. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ross Lane. TIME ON THE AIR: Full Time License (95 hours weekly). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Commercial Manager . . . . . L. P. Bishop
Sales Manager . . . . . A. A. Adler
Program Director . . . . . Raymond Scott
Traffic Manager . . . . . Gladys La Marr
Chief Engineer . . . . . D. H. Rees

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising: Station provides pre-publicity for all new programs and cooperates with national and regional advertisers in opening up new retail accounts.

REPRESENTATIVE

Free and Peters

•

K A L E

PORTLAND—EST. 1924

MUTUAL-DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 1000 Watts. OWNED BY: KALE, Inc. OPERATED BY: Same. BUSINESS ADDRESS: New Heathman Hotel. PHONE: At. 7209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Weatherly Bldg. TIME ON THE AIR: 6:15 A.M. to 12:15 A.M. NEWSPAPER AFFILIATION: The Oregon Journal. NEWS SERVICE: International News Service. MAINTAINS ARTISTS BUR-

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EAU. TRANSCRIPTION SERVICES: NAB Library, Lang-Worth, World Broadcasting System, and Associated Music.

Personnel

President.....C. Roy Hunt
Vice-President.....S. R. Winch
Secretary-Treasurer.....C. W. Meyers
Station Manager.....Ted Kooreman
Sales Manager.....Charles Couche
Program Director.....Johnnie Walker
Publicity Director.....Lester Halpin
Chief Engineer.....Louis Bookwalter

POLICIES

Advertising of alcoholic beverages not accepted. No foreign language accounts excepts those of a religious nature. No medical programs.

Merchandising: Monthly merchandising publication "Radio Advertiser" sent to 4000 retailers in market area. Commercial programs publicized in each issue.

REPRESENTATIVE

Free & Peters, Inc.

•

K B P S

PORTLAND—EST. 1923

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Student Body Benson Polytechnic School. OPERATED BY: Same. BUSINESS ADDRESS: 546 N. E. 12th Ave. PHONE: EA 8131-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 11:00 A.M. to 12:30—3:00 to 5:00 P.M. (each school day).

Personnel

Station Manager & Chief Engineer.....William Allingham
Chief Announcer.....R. T. Stephens

POLICIES

Non-commercial outlet.

•

K E X

PORTLAND—EST. 1926

NBC (Blue Network)—NORTHWEST TRIANGLE

FREQUENCY: 1180 Kc. POWER: 5000 Watts. OWNED BY: Oregonian Pub. Co. (Lessee). OPERATED BY: Oregonian Pub. Co. BUSINESS ADDRESS: The Oregonian Bldg., 6th and Alder Sts. PHONE: Atwater 2121. STUDIO ADDRESS: 801 Oregonian Bldg. TRANSMITTER LOCATION: North Portland. TIME ON THE AIR: (daily) 6:30 A.M. to 12:00 midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Oregonian. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....W. Carey Jennings
Sales Manager.....Paul Connet
Traffic Manager.....Ralph Greer
Publicity Director.....H. Q. Cox
Program Director.....Barney Miller
Chief Engineer.....Harold Singleton

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine after 10:00 P.M. with the omission of Sunday. Medicinal accounts subject to approval of station management. No foreign language programs accepted.

A limited amount of merchandising cooperation—monthly merchandising paper, and usual station promotion.

REPRESENTATIVE

Edward Petry & Co., Inc.

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K G W

"WHEN YOU THINK RADIO, THINK KGW"

PORTLAND—EST. 1922

NBC (Red Network)—NORTHWEST TRIANGLE

FREQUENCY: 620 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Oregonian Pub. Co. OPERATED BY: Oregonian Pub. Co. BUSINESS ADDRESS: The Oregonian Bldg., 6th & Alder Sts. PHONE: Atwater 2121. STUDIO ADDRESS: 801 Oregonian Bldg. TRANSMITTER LOCATION: North Portland. TIME ON THE AIR: (daily) 7:00 A.M. to midnight; (Sunday) 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Oregonian. NEWS SERVICES: Transradio Press, International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....W. Carey Jennings
Sales Manager.....Paul Connet
Traffic Manager.....Ralph Greer
Publicity Director.....H. Q. Cox
Program Director.....Barney Miller
Chief Engineer.....Harold Singleton

POLICIES

No alcoholic beverages before 10:00 P.M. Medicinal accounts subject to approval of station management. No foreign language programs accepted.

A limited amount of merchandising cooperation—monthly merchandising paper, and usual station promotion.

REPRESENTATIVE

Edward Petry & Co., Inc.

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K O I N

PORTLAND—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 940 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KOIN, Inc. OPERATED BY: KOIN, Inc. BUSINESS ADDRESS: New Heathman Hotel. PHONE: Atwater 3333. STUDIO ADDRESS: New Heathman Hotel. TRANSMITTER LOCATION: Sylvan. TIME ON THE AIR: 6:30 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: The Oregon Journal. NEWS SERVICE: United Press, International News Service. TRANSCRIPTION SERVICES: Associated Music Publishers, World Program

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Library, Standard Radio, Lang-Worth Public Domain, NAB Library.

Personnel

President . . . . . C. W. Myers
Station Manager . . . . . C. Roy Hunt
Promotion Manager . . . . . C. E. Couche
Artists' Bureau Head . . . . . Johnnie Walker
Chief Announcer . . . . . Stanley Church
Sales Manager . . . . . C. E. Couche
Publicity Director . . . . . Lester Halpin
Musical Director . . . . . Joseph Sampietro
Technical Director . . . . . Louis Bookwalter

POLICIES

No advertising of alcoholic beverages accepted. No medical advertising or foreign language accounts accepted.

Monthly merchandising publication, "The Radio Advertiser," mailed to 4,000 retailers in primary coverage area. All network and national spot programs receive publicity in every issue.

REPRESENTATIVE

Free & Peters, Inc.
World Broadcasting System

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K W J J

"THE VOICE FROM BROADWAY, OREGON'S LARGEST INDEPENDENT STATION"

PORTLAND—EST. 1927

FREQUENCY: 1040 Kc. POWER: 500 Watts. OWNED BY: KWJJ Broadcasting Co., Inc. OPERATED BY: KWJJ Broadcasting Co., Inc. BUSINESS ADDRESS: 622 S. W. Salmon St. PHONE: Atwater 4393-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Oaks Park. TIME ON THE AIR: 6:00 A.M. to local sunset —9:00 P.M. to 3:00 A.M. NEWS SERVICE: International News Service.

Personnel

President . . . . . Wilbur J. Jerman
Secretary-Treasurer & General Manager . . . . . John C. Egan
Commercial Manager . . . . . L. D. Henderson
Chief Engineer . . . . . W. J. Jerman

POLICIES

Accepts only beers and wines liquor accounts. Also accepts foreign language programs.

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K X L

PORTLAND—EST. 1926

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KXL Broadcasters. OPERATED BY: Same. BUSINESS ADDRESS: KXL Bldg. PHONE: Broadway 6451. STUDIO ADDRESS: KXL Bldg. TIME ON THE AIR: 6:00 A.M. to midnight. NEWS SERVICE: United Press.

Personnel

President and General Manager . . . . . T. W. Symons, Jr.
Chief Engineer . . . . . Ralph Mifflin

POLICIES

No foreign language accounts accepted. Merchandising service at cost.

REPRESENTATIVE

Gene Furgason & Co.

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K R N R

"VOICE OF UMPQUA VALLEY"

ROSEBURG—EST. 1935

MUTUAL—DON LEE

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: News Review Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Umpqua. PHONE: No. 4. STUDIO ADDRESS: Hotel Umpqua. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (unlimited license). NEWSPAPER AFFILIATION: Roseburg News Review. NEWS SERVICE: Associated Press (non - commercial). TRANSCRIPTION SERVICE: Titan.

Personnel

General Manager . . . . . M. H. Pengra

POLICIES

No advertising of beer and wine accepted. No foreign population. Station reserves censorship right, in interests of decency and entertainment value.

Full merchandising service thru station merchandising department.

REPRESENTATIVE

John Blair & Co.

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K S L M

SALEM—EST. 1934

MBS-DON LEE BROADCASTING SYSTEM
PACIFIC BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 100 watts (C. P. 500 watts on 1360 Kc.). OWNED BY: Oregon Radio, Inc. OPERATED BY: Oregon Radio, Inc. BUSINESS ADDRESS: 343 Court St. PHONE: 6131. STUDIO ADDRESS: 343 Court St. TRANSMITTER LOCATION: half mile from city limits. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATION: Morning Statesman. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President . . . . . H. B. Read
Commercial Manager . . . . . H. B. Read
Artists' Bureau Head . . . . . Dwight Hoxie
Chief Announcer . . . . . Dwight Hoxie
Station Manager . . . . . H. B. Read
Publicity Director . . . . . Clarice Kolbe
Musical Director . . . . . Herbert Johnston
Chief Engineer . . . . . Clyde Werzart

POLICIES

No liquor, beer or wine until afternoon. No foreign language shows; not considered enjoyable to general audience.

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PENNSYLVANIA

Population 10,176,000

Number of Families 2,452,000 — Number of Radio Homes 2,206,400

Retail Sales $2,490,910,000 — Auto Registrations 1,750,510

W C B A - W S A N

ALLENTOWN—EST. 1923

NBC (Red and Blue)
QUAKER NETWORK—PENNSYLVANIA NETWORK

FREQUENCY: 1440 Kc. POWER: 500 Watts. OWNED BY: WSAN, Inc. OPERATED BY: B. Bryan Musselman. BUSINESS ADDRESS: 39 N. 10th St. PHONE: 9511-6736. STUDIO ADDRESS: 39 N. 10th St. TRANSMITTER LOCATION: North 7th St. Highway. TIME ON THE AIR: 7:30 A.M. to midnight. NEWSPAPER AFFILIATIONS: Chronicle and News, Allentown Morning Call. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....J. C. Shumberger
General Manager.....B. Bryan Musselman
Artists' Bureau Head.....George Y. Snyder
Chief Announcer.....John T. Van Sant
Publicity Director.....Charles R. Petrie
Musical Director.....George Y. Snyder
Chief Engineer.....Wm. A. McCutcheon

POLICIES

Advertising of alcoholic beverages accepted, but liquor programs must be at least 15 minutes in length and not permitted before 7:00 P.M.

On all political broadcasts the "Class A" rates apply. Less than 15 minutes not sold and no discounts apply. Copy must be furnished in advance of broadcast.

Maintains a merchandising service.

REPRESENTATIVE

Gene Furgason & Co.

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W F B G

"THE ORIGINAL GATEWAY TO THE WEST"

ALTOONA—EST. 1924

QUAKER NETWORK
PENNSYLVANIA STATE NETWORK

FREQUENCY: 1310 Kc. POWER 100 Watts OWNED BY: The William F. Gable Co. OPERATED BY: The Gable Broadcasting Co. BUSINESS ADDRESS: 1320 Eleventh Ave. PHONE: 6467. STUDIO ADDRESS: Gable Arcade Bldg. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Managing Director.....Roy Thompson
Chief Engineer.....James E. Moffat

Note: Commercial department is directed by the Managing Director.

POLICIES

No special program policies.

REPRESENTATIVES

Cox & Tanz

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W E S T

EASTON—EST. 1936

MASON-DIXON GROUP

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Associated Broadcasters, Inc. OPERATED BY: Associated Broadcasters, Inc. BUSINESS ADDRESS: 516 Northampton St. PHONE: 8001. STUDIO ADDRESS: 516 Northampton St. TRANSMITTER LOCATION: Williams Township. TIME ON THE AIR: 7:30 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

President.....Clair R. McCollough
Station & Commercial Manager.....Walter Kirkwood
Program Manager.....Wilbert Markle
Publicity Director.....Richard West
Chief Engineer.....J. E. Mathiot

POLICIES

No special stated policies.

Station maintains service facilities which include calls on trade, newspaper publicity, letters to trade, assistance to advertiser's salesmen.

REPRESENTATIVE

Paul H. Raymer Co.

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WLEU

"YOUR RADIO STATION"

ERIE—EST. 1935

NBC—(BLUE)

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WLEU Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 12th & State Sts. PHONE: 22-129. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Daily) 7:30 A.M. to 12:00 midnight; (Sunday) 10:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager . . . V. Hamilton Weir
Chief Announcer . . . James O'Shea
Program Director . . . James Hamilton
Musical Director . . . Anthony Conti
Chief Engineer . . . . Harold Roess

POLICIES

Foreign language accounts broadcast on Sundays only at present.

Merchandising: Exploitations of commercial programs via radio only; other forms of merchandising at extra cost.

WLEU

NBC BLUE

Acceptably serving this rich industrial and agricultural area

ERIE PENNA.

For complete data write

V. HAMILTON-WEIR

P. O. Box 95, Erie, Pa.

WIBG

"YOUR FRIENDLY STATION"

GLENSIDE—EST. 1924

FREQUENCY: 970 Kc. POWER: 100 watts. OWNED BY: Seaboard Radio Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Corner Mt. Carmel Ave. & Easton Rd. PHONE: Ogontz 3100. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Elkins Park. TIME ON THE AIR: 7:00 A.M. to local sunset (E.S.T.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and General Manager . . . Joseph M. Nassau
Commercial Manager . . Edward T. Clery
Program Director . . . Douglas Arthur
Chief Engineer . . . John H. Henninger

POLICIES

No liquor advertising accepted.

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WHJB

GREENSBURG—EST. 1933

FREQUENCY: 620 Kc. POWER: 250 Watts. OWNED BY: Pittsburgh Radio Supply Co. OPERATED BY: Pittsburgh Radio Supply Co. BUSINESS ADDRESS: 128 Pennsylvania Ave. PHONE: 3740. STUDIO ADDRESS 128 Pennsylvania Ave. TRANSMITTER LOCATION: 128 Pennsylvania Ave. TIME ON THE AIR: 7:00 A.M. to local sunset.

Personnel

President . . H. J. Brennen
Commercial Manager . R. M. Thompson
Chief Announcer . . . Lew Clawson
Station Manager . . . Roy H. Verret
Chief Engineer . . Walter McCoy

POLICIES

Advertising of alcoholic beverages excepting beer not accepted. All contracts are subject to station owner's approval and government regulations. All material must conform to the standards of the station which reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

REPRESENTATIVE

Gene Furgason & Co.

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WSAJ

GROVE CITY

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Grove City College. OPERATED BY: Grove City College. BUSINESS ADDRESS: Grove City. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified Hours.

Personnel

Director . . . H. W. Harmon

www.americanradiohistory.com

POLICIES

Station does not sell time.

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WHP

HARRISBURG—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1430 Kc. POWER: 1000 watts, d.; 500 watts, n. (C.P. 5000 watts, d.; 1000 watts, n.) OWNED BY: WHP, Inc. OPERATED BY: WHP, Inc. BUSINESS ADDRESS: Telegraph Bldg. PHONE: 4-3211. STUDIO ADDRESS: Telegraph Bldg. TRANSMITTER LOCATION: 4 miles east of Harrisburg on new Harrisburg-Hershey Highway. TIME ON THE AIR: (daily) 7:30 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. NEWSPAPER AFFILIATION: The Harrisburg Telegraph. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....E. J. Stackpole, Jr.
Station Manager.....A. K. Redmond
Production Director.....E. K. Smith
Sales Director.....C. L. Bailey
Publicity Director.....Dick Redmond
Chief Engineer.....R. S. Duncan

POLICIES

No foreign language programs. Liquor advertising accepted only after 11 p.m. Beer and light wines advertising accepted any time. Only medical advertising which meets with the requirements of Pennsylvania Health Dept.

Direct mail to introduce program series before starting date. Show card service, and theater tie-in, both screen and lobby. Most important—items in the radio section of the Harrisburg Telegraph "Watts In The Air." (Daily.) Also spot announcements to introduce program.

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WKBO

HARRISBURG—EST. 1927

PENNSYLVANIA NETWORK
QUAKER NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Telegraph Press. OPERATED BY: Keystone Broadcasting Corp. BUSINESS ADDRESS: 31 North Second St. PHONE: 4-0191-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third & Walnut Sts. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Harrisburg Telegraph. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....C. G. Moss
Commercial Manager.....Geo. C. Smith
Musical Director.....Clyde Moser
Chief Engineer.....Charles Myers

WAZL

"VOICE OF THE ANTHRACITE COAL REGION"

HAZELTON—EST. 1932

MASON-DIXON GROUP

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Hazelton Broadcasting Service, Inc. OPERATED BY: Hazelton Broadcasting Service, Inc. BUSINESS ADDRESS: 708 Hazelton National Bank Bldg. PHONE: 1488. STUDIO ADDRESS: 708 Hazelton National Bank Bldg. TRANSMITTER LOCATION: Hazelton National Bank Bldg. TIME ON THE AIR: 9:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth.

Personnel

President.....C. R. McCollough
Station Manager.....V. C. Diehm
Program Manager.....Edward Beisel
Publicity Director.....T. A. Tito
Chief Engineer.....J. E. Mathiot

POLICIES

No stated special policies.

REPRESENTATIVE

Paul H. Raymer Company

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WJAC

JOHNSTOWN—EST. 1925

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WJAC, Inc. OPERATED BY: WJAC, Inc. BUSINESS ADDRESS: Tribune Annex, Locust St. PHONE: 113. STUDIO ADDRESS: Tribune Annex, Locust St. TRANSMITTER LOCATION: Tribune Bldg., Locust St. TIME ON THE AIR: Shares time with WFBG. NEWSPAPER AFFILIATIONS: The Johnstown Tribune, The Johnstown Democrat. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....Walter W. Krebs
Station Manager.....J. C. Tully
Chief Engineer.....A. J. Reid

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WGAL

LANCASTER—EST. 1922

INTERCITY—MASON-DIXON GROUP

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: WGAL, Inc. OPERATED BY: WGAL, Inc. BUSINESS ADDRESS: 8 West King St. PHONE: 5252. STUDIO ADDRESS: 8 West King St. TRANSMITTER LOCATION: 8 West King St. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....J. E. Mathiot

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Vice-President.....C. R. McCollough
Station and Commercial Manager.....Walter Miller
Program Manager.....Ernest Stanziola
Publicity Director.....Paul Rodenhauser
Chief Engineer.....J. E. Mathiot

POLICIES

No stated special policies.

REPRESENTATIVE

Paul H. Raymer Company

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W K S T

"FRIENDLY STATION OF WESTERN PENNSYLVANIA"

NEW CASTLE—EST. 1938

TRI-CITY NETWORK

FREQUENCY: 1250 Kc. POWER: 250 watts. OWNED BY: Keystone Broadcasting Co. OPERATED BY: Keystone Broadcasting Co. BUSINESS ADDRESS: Cathedral Bldg. PHONE: 5050-5051. STUDIO ADDRESS: Cathedral Bldg.; Ellwood Furniture Co., Ellwood City. PHONE: 77; Library Bldg., Westminster College, New Wilmington. PHONE: 100. TRANSMITTER LOCATION: Old Pittsburgh and Savannah Center Roads. TIME ON THE AIR: 7:00 A.M. to local sunset; Sunday, 8:00 A.M. to local sunset. NEWS SERVICE: International News Service, Christian Science Monitor. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

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WDAS

PHILADELPHIA

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Doing a BIG JOB in a BIG MARKET

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PHILADELPHIA'S ONLY INDEPENDENT FULL TIME STATION

Personnel

President & General Manager.....S. W. Townsend
Vice-President & Commercial Manager.....H. S. Kirk
Treasurer.....Fred W. Danner
Secretary & Station Manager.....A. W. Graham
Chief Announcer-Continuity Director.....J. Leonard Taylor

POLICIES

Beer, wine and hard liquor advertising not accepted. All copy must conform to station standards, Federal, State and FCC rules and regulations.

Merchandising facilities are available on request and at cost to sponsor.

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K Y W

PHILADELPHIA—EST. 1921

NATIONAL BROADCASTING CO. (RED)

FREQUENCY: 1020 Kc. POWER: 10,000 Watts. OWNED BY: Westinghouse Electric & Mfg. Co. OPERATED BY: Same. Programmed by National Broadcasting Co. BUSINESS ADDRESS: 1619 Walnut St. PHONE: Locust 3760. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: RFD No. 4, Norristown. TIME ON THE AIR: 6:59 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....George H. Bucher
Station Manager.....Leslie Joy
Program Manager.....James P. Begley
Sales Prom.-Advertising Manager.....L. B. Beeuwkes
Sales Manager.....John S. K. Hammann
Publicity Director.....J. A. Aull
Plant Manager.....E. H. Gager
Auditor-Personnel Manager.....J. F. M. Proulx

POLICIES

Beer permissible. Policies of the National Broadcasting Company otherwise.

Station offers, upon request of the advertiser, suggestions for tying in the product locally with the radio broadcast by means of offers, direct-mail, newspapers and billboards.

REPRESENTATIVE

National Broadcasting Co.

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W C A U

PHILADELPHIA—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1170 Kc. POWER: 50,000 watts. OWNED BY: WCAU Broadcasting Co. OPERATED BY: WCAU Broadcasting Co. BUSINESS ADDRESS: 1622 Chestnut St.

www.americanradiohistory.com

PHONE: Locust 7700. STUDIO ADDRESS: WCAU Bldg. TRANSMITTER LOCATION: Newtown Square. TIME ON THE AIR: 6:15 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 11:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and Station Manager.....Dr. Leon Levy
Sales & Commercial Manager.....Robert A. Street
Director of Programs.....Stan Lee Broza
Publicity Director.....Kenneth W. Stowman
Musical Director.....Robert Golden
Chief Engineer.....John Leitch

POLICIES

Neither hard liquor advertising or foreign language accounts are accepted by our station. Does accept advertising for light alcoholic beverages such as beer and wines.

Active publicity department that is in constant contact with all newspapers in our coverage area. Sales promotion department develops dealer co-operation, through tie-ins and supplies special premium and merchandising ideas.

REPRESENTATIVE

Transamerican Broadcasting & Television Corp. (Chicago Only)
WCAU, 485 Madison Ave., N. Y. C.

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W D A S

"PHILADELPHIA'S ONLY INDEPENDENT FULL-TIME STATION"

PHILADELPHIA—EST. 1922

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: WDAS Broadcasting Sta., Inc. OPERATED BY: WDAS Broadcasting Sta., Inc. BUSINESS ADDRESS: 1211 Chestnut St. PHONE: Locust 7400—Race 7474. STUDIO ADDRESS: 1211 Chestnut St. TRANSMITTER LOCATION: Woodside Park. TIME ON THE AIR: 7:00 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Langworth & Wentworth, NAB Library.

Personnel

President.....Alexander W. Dannenbaum
Vice-President-General Manager..P. J. Stanton
Commercial Manager.A. W. Dannenbaum, Jr.
Advertising Manager.....Jerry Stone
Artists Bureau Head.....Harold Davis
Musical Director.....Joseph Schribeman
Chief Engineer.....Frank Unterberger

POLICIES

Accepts liquor advertising. Regular programs in Italian, Jewish and Polish. (No foreign program permitted before 8:00 p.m.)

Advertising support in newspapers and radio papers; Station also co-operative with merchandising, and maintains an artist bureau, free to clients.

W F I L

"PENNSYLVANIA'S STATION—WFIL IN PHILADELPHIA"

PHILADELPHIA—EST. 1935

NATIONAL BROADCASTING CO. (BLUE)
MUTUAL—QUAKER NETWORK

FREQUENCY: 560 Kc. POWER: 1,000 Watts. OWNED BY: WFIL Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Widener Bldg. PHONE: Rit. 6900. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 63rd & Schuylkill River. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: Associated Library, Miller Tape Service.

Personnel

President.....Samuel R. Rosenbaum
General Manager.....Roger Clipp
Assistant General Manager.....Mrs. M. Schaefer
National Sales Manager...Murray Grabhorn
Local Sales Manager.....George Jaspert
Publicity Director.....Joseph T. Connolly
Sales Promotion Manager.....Jerry Moore
Musical Director.....Anthony Candelori
Chief Engineer.....Frank V. Becker
Program Director.....Margaret Schaefer

POLICIES

Station accepts light wines and beer advertising; bans hard liquor. Will not accept foreign language. Only other restriction is that copy conform to standards of good public taste.

Merchandising: Local pioneer on establishment of merchandising bureau. Has swap time arrangements with two Phila. dailies and uses this display space to advertise commercial programs at no cost to sponsor. Also uses direct mail and exhibit form of merchandising.

REPRESENTATIVE

Free & Peters Inc.

(*See Page 360*)

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W H A T

PHILADELPHIA—EST. 1930

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY: Independence Broadcasting Co., Inc. OPERATED BY: Independence Broadcasting Co., Inc. BUSINESS ADDRESS: Hotel Philadelphia, 39th & Chestnut Sts. PHONE: Lombard 2390-1—Main 2000. STUDIO ADDRESS: Public Ledger Bldg., 7th & Chestnut Sts. TRANSMITTER LOCATION: Hotel Philadelphian. TIME ON THE AIR: Shares time—(45 hours weekly). NEWSPAPER AFFILIATION: Evening Public Ledger. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President-General Manager.....W. Porter Ogelsby, Jr.

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COMPLETE COVERAGE OF THE PHILADELPHIA MARKET

Favorable Frequency Means Favorable Coverage—

That Is Why WFIL on 560 Kc Covers the Greatest Population At Lowest Cost

Here Is a Comparison of the Three Leading Stations in Philadelphia

WFIL	560 KC	Population	5,577,501
		Quarter Hour, Night	$120
WCAU	1170 KC	Population	4,940,150
		Quarter Hour, Night	$200
KYW	1020 KC	Population	3,658,638
		Quarter Hour, Night	$176

To Cover Philadelphia Thoroughly At Lowest Cost—

Specify

NATIONAL BROADCASTING COMPANY

WFIL

MUTUAL BROADCASTING SYSTEM

www.americanradiohistory.com

Program & Production
Manager ..... Milton Laughlin
Chief Operator ..... J. C. Geise

POLICIES

Does not accept liquor, dentists', or doctors' advertising, nor unpleasant copy. Carries Italian, German and Lithuanian language programs.

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WIP

"PHILADELPHIA'S PIONEER VOICE"

PHILADELPHIA—EST. 1922

INTERCITY

FREQUENCY: 610 Kc. POWER: 1000 watts. OWNED BY: Gimbel Bros., Inc. OPERATED BY: Penna. Broadcasting Co. BUSINESS ADDRESS: 35 S. 9th St. PHONE: Walnut 6800. STUDIO ADDRESS: 35 S. 9th St. TRANSMITTER LOCATION: 2108 Spring Garden St. TIME ON THE AIR: 24 hours, daily. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President & Station
Manager ..... Benedict Gimbel, Jr.
Secretary to President ..... J. Jessie Kane
Chief Announcer ..... Edward Wallis
Sales Manager ..... Major Edward A. Davies
Publicity Director ..... Murray Arnold
Musical Director ..... Clarence Fuhrman
Chief Engineer ..... Clifford C. Harris
Program Director ..... James Allan
Production Manager ..... Edward Wallis

POLICIES

No foreign language programs accepted. Liquor advertising accepted after 8 p.m.

REPRESENTATIVE

John B. Woodward & Co.

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WPEN

"PHILADELPHIA'S OWN STATION"

PHILADELPHIA—EST. 1929

(HOOK-UP WITH WOV, New York)

FREQUENCY: 920 Kc. POWER: 1000 Watts. OWNED BY: Wm. Penn Broadcasting Co. OPERATED BY: Wm. Penn Broadcasting Co. BUSINESS ADDRESS: 22nd and Walnut Sts. PHONE: Rittenhouse 4140. STUDIO ADDRESS: 22nd and Walnut Sts. TRANSMITTER LOCATION: 72nd & Vine Sts. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager ..... H. Kiczales
Station & Commercial
Manager ..... Arthur Simon
Program Director ..... Thomas B. Smith
Publicity Director ..... Gil Babbitt
Musical Director ..... Joseph Fransoza
Chief Engineer ..... Charles Burtis

POLICIES

No liquor accounts accepted. Foreign language accounts solicited.

Merchandising: Station cooperates with accounts by mailing letters to local trade outlets regarding radio campaigns; by maintaining an active publicity department in constant contact with all newspapers in coverage area; by maintaining extensive merchandising bureau. Station has a space-swap with the Philadelphia Daily News.

REPRESENTATIVE

WOV, New York City

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WTEL

PHILADELPHIA—EST. 1925

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Foulkrod Radio Engineering Co. OPERATED BY: Foulkrod Radio Engineering Co. BUSINESS ADDRESS: 4312-14 N. Broad St. PHONE: Gladstone 1310. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rowlandville, Pa. TIME ON THE AIR: Shares Time with WHAT.

Personnel

President ..... Doug. Hibbs
General Manager ..... Henry N. Cocker

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KDKA

PITTSBURGH—EST. 1920

NBC (BLUE)

FREQUENCY: 980 Kc. POWER: 50,000 watts. AWNED AND OPERATED BY: Westinghouse Electric & Mfg. Co. PROGRAMMED BY: National Broadcasting Co. BUSINESS ADDRESS: Grant Bldg. PHONE: Grant 4200. STUDIO ADDRESS: Grant Bldg. TRANSMITTER LOCATION: Saxonburg. TIME ON THE AIR: 6:45 A.M. to 1:00 A.M.; Sunday, 8:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

President ..... G. H. Bucher
Station Manager ..... S. D. Gregory
Artists Bureau Head ..... E. J. Calahan
Sales Manager ..... W. E. Jackson
Publicity Director ..... Kay J. Barr
Program Manager ..... Derby Sproul
Public Relations Director ..... Clarence Pettit
Promotion Manager ..... Bill Beal
Musical Director ..... Maurice Spitalny
Plant Manager ..... J. E. Baudino

POLICIES

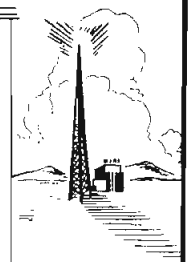
Same as National Broadcasting Co.

REPRESENTATIVE

National Broadcasting Co.

www.americanradiohistory.com

KAUFMANN'S TRANSRADIO NEWS SHOW STARTS 5TH CONSECUTIVE YEAR.-



WILKENS AMATEUR HOUR STARTS 4TH STRAIGHT YEAR

Transradio News, sponsored by Kaufmann's, Pittsburgh's largest department store—15 minutes twice daily, 12:30 and 6:15—has started on its FIFTH consecutive year, 52 weeks a year.

WJAS HAS THE BIG "LOCAL" SHOWS IN PITTSBURGH!

The Wilkens Amateur Hour, 3 to 4 Sunday, has started on its FOURTH consecutive year!

★ ★ ★

WJAS has the well satisfied "local" advertisers, plus National Spot, plus Columbia network.

BASIC COLUMBIA NETWORK

WILLIAM G. RAMBEAU CO.
National Representatives

NEW YORK CHICAGO DETROIT

www.americanradiohistory.com

K Q V

"VOICE OF PITTSBURGH"

PITTSBURGH—EST. 1919

FREQUENCY: 1380 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: KQV Broadcasting Co. OPERATED BY: KQV Broadcasting Co. BUSINESS ADDRESS: 1406 Chamber of Commerce Bldg. PHONE: Private Exchange, Grant 4860. STUDIO ADDRESS: 1406 Chamber of Commerce Bldg. TRANSMITTER LOCATION: 1475 Crane Road, Greentree Borough. TIME ON THE AIR: 7:00 A.M. to 12:30 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio Library, NAB Library.

Personnel

President.....H. J. Brennen
Station Manager.....John J. Laux
Commercial & Advertising Manager.....R. M. Thompson
Chief Announcer.....J. Herbert Angell
Publicity Director.....Joe Vilella
Chief Engineer.....Walter W. McCoy

POLICIES

Accept beer and wines in announcement and program form anytime. Accept hard liquor only after 10:30 p.m. and in program form. Foreign language accounts accepted with some restrictions regarding amount of foreign speaking in program.

Cooperates with accounts by mailing station letters to local trade outlets regarding radio campaign. Other general cooperation.

REPRESENTATIVE

William G. Rambeau Co.

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W C A E

PITTSBURGH—EST. 1922

NBC (RED) & MUTUAL

PENNSYLVANIA NETWORK
QUAKER NETWORK

FREQUENCY: 1220 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WCAE, Inc. OPERATED BY: WCAE, Inc. BUSINESS ADDRESS: Hotel William Penn. PHONE: Atlantic 6900. STUDIO ADDRESS: Hotel William Penn. TRANSMITTER LOCATION: Agnew Road, Baldwin Township. TIME ON THE AIR: 7:00 A.M. to 1:30 A.M. NEWSPAPER AFFILIATION: Pittsburgh Sun - Telegraph. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-General Manager.....Leonard Kapner
Sales Manager.....Lester Lindow
Publicity Director.....James F. Murray
Musical Director.....Earl Truxell
Chief Engineer.....James Schultz
Program Manager.....R. Clifton Daniel

POLICIES

No special merchandising facilities.

REPRESENTATIVE

International Radio Sales

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W J A S

PITTSBURGH—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Pittsburgh Radio Supply House. OPERATED BY: Pittsburgh Radio Supply House. BUSINESS ADDRESS: 411—7th Ave. PHONE: Grant 4860-1-2-3-4-5-6. STUDIO ADDRESS: 411—7th Ave. TRANSMITTER LOCATION: 1475 Crane Road, 20th Ward, Pittsburgh. TIME ON THE AIR: 7:30 a.m. to 12:30 a.m. NEWS SERVICES: United Press, Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, also cut own disks.

Personnel

President & General Manager.....H. J. Brennen
Commercial Manager....R. M. Thompson, Sr.
Chief Announcer.....Beckley Smith
Publicity Director.....M. Deverson
Musical Director & Pgm. Mgr.....Jas. Hughes
Chief Engineer.....W. W. McCoy

POLICIES

No special merchandising features.

REPRESENTATIVE

William G. Rambeau Co.

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W W S W

"PROMOTING PITTSBURGH INSTITUTIONS"

PITTSBURGH—EST. 1931

QUAKER STATE

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Walker & Downing Radio Corp. OPERATED BY: Walker & Downing Radio Corp. BUSINESS ADDRESS: Hotel Keystone. PHONE: Grant 5200. TIME ON THE AIR: 7:30 a.m. to midnight. NEWSPAPER AFFILIATION: Pittsburgh Post Gazette. NEWS SERVICE: International News. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: C. P. MacGregor, Standard Radio.

www.americanradiohistory.com

Personnel

President..... Paul Block
General Manager.....Frank R. Smith, Jr.
Chief Announcer.....Ray Schneider
Publicity Director.....H. B. Trautman
Musical Director.....Walter E. Sickles
Chief Engineer ..... .Ancil A. Lewis

POLICIES

Hard liquor advertising carried with restrictions. Foreign language programs confined to period on Sunday from 9:30 a.m. to 2:30 p.m.

Merchandising service furnished when contract justifies effort.

REPRESENTATIVE

Cox & Tanz

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W E E U

READING—EST. 1931

FREQUENCY: 830 Kc. POWER: 1000 Watts. OWNED BY: Berks Broadcasting Co. OPERATED BY: Berks Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7335. STUDIO ADDRESS: 533 Penn St., State Theatre and Reading Senior High School. TRANSMITTER LOCATION: Spring Township. TIME ON THE AIR: 8:00 A.M. to local sunset. TRANSCRIPTION SERVICE: Lang-Worth, NBC Thesaurus.

Personnel

General Manager .....Clifford M. Chafey
Program Director..... ... . ..Paul Breedy
Sales Manager... .... .W. A. Riple

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine. Station maintains program, merchandising and publicity departments.

REPRESENTATIVE

George P. Hollingbery Co.

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W R A W

READING—EST. 1921

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Reading Broadcasting Co. OPERATED BY: Reading Broadcasting Co. BUSINESS ADDRESS: 533 Penn St. PHONE: 7336. STUDIO ADDRESS: 533 Penn St. and State Theatre. TRANSMITTER LOCATION: Reading. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight.

Personnel

President .... .Clifford M. Chafey
Station Manager ..... .Raymond A. Gaul

POLICIES

Advertising of alcoholic beverages accepted but liquor advertising permitted only after 10:30 P.M.

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W G B I

SCRANTON—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 1000 watts, d.; 500 watts, n. OWNED BY: Scranton Broadcasters, Inc. OPERATED BY: Scranton Broadcasters, Inc. BUSINESS ADDRESS: 1000 Wyoming Ave. PHONE: 6296-7. STUDIO ADDRESS: Administration Bldg. of International Correspondence Schools. TRANSMITTER LOCATION: Drinker Turnpike, Dunmore, Pa. TIME ON THE AIR: (daily) 7:00 a.m. to 1:00 a.m., (Sunday) 9:00 a.m. to 1:00 a.m. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus, and Standard Radio.

Personnel

President..... Frank Megargee
Station Manager.....Robert E. McDowell
Commercial & Sales Manager. .. ..Geo. D. Coleman
Program Director. .....Frank Monaghan
Chief Engineer . . . . . Kenneth R. Cooke

POLICIES

No special restrictions on liquor advertising. Foreign language programs subject to approval of station.

Prepared to offer every cooperation possible to the advertiser. At the start of a schedule a series of plug announcements and news stories is used on the air to properly introduce the program. Further, the program is highlighted in the newspaper space regularly used by WGBI. If the advertiser desires, letters will be sent to the trade, providing mailing list is furnished and postage paid. Reasonable amount of work that can be handled by the regular staff will be provided without cost and more extensive service will be properly supervised and billed at the actual cost of material and labor.

REPRESENTATIVE

John Blair & Co.

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W Q A N

SCRANTON

FREQUENCY: 880 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: The Scranton Times. OPERATED BY: The Scranton Times. BUSINESS ADDRESS: Scranton. STUDIO ADDRESS: Same. TRANSMITTER LOCATION:

www.americanradiohistory.com

Same. TIME ON THE AIR: Shares Time with WGBI. NEWSPAPER AFFILIATION: The Scranton Times.

Personnel

Director .....A. J. O'Malley

POLICIES

Station does not sell time.

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W P I C

"THE FRIENDLY VOICE OF THE SHENANGO VALLEY"

SHARON—EST. 1938

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Sharon Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 541. STUDIO ADDRESS: Pine Hollow Blvd. PHONE: 154. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWSPAPER AFFILIATION: Sharon Herald. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President & General Manager.....John Fahnline, Jr.
Vice-President.....A. W. McDowell
Secretary-Treasurer.....George E. Heiges
Commercial Manager....J. T. Van Sweringen
Program Director.....Paul Gamble
Chief Announcer.....John C. MacDonald
Chief Engineer.....A. C. Heck

POLICIES

Foreign language programs accepted. Advertising of all alcoholic beverages except beer not accepted.

Merchandising: 100 per cent cooperation with local newspaper, the Sharon Herald, only large newspaper in the area, gives wide publicity to any desired programs. Any other merchandising will be handled by the station at cost to advertiser.

REPRESENTATIVE

DeLisser-Boyd

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W K O K

"FRIENDLY VOICE OF CENTRAL PENNSYLVANIA"

SUNBURY—EST. 1934

QUAKER NETWORK
PENNSYLVANIA NETWORK

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: B. E. Beck, H. Haddon & G. Beck. OPERATED BY: Sunbury Broadcasting Co. BUSINESS ADDRESS: 1150 N. Front St. PHONE: 1326. STUDIO ADDRESS: 1150 N. Front St. TRANSMITTER LOCATION: 1150 N. Front St. TIME ON THE AIR: (Sunday) 6:00 a.m. to 1:00 p.m., (Mon., Wed. & Fri.) 12:00 noon to 12:00 midnight, (Tues., Thurs. & Sat.) 12:00 noon to 6:00 p.m. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated, NAB Library.

Personnel

President.....H. H. Haddon
Secretary-Treasurer & General Manager.....B. A. Beck
Station Manager.....Melvin Lahr
Chief Announcer.....Reg Merridew
Program Director.....Paul Miller
Sales Manager.....Homer Smith
Chief Engineer.....Clif Kerstetter

POLICIES

No stated special policies in regard to liquor or foreign language accounts, etc.

REPRESENTATIVE

Cox and Tanz

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W M B S

UNIONTOWN—EST. 1937

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Fayette Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Uniontown. PHONE: 800. STUDIO ADDRESS: Fayette Title & Trust Bldg. TRANSMITTER LOCATION: 3 miles South of Uniontown. TIME ON THE AIR: 7:00 A.M. to 8:00 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Standard Radio and NBC Thesaurus.

Personnel

President and Station Manager.....Joseph C. Burwell
Commercial Manager .....M. E. Slagel
Artists' Bureau Head .....Hugh Rafferty
Sales Manager .....M. E. Slagel
Publicity Director .....Sullivan Sages
Musical Director .....Sullivan Sages
Chief Engineer .....Kenneth M. Meredith

POLICIES

No stated special program policies.

Merchandising through window and car posters; newspaper advertisements.

REPRESENTATIVE

F. A. Wellman

www.americanradiohistory.com

WBAX

"45 MINUTES FROM BROADWAY BY AMERICAN AIRLINES"

WILKES-BARRE—EST. 1922

QUAKER

FREQUENCY: 1210 Kc. POWER 100 watts. OWNED BY: John H. Stenger, Jr. OPERATED BY: John H. Stenger, Jr. BUSINESS ADDRESS: 141 So. Main. PHONE: 2-2736-3-0196-7-8. STUDIO ADDRESS: 141 S. Main. TRANSCRIPTOIN LOCATION: Plains Township. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, Radio Bands, Inc. & Standard Radio, also Presto Recording Equipment.

Personnel

President.....John H. Stenger, Jr.
General Manager.....Dale Robertson
Artists Bureau Head.....Richard Evans
Chief Announcer.....Richard Mawson
Musical Director.....William Herbert
Chief Engineer.....John H. Stenger, Jr.

POLICIES

No special restrictions on liquor or foreign language accounts.

Maintains a merchandising department.

REPRESENTATIVE

Weed & Co.

WBRE

WILKES-BARRE—EST. 1924

NBC-QUAKER NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Louis G. Baltimore. OPERATED BY: Louis G. Baltimore. BUSINESS ADDRESS: 16 N. Main St. PHONE: 3-3101-2. STUDIO ADDRESS: 16 N. Main St. TRANSMITTER LOCATION: Kingston. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

Personnel

President and Station Manager.....Louis G. Baltimore
Commercial Manager.....S. R. Baltimore
Sales Manager.....A. C. Baltimore
Musical Director.....L. Savitt
Chief Engineer.....Charles Sakoski

POLICIES

Foreign language programs (Polish and Italian especially) accepted.

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WRAK

WILLIAMSPORT—EST. 1929

QUAKER

FREQUENCY: 1370 Kc. POWER: 250 watts, d.: 100 watts, n. OWNED BY: WRAK, Inc.

FOR

WILKES-BARRE

PENNSYLVANIA'S 3rd MARKET

ASK YOUR LOCAL DISTRIBUTOR, DEALER, OR REPRESENTATIVE FOR STATION PREFERENCE.

They know Station Popularity

WBAX

MUTUAL BROADCASTING SYSTEM

WBRE

Wilkes-Barre, Penna.

N. E. PENNSYLVANIA'S

"Station of Service"

- in SALES
- in COVERAGE
- in PUBLIC APPEAL
- in RESULTS

HAVE YOU INCLUDED WBRE Wilkes Barre, Pa. ON YOUR TEST LIST? NBC-Red & Blue

www.americanradiohistory.com

OPERATED BY: WRAK, Inc. BUSINESS ADDRESS: 244 W. 4th St. PHONE: 2-6116-7. STUDIO ADDRESS: 244 W. 4th St. TRANSMITTER LOCATION: 1561 W. 4th St. TIME ON THE AIR: 7:30 a.m. to 9:30 p.m. NEWSPAPER AFFILIATIONS: Williamsport Sun & Williamsport Gazette & Bulletin. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU.

Personnel

President.....E. M. Case
Station Manager.....G. E. Joy
Advertising Manager....Thomas W. Metzger
Chief Announcer.....Paul M. Breining
Program Manager.....Oscar Linn
Publicity Director.....J. W. Mackey
Chief Engineer.....Louis Persio

POLICIES

Does not accept alcoholic advertising of any kind.

Maintains a merchandising service.

REPRESENTATIVE

J. P. McKinney & Son

WORK

YORK—EST. 1932

NBC (RED & BLUE)—INTERCITY-MASON-DIXON GROUP

FREQUENCY: 1320 Kc. POWER: 1000 Watts. OWNED BY: York Broadcasting Co., Inc. OPERATED BY: York Broadcasting Co., Inc. BUSINESS ADDRESS: 13 S. Beaver St. PHONE: 6629. STUDIO ADDRESS: 13 S. Beaver St. TRANSMITTER LOCATION: West Manchester Township. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....Clair R. McCullough
Station & Commercial Manager.....Robert Gulick
Program Manager.....Harold Miller
Publicity Director.....John Neff
Chief Engineer.....J. E. Mathiot

POLICIES

No stated special policies.

REPRESENTATIVE

Paul H. Raymer Co.

RHODE ISLAND

Population 681,000

Number of Families 169,000 — Number of Radio Homes 155,500

Retail Sales $219,706,000 — Auto Registrations 148,405

WEAN

PROVIDENCE—EST. 1922

NBC (BLUE)—YANKEE NET. MUTUAL

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Yankee Network, Inc. OPERATED BY: The Yankee Network, Inc. BUSINESS ADDRESS: Crown Hotel. PHONE: Dexter 1500. BOSTON OFFICE: 21 Brookline Ave. STUDIO ADDRESS: Crown Hotel. TRANSMITTER LOCATION: East Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 2:00 A.M. Week Days, 6:00 A.M. to 1:30 A.M. NEWS SERVICE: Local News by staff reporters, Yankee Network News Service. MAINTAINS AN ARTIST BUREAU. TRANSCRIPTION SERVICE: Associated Music.

Personnel

President .....John Shepard, III
Station Supervisor .....James Jennison
Sales and Production Mgr....Richard Voynow
Chief Engineer .....Harold Tilley

POLICIES

Production and merchandising departments available to advertisers. Other Yankee Network policies in effect.

REPRESENTATIVE

Edward Petry & Co.

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WJAR

"SOUTHERN GATEWAY OF NORTH EAST"

PROVIDENCE—EST. 1922

NBC (Red)

FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Outlet Co. OPERATED BY: Outlet Co. BUSINESS ADDRESS: Weybossett St. PHONE: Gaspee 1071. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Rumford. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M.; Sunday, 9:00 A.M. to 1:00 A.M. TRANSCRIPTION SERVICE: World Library Service NEWS SERVICE: Local news service.

www.americanradiohistory.com

Personnel

President . . . . . Joseph Samuels
Station Manager . . . John J. Boyle
Musical Director . . . Earl Shean
Chief Engineer . . . Thomas Prior

POLICIES

No hard liquor advertising accepted.

REPRESENTATIVE

Weed & Co.

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WPRO

PROVIDENCE

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 630 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Cherry and Webb Broadcasting Co. OPERATED BY: Cherry and Webb Broadcasting Co. BUSINESS ADDRESS: Metropolitan Theatre Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: E. Providence. TIME ON THE AIR: Sunday, 8:00 A.M. to 12:00 midnight. Week Days, 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager . . . . . Stephen P. Willis
Commercial Manager . . . William T. Bush

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

REPRESENTATIVE

Paul H. Raymer Co.

SOUTH CAROLINA

Population 1,875,000

Number of Families 407,000 — Number of Radio Homes 207,300

Retail Sales $248,206,000 — Auto Registrations 247,000

WAIM

"THE VOICE OF THE ELECTRIC CITY"

ANDERSON—EST. 1935

COLUMBIA BROADCASTING SYSTEM
FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: Wilton E. Hall. OPERATED BY: Same. BUSINESS ADDRESS: 115 E. Market St. PHONE: 800. STUDIO ADDRESS: Anderson College. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M.; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Anderson Independent, Anderson Daily Mail. NEWS SERVICES: Transradio Press, Press Radio. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

Personnel

President . . . . . Wilton E. Hall
Station and Commercial Manager . . Ennis Bray
Auditor . . . . . Warren McKee
Artists Bureau Head . . . . . Edith Hall
Chief Announcer-Program Director
Jimmie Bulleit
Publicity Director . . . . G. Paul Browne
Chief Engineer . . . Wendell C. Roberts

POLICIES

Does not accept liquor advertisements, except wine and beer. Accepts foreign language programs.

Contacts dealers and jobbers and arranges window displays. Large mailing list and cooperation with two local newspapers as well as 15 newspapers in surrounding area.

WCSC

"IN RADIO IT'S WCSC—1360 ON YOUR DIAL"

"THE VOICE OF COASTAL CAROLINA"

CHARLESTON—EST. 1930

NATIONAL BROADCASTING COMPANY
FREQUENCY: 1360 Kc. POWER: 1000 Watts, d.; 500 watts, n. OWNED BY: The South Carolina Broadcasting Co., Inc. OPERATED BY: The South Carolina Broadcasting Co., Inc. BUSINESS ADDRESS: Francis Marion Hotel. PHONE: 344. STUDIO ADDRESS: Francis Marion Hotel. TRANSMITTER LOCATION: St. Andrews Farm, one mile west of city. TIME ON THE AIR: Sundays—8:00 a.m. to 12:00 midnight; daily—7:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President-Station Manager . . . . J. M. Rivers
Program Director . . . . . Ernie Smith
Sales Manager . . . . . Roland Weeks
Publicity Director . . . . . Judy Arden
Chief Engineer . . . . . J. B. Fuqua

POLICIES

Beer and wine advertising accepted. Liquor advertising declined. No foreign language accounts accepted.

Dealer surveys made and display material distributed. Merchandising crew available for sponsor spending minimum annual appropriation. Publicity on program mailed on

www.americanradiohistory.com

station letterheads to dealer list, client to pay postage except in special instances.

REPRESENTATIVE
Free & Peters, Inc.

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WTMA

CHARLESTON—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Y. W. Scarborough and J. W. Orvin. OPERATED BY: Atlantic Coast Broadcasting Co. BUSINESS ADDRESS: P. O. Box 92, Station "a". STUDIO ADDRESS: Charleston. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full time license. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager.....Y. W. Scarborough
Commercial.....Edward C. Powers
Chief Engineer.....D. M. Bradham

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WCOS*

COLUMBIA—EST. 1939

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Carolina Advertising Corp. OPERATED BY: Same. BUSINESS ADDRESS: Columbia. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full time license.

*Station was licensed under a C. P. and no further information was available at time of going to press.

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WIS

COLUMBIA—EST. 1930

NATIONAL BROADCASTING COMPANY

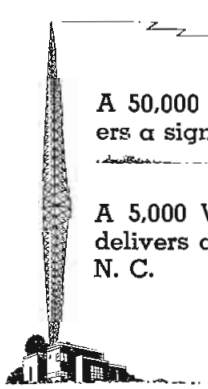
FREQUENCY: 560 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Station WIS, Inc. OPERATED BY: Station WIS, Inc. BUSINESS ADDRESS: 1811 Main St. PHONE: 22135-22136. STUDIO ADDRESS: 1811 Main St. TRANSMITTER LOCATION: Bluff Road. TIME ON THE AIR: Daily—6:45 a.m. to 12:00 midnight. Sundays, 8:00 a.m. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

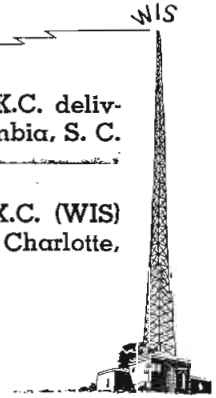
President and Station Manager.....G. Richard Shafto
Advertising-Commercial Manager.....J. D. Saumenig
Chief Announcer.....James W. Young
Program and Publicity Director.....Floyd D. Rodger, Jr.
Chief Engineer.....Scott Helt

TO MOST AGENCIES, IT'S AN OLD, OLD STORY—BUT NEVERTHELESS TRUE . . .

COVERAGE ISN'T MEASURED BY POWER...



95 MILES



A 50,000 WATT station in Charlotte, N. C., on 1080 K.C. delivers a signal of 300 MICROVOLTS per meter* in Columbia, S. C.

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A 5,000 WATT station in Columbia, S. C., on 560 K.C. (WIS) delivers a signal of 353 MICROVOLTS per meter* in Charlotte, N. C.

Daytime measurement by Jansky & Bailey, Oct., 1938

CHARLOTTE, N. C.

COLUMBIA, S. C.

Station WIS—located at the exact geographical center of the state—serves more of South Carolina than *all other stations combined.* That's because WIS, at 560 K.C., has a stronger *signal.* Also because WIS, with both Red and Blue Networks, has stronger *programming.* And the strongest *market,* too. With $22,809,000 in retail sales (1935), Columbia leads every other city in South Carolina.

5000 WATTS DAY
1000 WATTS NIGHT

WIS

COLUMBIA
SOUTH CAROLINA

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

www.americanradiohistory.com

POLICIES

Beer and wine advertising accepted but liquor advertising declined. Foreign language accounts declined.

Merchandising cooperation in the form of dealer surveys, placing display material, and program publicity are offered without charge. Direct mail program publicity is available in reasonable quantity, client to defray postage. Feature stories and display boxes in weekly program publication used to publicize programs. Display advertising in daily paper lists programs by sponsors' name.

REPRESENTATIVE

Free & Peters, Inc.

WOLS

"THE VOICE OF THE MAGIC CITY"

FLORENCE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: O. Lee Stone. OPERATED BY: Same. BUSINESS ADDRESS: Sanborn Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charleston Highway South of Florence. TIME ON THE AIR: 7:00 A. M. to local sunset. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, Associated Program Service.

Personnel

President-Station Manager . . . O. Lee Stone
Commercial Manager . . Vernon M. Bushong
Program Director . . . Kenneth R. Dent
Chief Engineer . . . Robert M. Wallace

POLICIES

Beer and wine advertising accepted but liquor advertising declined. No foreign language accounts.

Merchandising cooperation in the form of dealer surveys, placing display material and program publicity are offered without charge.

WFBC

"WE SERVE"

GREENVILLE—EST. 1933

NATIONAL BROADCASTING CO.

FREQUENCY: 1300 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: The Greenville News-Piedmont Co. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Greenville. PHONE: 362-3. STUDIO ADDRESS: Hotel Greenville. TRANSMITTER LOCATION: Gantt Station. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sunday, 6:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Greenville News, Greenville Piedmont. NEWS SERVICES: United Press, International News Service, Associated Press (non-Commercial). TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President . . . . . B. H. Peace, Jr.
Station Manager . . . . B. T. Whitmire
Commercial Manager . . . W. S. Lindsay
Program Director . . . . . Charles Batson
Production Manager . . . . . Mason Dixon
Publicity Director . . . . . Dan Crosland
Musical Director . . . . . Eber Lineberger
Chief Engineer . . . . . W. C. Etheredge

POLICIES

Accepts beer and ale, but no hard liquor advertising. Foreign language accounts not accepted.

Merchandising: Much newspaper publicity is given program advertisers to build listener audience. Gratis station pre-announcements are given program advertiser. Merchandise displays for clients is available in station lobby. (Studio has a daily attendance of over 200 per day.) Other merchandising services rendered includes letters to trade, etc.

REPRESENTATIVE

Bryant, Griffith and Brunson

WRKL *

ROCK HILL—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: P. W. Spencer. OPERATED BY: Same. BUSINESS ADDRESS: Rock Hill. TIME ON THE AIR: Daytime License.

* Station licensed to operate under a construction permit. No further information was available at time of going to press.

WSPA

"THE VOICE OF SOUTH CAROLINA"

"THE THOUSAND WATT STATION WITH A MILLION FRIENDS"

SPARTANBURG—EST. 1929

FREQUENCY: 920 Kc. POWER: 1000 watts. OWNED BY: Virgil Evans. OPERATED BY: Virgil Evans. BUSINESS ADDRESS: 155 South Liberty. PHONE: 2900-1-2600. STUDIO ADDRESS: W.S.P.A. Bldg. TRANSMITTER LOCATION: Evanston H'ts. TIME ON THE AIR: 6:00 a.m. to sunset. Maintains ARTIST BUREAU: NEWSPAPER AFFILIATIONS: The Daily News. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICE: Langlois & Wentworth, Associated Music Library.

Personnel

President and General Manager . . Virgil Evans
Commercial Manager . . . . . W. T. Hix
Program Director . . . . . Jas. Mugford
Chief Announcer . . . . . Pat McSwain
Publicity Director . . . . . James Waldrop
Musical Director . . . . . Hal. Moore
Chief Engineer . . . . . Ed S. Long

POLICIES

Does not accept liquor or foreign language advertising.

REPRESENTATIVE

Kelly-Smith Co.

www.americanradiohistory.com

SOUTH DAKOTA

Population 692,000

Number of Families 167,000 | Number of Radio Homes 132,900

Retail Sales $147,564,000 | Auto Registrations 153,000

K A B R

"VOICE OF THE HUB CITY"

ABERDEEN—EST. 1935

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1390 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Aberdeen Broadcast Co. OPERATED BY: Aberdeen Broadcast Co. BUSINESS ADDRESS: 117½ S. Main St. PHONE: 4626. STUDIO ADDRESS: 117½ S. Main St. TRANSMITTER LOCATION: Wylie Park. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press, Radio News Association, local news staff. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President .....H. C. Jewett, Jr.
Vice-President.....E. O. Johnson
Treasurer.....J. H. McKeever
Secretary-General Manager.....A. A. Fahy
Program Director.....M. E. Tobin
Publicity Manager.....F. E. Painter
Chief Engineer.....Delbert Hunt

POLICIES

Does not accept liquor accounts nor foreign language programe. All copy subject to station approval and standards of the Federal Trade Commission.

Each account is treated individually and suitable merchandising ideas worked out.

REPRESENTATIVE

Weed & Co.

●

K F D Y

"THE SOUTH DAKOTA STATE COLLEGE RADIO STATION"

BROOKINGS—EST. 1923

FREQUENCY: 780 Kc. POWER: 1000 Watts. OWNED BY: South Dakota State College. OPERATED BY: Same. BUSINESS ADDRESS: Brookings. PHONE: 702K-459W. STUDIO ADDRESS: Library Bldg., State College. TRANSMITTER LOCATION: Brookings. TIME ON THE AIR: 12:30 P.M. to 2:00 P.M.

Personnel

Station Manager .....S. W. Jones
Publicity Director .....John Regan
Chief Announcer .....Jack Towers
Chief Engineer .....W. H. Gamble

POLICIES

No advertising of any kind can be accepted, since this is an educational station owned by the State.

●

K G F X

"THE PIONEER STATION"

PIERRE—EST. 1922

FREQUENCY: 630 Kc. POWER: 200 watts. OWNED BY: Ida A. McNeil. OPERATED BY: Ida A. McNeil. BUSINESS ADDRESS: 203 West Summit Ave. PHONE: 2251. STUDIO ADDRESS: 203 W. Summit Ave. TRANSMITTER LOCATION: 203 W. Summit Ave. TIME ON THE AIR: 9:30 A.M. to sunset. NEWS SERVICE: Associated Press (non-Commercial).

Personnel

Owner and Director.....Ida A. McNeil
Chief Engineer.....Robert H. Dye

POLICIES

Does not accept liquor or patent medicine accounts. No occasion for foreign language program in territory.

●

K O B H

"THE CALL OF THE BLACK HILLS"

RAPID CITY—EST. 1936

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Black Hills Broadcast Co. OPERATED BY: Black Hills Broadcast Co. BUSINESS ADDRESS: Alex Johnson Hotel. TRANSMITTER LOCATION: Rapid City. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, and Standard Radio.

Personnel

Manager.....Robert J. Dean
Commercial Manager.....George E. Bruntlett
Business Manager.....L. C. Preston
Production Manager.....Harry Turner
Chief Engineer.....M. J. Jones

POLICIES

Does not accept liquor advertising other than beer. No foreign language accounts. All advertising must be in prescribed good taste.

www.americanradiohistory.com

WCAT

RAPID CITY—EST. 1921

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: South Dakota School of Mines. OPERATED BY: South Dakota School of Mines. BUSINESS ADDRESS: E. St. Joe St. PHONE: 1600-1. STUDIO ADDRESS: E. St. Joe St. TRANSMITTER LOCATION: E. St. Joe St. TIME ON THE AIR: 11:00 A.M. to 1:00 P.M. MST. NEWSPAPER AFFILIATIONS: Rapid City Daily Journal. NEWS SERVICE: Associated Press (non-Commercial). TRANSCRIPTION SERVICE: Standard Radio and Decca Records.

Personnel

President . . . . . J. P. Connolly
Chief Announcer. . . . . John Crockett
Station Manager. . . . . C. M. Rowe
Publicity Director . . . . Redford Dibble
Chief Engineer. . . . . E. E. Clark

POLICIES

Non-commercial. Does not sell time.

KELO

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: Sioux Falls Broadcast Assoc., Inc. OPERATED BY: Sioux Falls Broadcast Assoc., Inc. BUSINESS ADDRESS: 317 S. Phillips. PHONE. 757-8-9. STUDIO ADDRESS: 317 S. Phillips. TRANSMITTER LOCATION: 3 miles west of city limits. TIME ON THE AIR: 12:00 noon to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President and Station Manager. . . . . Joseph Henkin
Advertising Manager. . . . S. C. Fantle, Jr.
Chief Announcer. . . . . Bert Smith
Sales Manager . . . . Morton Henkin
Chief Engineer. . . . . Max Staley

REPRESENTATIVE

Howard H. Wilson & Co.

KSOO

SIOUX FALLS—EST. 1926

NATIONAL BROADCASTING COMPANY

FREQUENCY: 1110 Kc. POWER: 2500 Watts. OWNED BY: Sioux Falls Broadcasting Ass'n., Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 S. Phillips. PHONE: 757-8-9. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 3 miles west of city limits. TIME ON THE AIR: 6:00 A.M. to local sunset; Sunday, 8:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President and Station Manager . . . . . Joseph Henkin
Sales Manager . . . . . Morton Henkin
Chief Engineer . . . . . Max Staley

REPRESENTATIVE

Howard H. Wilson & Co.

KUSD

VERMILLION

FREQUENCY: 890 Kc. POWER: 500 Watts. OWNED BY: University of South Dakota. OPERATED BY: University of South Dakota. BUSINESS ADDRESS: Vermillion. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

Personnel

Director . . . . . B. B. Brackett

POLICIES

Station does not sell time.

KWTN

WATERTOWN—EST. 1928

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: The Greater Kampeska Radio Corp. OPERATED BY: The Greater Kampeska Radio Corp. BUSINESS ADDRESS: Midland National Life Insurance Co. Bldg. STUDIO ADDRESS: Midland National Life Insurance Co. Bldg.; Watertown Public Schools; Schaller's Department Store. TRANSMITTER LOCATION: Mellette Hill. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M.; Sunday, 9:00 A.M. to 6:00 P.M.

Personnel

Business Manager. . . . . M. W. Plowman

REPRESENTATIVE

Cox & Tanz

WNAX

YANKTON—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: WNAX Broadcasting Co. OPERATED BY: WNAX Broadcasting Co. BUSINESS ADDRESS: Second and Capitol. PHONE: 484. STUDIO ADDRESS: Second & Capitol. TRANSMITTER LOCATION: 4½ miles E. of Yankton. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight—(Daily) 8:00 a.m. to 12:00 Midnight—(Sundays). NEWSPAPER AFFILIATIONS: Yankton Press and Dakotan. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio Library.

Personnel

President . . . . . Chas. H. Gurney
Station Manager- Commercial Manager. . . . . Ted Matthews
Chief Engineer. . . . . Clifton M. Todd

REPRESENTATIVE

The Katz Agency

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TENNESSEE

Population 2,893,000

Number of Families 689,000 — Number of Radio Homes 459,900

Retail Sales $482,586,000 — Auto Registrations 339,000

W O P I

"THE VOICE OF THE APPALACHIANS"

BRISTOL—EST. 1929

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Radiophone Broadcasting Station WOPI. OPERATED BY: Radiophone Broadcasting Station WOPI. BUSINESS ADDRESS: 410 State St. PHONE: WOPI. STUDIO ADDRESS: 410 State St. TRANSMITTER LOCATION: 22nd and State St. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M.; Saturday, 6:00 A.M. to 11:00 P.M.; Sunday, 8:00 A.M. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus, Standard Radio.

Personnel

President and General Manager.W. A. Wilson
Artists Bureau Head.....Mary Abell
Chief Announcer and
Musical Director.....Fey Rogers
Publicity Director and Continuity,
Harry Hudson
Chief Engineer.....Robert Smith

POLICIES

Does not accept liquor advertising or foreign language accounts.

Personal contact, window cards, etc., as merchandising aids.

REPRESENTATIVE

Burn-Smith Co.

W A P O

"CHATTANOOGA'S FRIENDLY STATION"

CHATTANOOGA—EST. 1936

NBC-BLUE

FREQUENCY: 1420 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: W. A. Patterson. OPERATED BY: W. A. Patterson. BUSINESS ADDRESS: Read House. PHONE: 6-6141-6-6142. STUDIO ADDRESS: Read House. TRANSMITTER LOCATION: Foust St. and Rossville Blvd. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. (CST). NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus and Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

Owner.....W. A. Patterson
General Manager.....R. G. Patterson
Chief Announcer.....Alex Keirsey
Publicity Director.....R. N. Krepps
Musical Director.....W. R. Johnston
Chief Engineer.....B. B. Barnes

POLICIES

No liquor advertising accepted. Has special merchandising plans.

W D O D

CHATTANOOGA—EST. 1925

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1280 Kc. POWER: 5000 watts to LS. 1000 watts, n. OWNED BY: WDOD Broadcasting Corp. OPERATED BY: WDOD

W O P I

BRISTOL

TENN. - VA.

♦

Has a total of 72,900 radio homes within a radius of fifty miles.

♦

Completely dominates the listening habits of this large audience because of the high mountain barriers both to the East and West which makes reception to distant stations almost impossible.

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Broadcasting Corp. BUSINESS ADDRESS: Hotel Patten. PHONE: 6-5117. STUDIO ADDRESS: Hotel Patten. TRANSMITTER LOCATION: 6 miles from heart of city. TIME ON THE AIR: 6:00 A.M. to 12:05 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Norman A. Thomas
Station Manager.....Frank S. Lane
Commercial Manager.....Carter M. Parham
Artists Bureau Head.....D. W. McCurdy
Chief Engineer.....J. R. Donovan

POLICIES

No hard liquor accounts. No demand for foreign language programs due to the audience being native born.

Will furnish complete merchandising service. The amount depends to a large extent on the size of the campaign.

REPRESENTATIVE

Paul H. Raymer Company

W T J S

JACKSON—EST. 1930

FREQUENCY: 1310 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Sun Pub. Co. OPERATED BY: Sun Pub. Co. BUSINESS ADDRESS: Sun Bldg. PHONE: 3340-3341-1106-1107. MAIN STUDIO ADDRESS: Sun Bldg. OTHER STUDIOS: Union City, Milan, Humboldt, Martin, and Lexington. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. Maintains ARTISTS BUREAU. NEWSPAPER AFFILIATIONS: The Jackson Sun. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICES: NBC Thesaurus.

Personnel

President.....C. E. Pigford
Business-Commercial Manager.A. B. Robinson
Advertising Manager.....Bill Winsett
Artists' Bureau Head.....James Allen
Chief Announcer.....Bill Reeves
Publicity Director.....Leslie Brooks
Musical Director.....Val Morse
Chief Engineer.....C. B. Brummell

POLICIES

Does not accept foreign language or hard liquor advertising. No foreign population. Accepts wine and beer accounts.

Offers a complete merchandising service, including letters to the trade, counter and window displays, generous publicity in affiliated paper.

REPRESENTATIVE

The Branham Company

W J H L

JOHNSON CITY—EST. 1938

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: W. Hanes Lancaster and J. W. Birdwell. OPERATED BY: Johnson City Broadcasting Co. BUSINESS ADDRESS: P. O. Box 871. STUDIO ADDRESS: 412 S. Roan St. PHONE: 189. TRANSMITTER LOCATION: Johnson City. PHONE: 2211. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Co-managers
W. Hanes Lancaster, J. W. Birdwell
Commercial Manager.....J. D. Schacklett
Program Director.....Dick Altman
Chief Engineer.....O. K. Garland

W N O X

"TENNESSEE'S OLDEST STATION"

KNOXVILLE—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1010 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: Scripps-Howard Radio, Inc. OPERATED BY: Scripps-Howard Radio, Inc. BUSINESS ADDRESS: 110-112 S. Gay St. PHONE: 3-3171-5. STUDIO ADDRESS: 110-112 S. Gay St. TRANSMITTER LOCATION: Beverly and Anderson Road. TIME ON THE AIR: 5:30 A.M. to 1:00 A.M.; Sunday, 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Knoxville News-Sentinel. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library, Standard Radio.

Personnel

General Manager.....R. B. Westergaard
Program Director.....Lowell Blanchard
Publicity Director.....C. B. Davis
Cashier-Office Manager.....Paul Healy
Chief Engineer.....J. B. Epperson

POLICIES

No liquor advertising of any kind except beer and wine—no foreign language programs or announcements. All program copy subject to censorship of station.

Station has complete merchandising department with the following services available: window displays in street-front studios; billboards; movie trailers; taxicab tire covers; dealer calls; full column daily in affiliated newspaper; direct-mailing; sampling of studio audiences, etc.

REPRESENTATIVE

The Katz Agency

W R O L

KNOXVILLE—EST. 1927

NBC—(RED & BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Stuart Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 524 S. Gay St. PHONE: 2-7112. STUDIO ADDRESS: Same. TRANSMIT-

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TER LOCATION: Same. TIME ON THE AIR: 5:30 A.M. to midnight; Sunday, 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President .....S. E. Adcock
Station Manager .....C. H. Frazier
Commercial Manager .....Roland Weeks
Chief Engineer .....Joe Wofford

POLICIES

Does not accept liquor advertisements or foreign language programs. Does accept beer advertising.

REPRESENTATIVE

John Blair & Co.

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W H B Q

"THIS IS THE FRIENDLIEST SPOT ON YOUR DIAL"

MEMPHIS—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Broadcasting Station WHBQ, Inc. OPERATED BY: Broadcasting Station WHBQ, Inc. BUSINESS ADDRESS: Hotel Claridge. PHONE: 8-6868. STUDIO ADDRESS: Hotel Claridge. TRANSMITTER LOCATION: 46 Neely St. TIME ON THE AIR: 7:00 a.m. to 11:00 p.m. Maintains ARTISTS BUREAU. NEWS SERVICE: Local. TRANSCRIPTION SERVICE: Full Facilities.

Personnel

President.....Thos. Thompson
General Manager.....E. A. Alburty
Chief Announcer.....Emmett McMurray
Sales Manager.....E. Pournelle
Publicity Director.....Bert Ferguson
Artists' Bureau Head and
Musical Director.....J. M. Klaer
Chief Engineer.....Weldon Roy

POLICIES

Hard liquor advertising not accepted. Beer and wine accounts acceptable. Proprietary accounts subject to rigid copy censorship.

REPRESENTATIVE

J. J. Devine & Associates

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W M C

"MEMPHIS—DOWN IN DIXIE"

MEMPHIS—EST. 1923

NBC—(RED)

FREQUENCY: 780 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Commercial Appeal Co. OPERATED BY: Commercial Appeal Co. BUSINESS ADDRESS: Hotel Gayoso. PHONE: 8-7464. STUDIO ADDRESS: Hotel Gayoso. TRANSMITTER LOCATION: 5 Points, Tenn. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Commercial Appeal. NEWS SERVICES: A.P. and Press Radio. TRANSCRIPTION SERVICES: NBC Thesaurus and NAB Library.

Personnel

General Manager.....H. W. Slavick
Commercial Manager.....J. C. Eggleston
Chief Announcer.....Earl Moreland
Program Director.....John Cleghorn
Musical Director.....Leonard McEwen
Chief Engineer.....C. E. Baker

POLICIES

Liquor programs accepted after 10 P.M. Foreign programs must be (copy) translated in English due to limited foreign population.

Maintains a comprehensive merchandising and exploitation policy.

REPRESENTATIVE

The Branham Company

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W M P S

"THE MEMPHIS BLUE NETWORK STATION"
"THE VOICE OF SPORTS"

MEMPHIS—EST. 1925

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1430 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Memphis Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Columbian Tower. PHONE: 5-2721. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1690 S. Lauderdale. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Memphis Press-Scimitar. TRANSCRIPTION SERVICES: Associated, Standard Radio.

Personnel

President.....Jack Howard
Vice President-General
Manager.....J. C. Hanrahan
Chief Engineer.....J. P. Epperson

POLICIES

Station maintains thorough merchandising facilities which include newspaper publicity, direct mail, billboards, merchandise displays in downtown studios, movie trailers and assistance to accounts in distribution, display, etc.

REPRESENTATIVE

Weed & Co.

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W R E C

MEMPHIS—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 600 Kc. POWER: 5000 Watts. OWNED BY: WREC, Inc. OPERATED BY: WREC, Inc. BUSINESS ADDRESS: Hotel Peabody. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Memphis. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS

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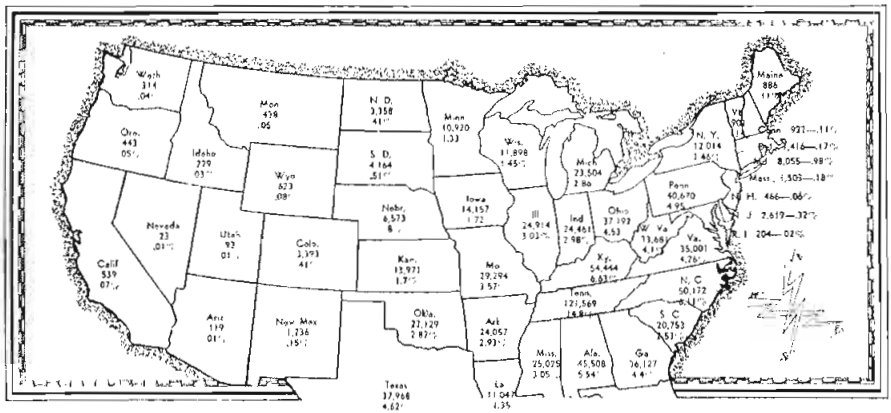

AMERICA HEARS US
-but Nobody Makes it Listen

MUCH is said about the value of voluntary circulation to an advertiser. Yet everyone seems to overlook the fact that every radio audience is voluntary. No one tunes to a given station except of his own free will, nor stays tuned unless what he hears pleases him.

The map above is undisputable proof that many thousands, outside of WSM's primary sphere of influence, not only listen but are enough impressed by what they hear to write a letter. Why should this be? Simply because WSM offers a service or an entertainment which these people want, and cannot find elsewhere. They tune to WSM because of a definite broadcasting character which experience has taught them to be trustworthy. They represent a tremendous voluntary circulation built by the simple expedient of thinking in terms of what they want and need.

May we show you how much the purchasing power of this voluntary circulation can stimulate the sale of your product?

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY SERVES YOU

The Hill Castle of the South

WSM

NASHVILLE, TENNESSEE

CLEAR CHANNEL
50,000 WATTS
NBC

National Representatives, Edward Petry & Co.

The Faith of Our Audience Comes First

www.americanradiohistory.com

SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President-General Manager...Hoyt B. Wooten

POLICIES

Liquor advertising acceptable after 10:00 P.M.

REPRESENTATIVE

The Katz Agency

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WLAC

NASHVILLE—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1470 Kc. POWER: 5000 Watts. OWNED BY: J. T. Ward. OPERATED BY: WLAC Broadcasting Service. BUSINESS ADDRESS: Third National Bank. PHONE: 7-3425. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Dixie Highway. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICES: United Press. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

Owner.....J. T. Ward
Station and Sales Manager.....F. C. Sowell
Publicity Director.....Paul Oliphant
Program Director.....Tim Sanders
Musical Director.....Charles Nagy
Chief Engineer.....F. D. Binns

POLICIES

Beer acceptable, but no liquor advertising. No calls for foreign language programs. Medicine accounts accepted with reservations.

Monthly bulletins sent to retail druggists and grocers; monthly calls made on drug trade; distribution of display material.

REPRESENTATIVE

Paul H. Raymer Company

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WSIX

"VOICE OF NASHVILLE"

NASHVILLE—EST. 1927

FREQUENCY: 1210 Kc. POWER: 250 Watts. OWNED BY: WSIX, Inc. OPERATED BY: WSIX, Inc. BUSINESS ADDRESS: Andrew Jackson Hotel. PHONE: 5-5431. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Third and Boscobal Sts. TIME ON THE AIR: 6:00 A.M. to midnight. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Nashville Banner. TRANSCRIPTION SERVICES: Standard Radio, C. P. MacGregor, NBC Thesaurus.

Personnel

President.....Jack M. Draughon
Director.....Jim Turner
Chief Engineer.....B. E. Porter

POLICIES

Does not accept liquor accounts.

REPRESENTATIVE

Sears & Ayer

WSM

"WE SHIELD MILLIONS"

NASHVILLE—EST. 1925

NATIONAL BROADCASTING CO.

FREQUENCY: 650 Kc. POWER: 50,000 watts. OWNED BY: National Life & A. Insurance Co. OPERATED BY: Same. BUSINESS ADDRESS: National Bldg. PHONE: 6-7181. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 6 miles north Franklin. TIME ON THE AIR: 6:30 A.M. to midnight (C.S.T.). NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU.

Personnel

Vice-President.....Edwin W. Craig
Station Manager.....Harry Stone
Commercial Manager.....Harbin Daniel
Artists Bureau Head.....Geo. Hay
Publicity Director.....Jack Harris
Musical Director.....Peter Brescia
Chief Engineer.....J. H. DeWitt, Jr.

POLICIES

No stated special policies.

Merchandising: A complete service to advertisers presenting regular programs; merchandising department will help plan cooperative efforts, if desired.

REPRESENTATIVE

Edward Petry & Co.

New modern studios and offices top floor Third National Bank Building. Complete new Western Electric studio and control room equipment.

J. T. WARD, *Owner*
F. C. SOWELL, *General Manager*

PAUL H. RAYMER & CO., *National Representatives*

Member Station CBS and affiliated with World Transcription System

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TEXAS

Population 6,172,000

Number of Families 1,516,000 — Number of Radio Homes 1,033,500

Retail Sales $1,289,264,000 — Auto Registrations 1,230,000

K R B C

ABILENE—EST. 1936

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Reporter Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Hilton Hotel. PHONE: 5255 Studio; 3542 Transmitter. STUDIO ADDRESS: Hilton Hotel. TRANSMITTER LOCATION: 341 Ambler St. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Reporter-News. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....Bernard Hanks
Station Manager.....Max Bentley
Commercial Manager..Poole Robertson
Program Director.....Douglas Doan
Chief Engineer.....W. W. Robertson

POLICIES

Does not accept liquor advertising. Will take foreign language accounts only with translation to also go on the air.

REPRESENTATIVE

Joseph Hershey McGillvra

K F D A *

AMARILLO—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Amarillo Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Nunn Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager.....C. S. Gooch
Station Director.....R. MacKenzie

*Station was licensed to operate under a C. P. No further information was available at time of going to press.

K G N C

"HEREFORD CAPITOL OF THE WORLD"

AMARILLO—EST. 1924

NBC (Optional Red and Blue)
TEXAS STATE NETWORK

FREQUENCY: 1410 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: 8th & Harrison. PHONE: 4242. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2 miles east of city. TIME ON THE AIR: 6 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Amarillo Globe-News, Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library.

Personnel

President.....O. L. Taylor
Station and Commercial Manager.....John Ballard
Artists' Bureau Head and Musical Director.....Eddie Baumel
Chief Engineer.....W. S. Bledsoe
Production Manager.....Dave Clark
Merchandise Manager, Raymond Hollingsworth

POLICIES

No hard liquor; wine only after 9 P.M.

Merchandising: Complete service offered without charge except such as involves printed matter for which advertiser is billed at actual cost; service includes letters to trade, market surveys, contacts with distributors and jobbers, window and store displays, personal calls, etc., special services at cost.

REPRESENTATIVE

Howard H. Wilson Co.

K N O W

"SERVING AUSTIN AND CENTRAL TEXAS 17½ HOURS OUT OF EVERY 24"

AUSTIN—EST. 1923

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: KUT Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Norwood Bldg. PHONE: 2-6213-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Associated Music Library.

Personnel

General Manager.....James W. Pate
Commercial Manager.....Paul Forchheimer

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Program Director.....Pat Adelman
Production Manager.....Frank Ruetz
Chief Engineer.....T. E. Daniels

POLICIES

Has restricted policy on commercial programs.

Maintains complete merchandising and promotion service.

REPRESENTATIVE

International Radio Sales

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K T B C *

AUSTIN—EST. 1937

FREQUENCY: 1120 Kc. POWER: 1000 Watts. OWNED BY: State Capitol Broadcasting Assn. (R. B. Anderson, President). OPERATED BY: State Capitol Broadcasting Association. BUSINESS ADDRESS: Austin. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Near Austin. TIME ON THE AIR: Specified Daytime Hours with WTAW.

Personnel

President .....R. B. Anderson

* Operating under C.P. issued by FCC, at time of going to press.

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K F D M

"KALL FOR DEPENDABLE MAGNELINE"

BEAUMONT—EST. 1924

NATIONAL BROADCASTING COMPANY

FREQUENCY: 560 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Magnolia Petroleum Co. OPERATED BY: Sabine Broadcasting Co., Inc. BUSINESS ADDRESS: 310 Pearl St. PHONE: 3882. STUDIO ADDRESS: Grove and Doucette Sts. PHONE: 2873. TRANSMITTER LOCATION: Beaumont. TIME ON THE AIR: (daily) 6:00 A.M. to midnight; (Sunday) 7:00 A.M. to midnight. TRANSCRIPTION SERVICE: World Broadcasting System and NBC Thesaurus, C. P. MacGregor.

Personnel

President and General Manager..J. M. Gilliam
Artists' Bureau Head.....G. W. Caldwell
Sales Manager.....W. F. Adams
Chief Engineer.....W. C. Douglas

POLICIES

Accepts beer, light wine and liquors, but does not use the word "whiskey."

Cooperates with clients through brokers, wholesalers, and distributors. Mails out letters on own stationery, under first class mail to retailers. Maintains 100 per cent cooperation with local newspapers.

REPRESENTATIVE

John Blair & Co.

K R I C *

BEAUMONT—EST. 1939

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Beaumont Broadcasting Association. OPERATED BY: Same. BUSINESS ADDRESS: Beaumont. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

Personnel

President.....B. A. Steinhagen

*Station was licensed to operate under a C. P. and no further information was available at time of going to press.

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K B S T

"LEND US YOUR EARS"

BIG SPRING—EST. 1936

MBS—TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Big Spring Herald Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Crawford Hotel. PHONE: 1500-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: One mile east of town. TIME ON THE AIR: 7:00 A.M. to 9:00 P.M. NEWSPAPER AFFILLIATION: Big Spring Herald. THE AIR: 7:00 A.M. to 11:00 P.M. NEWS-NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICES: NBC Thesaurus and Standard Radio.

Personnel

Manager.....Howard Barnett
Commercial Manager.....Jack Wallace
Program Director.....Mary Vance Keneaster
Chief Engineer.....J. B. Casey

POLICIES

No stated special policies.

Merchandising: Station offers program merchandising facilities through the Big Spring Herald and station publicity department.

REPRESENTATIVE

Joseph Hershey McGillvra

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K N E L

"YOUR FRIEND OF THE AIR"

BRADY—EST. 1935

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: G. L. Burns. OPERATED BY: G. L. Burns. BUSINESS ADDRESS: Gibbons Bldg. PHONE: 77. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: East Brady. TIME ON THE AIR: 7:00 A.M. to 1:00 P.M. and 3:00 P.M. to 6:00 P.M.; Sunday, 8:00 A.M. to 1:00 P.M. and 3:00 P.M. to 5:00 P.M. NEWS SERVICE: San Angelo Morning Times; Local news tie-up. TRANSCRIPTION SERVICE: C. P. MacGregor.

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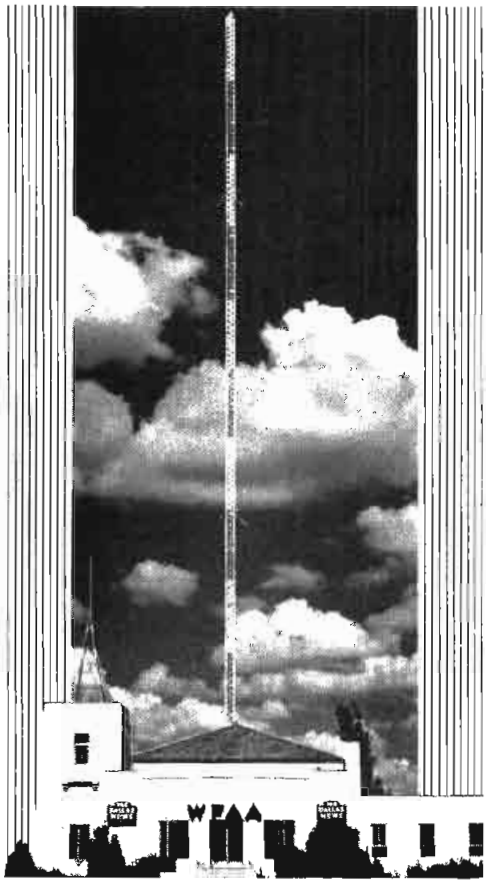
WFAA'S 50,000 Watt Coverage,
ALREADY LARGEST IN THE U. S.
IS NOW INCREASED 30 %



WFAA's new 653 foot vertical radiator adds 30% to the *largest* 50 KW primary coverage in the United States . . . to a *total* coverage that emanates from prosperous Dallas and thoroughly blankets the North Texas-Oklahoma region which is a consistently "Bright Spot" on the Nation's business maps. With a performance record of 17 years' standing, WFAA has always been the outstanding radio investment in the Great Southwest. Now this station has more to offer than ever before!

"The 30% primary coverage increase is a preliminary engineers' estimate, as technical surveys have not been fully completed. New maps and market data will be published soon. Ask to have your name on the mailing list.

"Your Neighbor of the Air"

WFAA

50,000 WATTS 800 K.C.
MARTIN CAMPBELL, Gen. Mgr.
Radio Service of The Dallas News

Personnel

General Manager . . . . . G. L. Burns
Commercial Manager . . . . John Sloane
Chief Announcer . . . . Forest Cox
Musical Director . . . . . Cecil Streigler
Chief Engineer . . . . . Marion Crawford

POLICIES

No liquor advertising accepted.

REPRESENTATIVE

Cox & Tanz

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K G F I

"THE VALLEY NEWS STATION"

BROWNSVILLE—EST. 1927

FREQUENCY: 1500 Kc. POWER: 100 Watts, n.; 250 Watts, d. OWNED BY: Eagle Broadcasting Co. OPERATED BY: Eagle Broadcasting Co., Inc. BUSINESS ADDRESS: Brownsville-San Benito Highway. PHONE: 1044 and 1046. STUDIO ADDRESS: Brownsville. TRANSMITTER LOCATION: Brownsville. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. (daily); 8:00 A.M. to 9:30 P.M. (Sundays). NEWS AFFILIATION: Brownsville Herald. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Vice President in Charge of Operations . . . . . M. D. Gallagher
Commercial Manager . . . . Grover A. Godfrey
Chief Engineer . . . . . John Shephard

POLICIES

Advertising of liquor with exception of beer, not accepted.

Merchandising: Station provides field work including dealer and consumer contacts; window display. Services also include direct-mail, etc. for listener build-up; supervision of sampling for advertiser, all under direction of merchandise man.

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W T A W

COLLEGE STATION—EST. 1921

TEXAS QUALITY NETWORK

FREQUENCY: 1120 Kc. POWER: 500 Watts. OWNED BY: A. & M. College. OPERATED BY: A. & M. College. BUSINESS ADDRESS: College Station. PHONE: 255. STUDIO ADDRESS: College Station. TRANSMITTER LOCATION: College Station.

Personnel

Station Manager . . . . . E. P. Humbert
Musical Director . . . . . Mrs. Roy Dansforth
Chief Engineer . . . . . H. C. Dillingham

POLICIES

Non-Commercial.

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K R I S

CORPUS CHRISTI—EST. 1937

NATIONAL BROADCASTING CO.
TEXAS STATE NETWORK

FREQUENCY: 1330 Kc. POWER: 500 Watts. OWNED BY: Gulf Coast Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Medical and Professional Bldg., P. O. Box 1128. PHONE: 475. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Corpus Christi. NEWSPAPER AFFILIATION: Corpus Christi Caller-Times. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

Manager .....T. Frank Smith

REPRESENTATIVE

The Branham Co.

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K A N D

CORSICANA—EST. 1937

TEXAS STATE NETWORK

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Navarro Broadcasting Assn. OPERATED BY: Navarro Broadcasting Assn. BUSINESS ADDRESS: State Natl. Bank Bldg. PHONE: 30. STUDIO ADDRESS: State Natl. Bank Bldg. TRANSMITTER LOCATION: Highway 75. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....J. C. West
Station Manager.....C. L. Whittier
Chief Engineer.....B. C. Boatright

POLICIES

No stated special program policies.

Flexible merchandising plan embracing all media: Campaign dependent on nature of program.

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K R L D

DALLAS—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1040 Kc. POWER: 10,000 Watts. (C. P. for 50,000 Watts.) OWNED BY: KRLD Radio Corp. OPERATED BY: KRLD Radio Corp. BUSINESS ADDRESS: Adolphus Hotel. PHONE: 2-6811. STUDIO ADDRESS: Adolphus Hotel. TRANSMITTER LOCATION: Garland. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Dallas Times Herald. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICES: C. P. MacGregor.

Personnel

President.....Tom C. Gooch
Managing Director.....J. W. Runyon
Station & Com. Mgr.....C. W. Rembert
Chief Announcer.....Royce Colon
Program Director.....Ruth Clem
Chief Engineer.....R. M. Flynn

POLICIES

Does not accept liquor accounts.

REPRESENTATIVE

The Branham Co.

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W F A A

"YOUR NEIGHBOR OF THE AIR"

DALLAS—EST. 1922

NBC—RED and TEXAS QUALITY

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: A. H. Belo Corp. OPERATED BY: A. H. Belo Corp. and The Dallas Morning News. BUSINESS ADDRESS: Baker Hotel. PHONE: 7-9631, LD 794. STUDIO ADDRESS: Baker Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: WFAA-WBAP operated continuously 5:45 A.M. to midnight (daily); 8:00 A.M. to midnight (Sunday). NEWSPAPER AFFILIATIONS: The Dallas Morning News. NEWS SERVICES: United Press and Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....Martin Campbell
Merchandising Manager.....Irvin Gross
Program Director.....Ralph Nimmons
Regional Sales Manager.....Alex Keese
Publicity Director.....Dick Jordan
Musical Director.....Karl Lambertz
Chief Engineer.....Raymond Collins

POLICIES

Beer accepted but no other alcoholic beverage.

Merchandising department maintains close contact with chains, wholesale houses, department stores and distributing firms. Advisory service and limited cooperation in making personal contacts and surveys without charge. All other services rendered at actual net cost to station.

REPRESENTATIVE

Edward Petry & Co., Inc.

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W R R

"WORLD'S OLDEST MUNICIPAL STATION"

DALLAS—EST. 1920

MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1280 Kc. POWER: 500 Watts. OWNED BY: City of Dallas. OPERATED BY: City of Dallas. BUSINESS ADDRESS: South-

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land Life Bldg. PHONE: 2-1411. STUDIO ADDRESS: Southland Life Bldg. TRANSMITTER LOCATION: Fair Park. TIME ON THE AIR: 7:00 A.M. to 12:30 A.M. NEWSPAPER AFFILIATION: Dallas Dispatch (no financial connection). NEWS SERVICES: Transradio Press, United Press (via Texas State Network). MAINTAINS ARTISTS' BUREAU.

Personnel

Managing Director. . . . . John Thorwold
Assistant Manager . . . . . Chas. B. Jordan
Chief Announcer. . . . . Pete Teddlie
Publicity Director. . . . . Jack Mitchell
Musical Director. . . . . Murray Lambert
Chief Engineer. . . . . D. J. Tucker

POLICIES

No special stated program policies.

Merchandising department only at cost to advertiser for services desired and rendered.

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K D N T *

DENTON—EST. 1939

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Harwell V. Shepard. OPERATED BY: Same. BUSINESS ADDRESS: Denton. STUDIO ADDRESS: Same. TRANSMITTTER LOCATION: Same. TIME ON THE AIR: Daytime License.

Personnel

Owner . . . . . Harwell V. Shepard

* Station was licensed to operate under a C. P. No further information was available at time of going to press.

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K F P L

"KIND FRIENDS PLEASE LISTEN"

DUBLIN—EST. 1924

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: C. C. Baxter. OPERATED BY: C. C. Baxter. BUSINESS ADDRESS: 205 Grafton. PHONE: 183. STUDIO ADDRESS: 205 Grafton. TRANSMITTER LOCATION: One-half mile out of city limits. TIME ON THE AIR: 6:00 A.M. to 3:00 P.M. and 5:15 P.M. to 8:15 P.M.; Sunday, 7:00 A.M. to 11:50 A.M. NEWS SERVICE: Christian Science Monitor.

Personnel

Station Mgr. & Chief Announcer. . C. C. Baxter
Chief Engineer . . . . . C. B. Baxter

POLICIES

Accepts no liquor advertising.

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K R O D *

EL PASO

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Dorrance D. Roderick. OPERATED BY: Dorrance D. Roderick. BUSINESS ADDRESS: El Paso. TIME ON THE AIR: Unlimited License. NEWSPAPER AFFILIATION: El Paso Times.

*C.P. by F.C.C. Issues were being determined by Court of Appeals, Washington, D. C.

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K T S M

"THE VOICE OF EL PASO"

EL PASO—EST. 1929

NBC (OPTIONAL RED & BLUE)

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tri-State Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Paso del Norte, 200 So. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1001 Mills Bldg. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M.; Sunday, 7:00 A. M. to 9:30 A.M., 12:00 noon to 7:30 P.M. and 9:00 P. M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio.

Personnel

President. . . . . Mrs. L. E. Bredberg
General Manager. . . . . Karl O. Wyler
Sales Manager. . . . . Willard E. Kline
Program Director. . . . . Roy T. Chapman
Chief Engineer. . . . . E. L. Gemoets

POLICIES

No liquor advertising except beer and wine. No foreign language programs.

Merchandising: Assist in making displays, plugging program on air several days ahead of starting date . . . anything possible that will insure the success of the program.

REPRESENTATIVE

George P. Hollingbery Co.

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W D A H

EL PASO—EST. 1929

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Tri-State Broadcasting Co. OPERATED BY: Tri-State Broadcasting Co. BUSINESS ADDRESS: 200 S. El Paso St. PHONE: Main 46-7-8. STUDIO ADDRESS: 200 S. El Paso St. TRANSMITTER LOCATION: Mills Bldg. TIME ON THE AIR: (Sundays only) 9:30 A.M. to noon—7:30 P.M. to 8:30 P.M.

Personnel

President. . . . . Mrs. L. E. Bredberg
Station Manager. . . . . Karl O. Wyler

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POLICIES

Non-commercial station. Used on Sundays only for the broadcasting of church services from Trinity Methodist Church, El Paso, Texas.

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K F J Z

FORT WORTH—EST. 1922

MBS—TEXAS STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Fort Worth Broadcasters, Inc. OPERATED BY: Fort Worth Broadcasters, Inc. BUSINESS ADDRESS: 1119 W. Lancaster. PHONE 3-3474-5-6. STUDIO ADDRESS: 1119 W. Lancaster. TRANSMITTER LOCATION: North Fort Worth. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President .....Elliott Roosevelt
General Manager.....Sam H. Bennett
Commercial Manager.....Jack Howell
Program Director.....Len Finger

POLICIES

All copy subject to approval of station management.

Merchandising: Local sales force cooperates with advertiser's sales force in promoting campaign through radio, posters and personal contacts.

REPRESENTATIVE

International Radio Sales

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K G K O

"SERVING FORT WORTH, DALLAS AND THE GREAT SOUTHWEST"

FORT WORTH—EST. 1928

NBC (RED OR BLUE)

FREQUENCY: 570 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Amon G. Carter. OPERATED BY: Same. BUSINESS ADDRESS: Star-Telegram Bldg. PHONE: 3-2301. STUDIO ADDRESS: Medical Arts Bldg. TRANSMITTER LOCATION: Arlington. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Fort Worth Star-Telegram. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

President .....Amon G. Carter
General Manager .....Harold V. Hough
Assistant General Manager...George Cranston
Publicity, Promotion, and
Merchandising Manager.....Jack Keasler
Chief Engineer .....C. B. Locke
Program Director.....Ed Lalley

POLICIES

Does not accept liquor accounts; beer acceptable; good taste requirements on all programs.

Merchandising: Department maintained for servicing advertisers; service includes letters to dealers, free space in house organ, personal calls and publicity assistance.

REPRESENTATIVE

Free & Peters, Inc.

(*See Page* 384)

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K T A T

"YOUR MUTUAL FRIEND IN FORT WORTH"

FORT WORTH—EST. 1927

MUTUAL—TEXAS STATE NETWORK

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Tarrant Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Texas. PHONE: 3-1381-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Birdville. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS BUREAU.

Personnel

President.....Raymond E. Buck
Commercial Manager.....Howard Foley
Artists Bureau Head.....Roy S. George
Chief Announcer.....Fritz Kunler
Station Manager.....Sam H. Bennett
Program Director.....Len Finger
Musical Director.....Frances Kay
Chief Engineer.....H. Sutton

POLICIES

Station abides by NAB code. Does not accept hard liquor advertising. Will accept foreign language accounts, but limited foreign population in this territory precludes possibility of such advertising.

Merchandising: Has use of five theatres in merchandising programs to theatre crowds—usual mail facilities to retail accounts for national advertisers. Arrangement with newspapers on publicity on talent and program without mentioning sponsor's name in write-up. Direct mail and other types of merchandising at cost. Special merchandising personnel calling on retail trade and national accounts without charge.

REPRESENTATIVE

Free & Peters, Inc.

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★ ★

TWO NBC STATIONS SERVING FORT WORTH DALLAS AND THE GREAT SOUTHWEST

Owned and Operated by

FORT WORTH STAR-TELEGRAM

Amon G. Carter, *President*

WBAP

800 Kilocycles - 50,000 Watts

WBAP, the Pioneer Station of Texas, was established in 1922 by The Fort Worth Star-Telegram. It always has been and continues to be a TOP STATION in the Southwest. Individual programming to fit its clientele.

Affiliated with National Broadcasting Company and Texas Quality Network.

Represented by Edward Petry & Co.

KGKO

570 K. - 5,000 W. Day - 1,000 W. Night

KGKO offers a concentrated coverage of Fort Worth, Dallas, North Texas, Southern Oklahoma, and Western Arkansas—an area with 681,385 radio homes. New equipment throughout. Regional rates.

KGKO is affiliated with the National Broadcasting Company and is a tested station of the WTS Gold Group.

Represented by Free & Peters, Inc.

Address Both Stations
STAR-TELEGRAM BLDG., FORT WORTH
Harold V. Hough, Gen. Mgr.

Herbert Southard, Mgr. WBAP George Cranston, Mgr. KGKO

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W B A P

FORT WORTH—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 800 Kc. POWER: 50,000 Watts. OWNED BY: Carter Publications, Inc. OPERATED BY: Star-Telegram. BUSINESS ADDRESS: 400 W. Seventh. PHONE: 3-2301. STUDIO ADDRESS: Blackstone Hotel. TRANSMITTER LOCATION: Grapevine. TIME ON THE AIR: 5:45 A.M., closes midnight (shared with WFAA). NEWSPAPER AFFILIATIONS: Fort Worth Star-Telegram. NEWS SERVICE: Associated Press (not open to sponsorship). TRANSCRIPTION SERVICE: World Broadcasting System, NAB Library.

Personnel

President.....Amon G. Carter
General Manager.....Harold V. Hough
Assistant General Manager...Herb C. Southard
Program Director.....David Byrn
Production Manager.....A. M. Woodford
Chief Engineer.....R. C. Stinson

POLICIES

Beer accounts accepted—but no hard liquor. Good taste requirements on all other programs.

All WBAP advertisers have access to Fort Worth Star-Telegram merchandising department—which is fully manned.

REPRESENTATIVE

Edward Petry & Company

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K L U F

"KLUF IS FIRST WITH THE NEWS"

GALVESTON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KLUF Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 1225 - 23rd St. PHONE: 760. STUDIO ADDRESS: 1225 - 23rd St. TRANSMITTER LOCATION: American National Insurance Co. Bldg. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.—12:00 midnight to 1:00 A.M. NEWS SERVICE: Transradio. TRANSCRIPTION SERVICE: Standard Radio, C. P. MacGregor.

Personnel

President.....Geo. Roy Clough
Station Manager.....Laurence D. Yates
Chief Engineer.....John Taylor

POLICIES

No stated special policies.

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K G V L *

GREENVILLE—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Hunt Broadcasting Assn. (Fred Horton, President). OPERATED BY: Hunt Broadcasting Association. BUSINESS ADDRESS: Greenville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License. NEWSPAPER AFFILIATION: Stockholders are interested in newspaper publications.

Personnel

President .....Fred Horton

* Station was licensed to operate under C.P. issued by FCC, at time of going to press.

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K P R C

"THE HOUSTON PAST"

HOUSTON—EST. 1925

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 920 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Houston Printing Corp. OPERATED BY: Same. BUSINESS ADDRESS: Lamar Hotel. PHONE: Fairfax 7101. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: The Houston Post. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....W. P. Hobby
Station Manager.....Kern Tips
Chief Engineer.....H. T. Wheeler

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Edward Petry & Co.

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K T R H

"THE CHRONICLE STATION"

HOUSTON—EST. 1930

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTRH Broadcasting Co. OPERATED BY: Houston Chronicle. BUSINESS ADDRESS: Rice Hotel. PHONE: Preston 4361—Capitol 1992. STUDIO ADDRESS: Rice Hotel. TRANSMITTER LOCATION: Deepwater. TIME ON THE AIR: 6:30 A.M. to midnight (daily); 7:45 A.M. to midnight (Sunday). NEWSPAPER AFFILIATION: Houston Chronicle. NEWS SERVICE: Local News and thirty-word (Chronicle) National Flashes. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager.....B. F. Orr
Commercial Manager.....Ray E. Bright
Program Director.....Harry Grier
Chief Engineer.....Tom Hiner

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POLICIES

No liquor accounts accepted; light wines and beer accounts accepted. Foreign language programs acceptable in line with CBS policies. No patent medicine, cancer cures, etc., accepted. Any program of a radical nature subject to careful editing by program department. Social diseases discussed providing speaker is member of medical profession in high standing or under government supervision.

Maintains special merchandising and exploitation departments to conform with normal wishes of any advertiser.

REPRESENTATIVE

John Blair & Company

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K X Y Z

HOUSTON—EST. 1930

NATIONAL BROADCASTING CO.
TEXAS STATE NETWORK

FREQUENCY: 1440 Kc. POWER: 1000 Watts. OWNED BY: Harris County Broadcast Co. OPERATED BY: Harris County Broadcast Co. BUSINESS ADDRESS: 5th floor, Gulf Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Houston. TIME ON THE AIR: 24 hours a day. MAINTAINS AN ARTIST BUREAU.

Personnel

Manager.....T. F. Smith

POLICIES

Merchandising and publicity departments are part of the regular service.

REPRESENTATIVE

The Branham Co.

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K S A M

"THE HOME OF THE SAM HOUSTON STATE TEACHER'S COLLEGE"

HUNTSVILLE—EST. 1938

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Sam Houston Broadcasting Association. OPERATED BY: Same. BUSINESS ADDRESS: 1121 Twelfth St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Walker County Fair Grounds. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press.

Personnel

Manager .....Harold C. Scott
Program Director.....Howard R. Holbrook
Chief Engineer.....Paul Wolfe

POLICIES

Advertising of alcoholic beverages not accepted.

K O C A

"KILGORE, THE OIL CAPITAL OF AMERICA"

KILGORE—EST. 1936

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Oil Capitol Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 102½ East North St. PHONE: 616. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Duval & Martin Sts. TIME ON THE AIR: 6:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Kilgore Daily News. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

General Manager .....Roy G. Terry
Station Manager .....H. A. Degner
Chief Engineer .....H. C. Slife

POLICIES

No stated special program policies.

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K P A B

"THE STATION WHERE NATION MEETS NATION"

LAREDO—EST. 1938

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Mervel M. Valentine. OPERATED BY: Mervel M. Valentine. BUSINESS ADDRESS: Hamilton Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 Stone Ave. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager..... Mervel M. Valentine
Commercial Manager.....R. W. Bennett
Program Director.....Jimmie Willson

POLICIES

Station is equipped to handle announcements and programs in Spanish as well as English.

Merchandising: Any reasonable amount of assistance in sales and merchandising campaigns within the Laredo trade area is available.

REPRESENTATIVE

Forjoe & Company, New York

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K F R O

"KEEP FOREVER ROLLING ON"

LONGVIEW—EST. 1934

MBS—TEXAS STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Voice of Longview. OPERATED BY: Voice of Longview. BUSINESS ADDRESS:

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Box 616. PHONE: 411. STUDIO ADDRESS: 620 Glover Crim Bldg. TRANSMITTER LOCATION: S. Green at Radio Street. TIME ON THE AIR: 6:00 A.M. to local sunset. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library. MAINTAINS ARTISTS' BUREAU.

Personnel

President-General Manager....James R. Curtis
Secretary-Treasurer .....Joan Thompson
Commercial Manager.....Harold C. Johnson
Chief Announcer .....John McDonald
Chief Engineer .....Edward Bumpass

POLICIES

Do not accept liquor accounts. No foreign language programs due to 99 per cent English speaking population.

Merchandising: Letters to dealers and prepare dealer mailing lists or routes. Furnish tie-in price cards and usual newspaper releases.

REPRESENTATIVES

John H. Reagin, Atlanta, Ga.
Radio Time Agency, Chicago
Walter Biddick, Los Angeles

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K F Y O

"LUBBOCK, HUB OF THE PLAINS, HOME OF TEXAS TECH"

LUBBOCK—EST. 1927

MBS—TEXAS STATE NETWORK

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Plains Radio Broadcasting Co. OPERATED BY: Plains Radio Broadcasting Co. BUSINESS ADDRESS: Box 1448. PHONE: 1700-1 (Trans) 1540. STUDIO ADDRESS: 914 Ave. J. TRANSMITTER LOCATION: 2312 5th St. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. (daily); 8:00 A.M. to 10:00 P.M. (Sunday). MAINTAINS ARTISTS' BUREAU. NEWSPAPER AFFILIATIONS: Lubbock Avalanche Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: Standard Radio, NAB Library.

Personnel

President.....O. L. Taylor (Amarillo)
Station Manager.....DeWitt Landis
Commercial Manager.....DeWitt Landis
Artists' Bureau Head.....R. B. McAlister
Chief Announcer.....Wesley Youngblood
Publicity Director.....Bruce Collier
Musical Director.....O. D. Cook
Chief Engineer.....W. H. Torrey

POLICIES

No liquor accounts. Spanish is accepted, though not desirable (97 per cent white literate population).

Complete merchandising service, reasonable amount free, additional service at net cost.

REPRESENTATIVE

Howard H. Wilson Company

K R B A

LUFKIN—EST. 1938

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Red Lands Broadcasting Association (Ben T. Wilson, President). OPERATED BY: Red Lands Broadcasting Association. BUSINESS ADDRESS: Lufkin. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....Ben T. Wilson
Manager .....Darrell E. Yates

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K R L H

MIDLAND—EST. 1935

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Clarence Scharbauer. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Scharbauer. PHONE: 1070. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2100 West Wall. TIME ON THE AIR: 6:45 A.M. to 5:45 P.M.

Personnel

Station Manager.....Pete Gates
Assistant Manager.....Gladys Foster
Chief Engineer.....Robert Harmon

POLICIES

Does not accept liquor advertisements.

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K N E T

PALESTINE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Palestine Broadcasting Assn. OPERATED BY: Palestine Broadcasting Association. BUSINESS ADDRESS: John and Crawford Sts. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Palestine. TIME ON THE AIR: Daytime License.

Personnel

Manager.....B. V. Hammond

REPRESENTATIVE

Cox & Tanz

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K P D N

"THE HIGH FIDELITY VOICE OF THE PAMPA NEWS"

PAMPA—EST. 1936

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: R. C. Hoiles. OPERATED BY: S. L. Patterson. BUSINESS ADDRESS: 212½

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N. Ballard. PHONE: 1100. STUDIO ADDRESS: 212½ N. Ballard. TRANSMITTER LOCATION: 8 miles east of city limits. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWSPAPER AFFILIATION: Pampa News. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....S. L. Patterson
Commercial Manager.....C. M. Garnes
Production Manager.....Ray Monday
Program Director.....Ray Monday
Chief Engineer.....Herman Kreiger

POLICIES

Copy must conform to station standards. Advertising of beer and wine accepted; no liquor advertising.

Merchandising: Facilities include posters, displays, publicity ad listing in Pampa News, direct mail.

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K P L T

"THE FRIENDLY STATION"

PARIS—EST. 1936

MBS—TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: North Texas Broadcasting Co. OPERATED BY: North Texas Broadcasting Co. BUSINESS ADDRESS: Gibraltar Hotel. PHONE: 1124-5. STUDIO ADDRESS: Gibraltar Hotel, Mezzanine Floor. TRANSMITTER LOCATION: 1¼ miles south on Texas Highway No. 24. TIME ON THE AIR: 6:45 A.M. to local sunset. NEWSPAPER AFFILIATIONS: North Texas Broadcasting Co. is owned by North Texas Pub. Co. which publishes The Paris News. NEWS SERVICE: United Press (via Texas State Network). MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....A. G. Pat Mayse
General Manager.....Fred E. Humphrey
Chief Engineer.....Weldon Jeffus

POLICIES

Accepts beer advertising but no wine and liquor advertising.

Merchandising cooperation to the fullest extent.

REPRESENTATIVE

Joseph Hershey McGillvra

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K I U N

"VOICE WEST OF THE PECOS"

PECOS—EST. 1935

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Jack Hawkins and Barney Hubbs. OPERATED BY: Jack Hawkins and Barney Hubbs. BUSINESS ADDRESS: KIUN Building. STUDIO ADDRESS: KIUN Bldg. TRANSMITTER LOCATION: North of city, 1 mile. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Affiliated with Pecos Enterprise, a weekly, through interlocking ownership. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President-General Manager.....Jack Hawkins
Chief Announcer.....Wray Guye
Publicity Director.....Barney Hubbs
Musical Director.....S. Durkin
Chief Engineer.....T. G. Hubbard

POLICIES

Accepts wine and beer advertising; Spanish language programs subject to approval.

Renders newspaper publicity; any reasonable amount of dealer contact work.

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K P A C

PORT ARTHUR—EST. 1935

FREQUENCY: 1260 Kc. POWER: 500 Watts. OWNED BY: Port Arthur College. OPERATED BY: Port Arthur College. BUSINESS ADDRESS: Port Arthur College. STUDIO ADDRESS: Same. PHONE: 3320. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 6:00 A.M. to local sunset.

Personnel

President.....Carl Vaughan
General Manager-Station Director.Glenn Hewitt

POLICIES

Advertising of alcoholic beverages not accepted.

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K G K L

SAN ANGELO—EST. 1928

MBS—TEXAS STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KGKL, Inc. OPERATED BY: KGKL, Inc. BUSINESS ADDRESS: St. Angelus Hotel. PHONE: 5515-6715-16-17. STUDIO ADDRESS: St. Angelus Hotel. TRANSMITTER LOCATION: 50 S. Milton St. TIME ON THE AIR: 7:00 A.M. to 10:15 P.M. NEWSPAPER AFFILIATIONS. San Angelo Standard Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....H. C. Ragsdale
Gen'l & Comm. Mgr.....J. Bert Mitchell, Jr.
Program Director.....Lynn Bigler
Chief Engineer.....Frank M. Jones

POLICIES

No stated special policies.

REPRESENTATIVE

Joseph Hershey McGillvra

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K A B C

"THE SPORTS STATION"

SAN ANTONIO—EST. 1926

MBS—TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Alamo Broadcasting Co. OPERATED BY: Alamo Broadcasting Co. BUSINESS ADDRESS: Milam Bldg. PHONE: Garfield 4241. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: San Antonio. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M.; Sunday, 8:00 to 10:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Henry Lee Taylor
Manager.....Cliff Taton
Program Director.....James McClain

POLICIES

No liquor; beer accepted. Foreign language only in afternoon—2 to 4 P.M.

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K M A C

SAN ANTONIO

FREQUENCY: 1370 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: W. W. McAllister. OPERATED BY: W. W. McAllister. BUSINESS ADDRESS: 27th floor, Smith Young Tower. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: San Antonio. TIME ON THE AIR: Part time schedule (divides time with KONO). TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Manager.....Howard W. Davis
Program Director.....A. S. Bessan

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K O N O

SAN ANTONIO—EST. 1927

FREQUENCY: 1370 Kc. POWER: 100 Watts (250 Watts pending). OWNED BY: Eugene J. Roth. OPERATED BY: Mission Broadcasting Co. BUSINESS ADDRESS: 317 Arden Grove. PHONE: F. 1371-2. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9 hours daily (shares time with KMAC). NEWS SERVICE: La Prensa (Spanish only). MAINTAINS ARTISTS' BUREAU.

Personnel

Pres. & Station Manager.....Eugene J. Roth
Commercial Manager.....James Brown
Program Director.....Gerald Morgan
Sales Manager.....James Brown
Chief Engineer.....Geo. Ing

POLICIES

Station accepts beer—light wines. No hard liquors. Announcements must conform with station policies. Spanish announcements accepted, but must be placed on nightly two-hour international Goodwill Program. All spot announcements must be no longer than seventy-five words. All products advertised on KONO must conform with requirements for the public welfare.

Merchandising tie-ups with all local and racial papers (local community papers). Programs "Previewed" on KONO Sampler Program weekly. Any other merchandising methods desired by account at cost. Station gives "plugs" on all new commercial programs for several days in advance of first program.

REPRESENTATIVE

International Radio Sales

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K T S A

"SERVING THE PUBLIC INTEREST IN SOUTH TEXAS"
"SAN ANTONIO'S BEST SALESMAN"

SAN ANTONIO—EST. 1928

COLUMBIA BROADCASTING COMPANY

FREQUENCY: 550 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: KTSA Broadcasting Co. OPERATED BY: KTSA Broadcasting Co. BUSINESS ADDRESS: Gunter Hotel. PHONE: Garfield 1251. STUDIO ADDRESS: Gunter Hotel. TRANSMITTER LOCATION: St. Hedwig Road. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 7:45 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: San Antonio Light. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Associated.

Personnel

Station Manager.....George W. Johnson
Program Manager.....William C. Bryan
Musical Director.....Rex L. Preis
Chief Engineer.....Wm. Egerton

POLICIES

No special stated policies.

REPRESENTATIVE

International Radio Sales

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W O A I

SAN ANTONIO—EST. 1922

NBC—TEXAS QUALITY NETWORK

FREQUENCY: 1190 Kc. POWER 50,000 Watts. OWNED BY: Southland Industries, Inc. OPERATED BY: Southland Industries, Inc. BUSINESS ADDRESS: 1031 Navarro. PHONE: Garfield 4221-2-3. STUDIO ADDRESS: 1031 Navarro. TRANSMITTER LOCATION: Selma,

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Texas. TIME ON THE AIR: (Sunday) 8:00 A.M. to 11:30 P.M.; (daily) 6:30 A.M. to 11:30 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Pres. & General Manager.....Hugh A. L. Halff
Sales Promotion & Merchandising Manager .....Walter S. Zahrt
Program Director.....Lew Valentine
Chief Engineer.....Fred Sterling

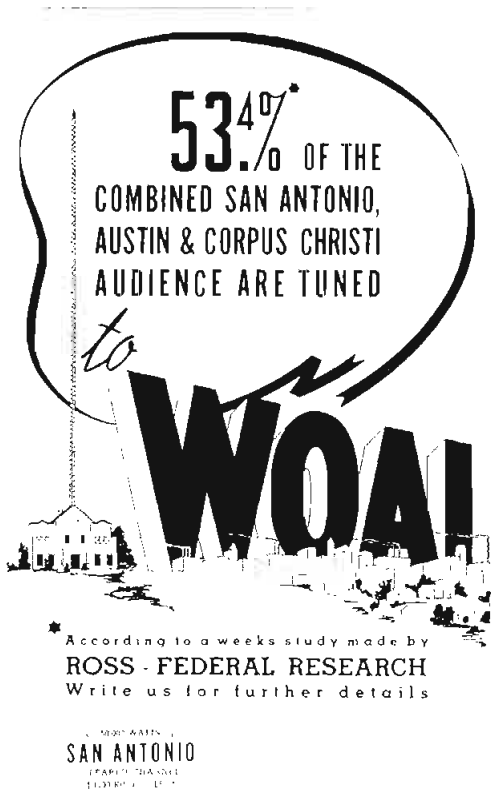
POLICIES

Advertising of beer and wine accepted; no hard liquor accounts. Station maintains strict censorship on patent medicines.

Maintains complete merchandising service for its advertisers and will give full cooperation to any advertiser's merchandising activities in the San Antonio market. The station from time to time conducts local merchandising activities in cooperation with the local advertiser. A regular station publication is released every other month and a complete merchandising service to approximately 700 grocers and 225 druggists every month is provided. Merchandising display in studio lobby.

REPRESENTATIVE

Edw. Petry & Co., Inc.



*According to a weeks study made by
ROSS - FEDERAL RESEARCH
Write us for further details

K R R V

"THE VOICE OF THE RED RIVER VALLEY"

SHERMAN—EST. 1936

MBS—TEXAS STATE NETWORK

FREQUENCY: 1310 Kc. POWER: 250 watts. OWNED BY: Red River Valley Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 163. PHONE: 201. STUDIO ADDRESS: 1910 S. Crockett St., Fannin & Owing Sts., Denison. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: United Press (via Texas State Network). TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....G. H. Wilcox
Station Manager.....L. L. Hendrick
Chief Announcer.....Leon Lloyd
Denison Studio Manager.....Maurice Wray
Program Director.....W. E. Rowens, Jr.
Chief Engineer.....T. E. Spellman

POLICIES

Accepts foreign language and wine and beer advertising. No hard liquor advertising.

Station offers complete cooperation in merchandising and sales assistance.

REPRESENTATIVE

Texas State Network

K T E M

"THE FRIENDLY VOICE OF CENTRAL TEXAS"

TEMPLE—EST. 1936

MBS—TEXAS STATE NETWORK

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Bell Broadcasting Co. OPERATED BY: Bell Broadcasting Co. BUSINESS ADDRESS: Kyle Hotel. PHONE: 4646. STUDIO ADDRESS: Kyle Hotel. TRANSMITTER LOCATION: 2.6 miles north of Temple on Temple-Waco highway. TIME ON THE AIR: 6:15 A.M. to local sunset. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....Mrs. Ruth Mayborn
Station Manager.....Burton Bishop
Artists' Bureau Head.....Kirby Nix
Chief Announcer.....Edwin Callaway
Chief Engineer.....Paul Shaw

POLICIES

Liquor advertising accepted where copy is not offensive. Foreign language programs accepted due to large percentage of Czech and German people residing in area.

Commercial programs may have additional support of KTEM advising all dealers in territory of program by letter; commercial men

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assist by keeping all local accounts advised of program; programs listed in daily newspaper schedule and publicized in station's daily program resume. Special downtown window displays arranged on request.

REPRESENTATIVE
Texas State Network

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K C M C

"SERVING TEXARKANA AND THE FOUR STATES AREA WITH NEWS OF THE WORLD HOURS AHEAD"

TEXARKANA—EST. 1932
MBS—TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KCMC, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 317 Pine St. PHONE: 958-3210. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Texarkana Gazette, Texarkana Daily News. NEWS SERVICES: United Press and Associated Press. TRANSCRIPTION SERVICE: C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President .....Henry Humphrey
General Manager .....Foster W. Fort
Artists Bureau Head and
Traffic Manager.....Dorothy Moore
Program & Publicity Dir.....Thomas Dillahunty
Chief Engineer.....Harvey Robertson

POLICIES

All medicinal copy must be submitted for approval by station management and physicians. Whiskey advertising accepted; but must be edited by station management.

Merchandising: Facilities consist of letters to merchants; surveys on special products advertised; lists of dealers supplied to agencies and manufacturers; installation of displays and other advertising material.

REPRESENTATIVE
Radio Time Agency

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K G K B

TYLER—EST. 1931
MBS—TEXAS STATE NETWORK

FREQUENCY: 1500 Kc. POWER: 250 Watts. OWNED BY: East Texas Broadcasting Co. OPERATED BY: J. G. Ulmer. BUSINESS ADDRESS: 115 S. College. PHONE: 1106-7. STUDIO ADDRESS: 115 S. College. TRANSMITTER LOCATION: Sandflat Road. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Owner-Operator .....Jas. G. Ulmer
General Manager.....M. E. Danbom

POLICIES

Accepts no hard liquor advertising nor foreign language programs.

Merchandising: Station aids in getting store displays, mailing letters to dealers as part of a campaign, getting distribution; in general, any reasonable assistance.

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K V W C *

VERNON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: The Northwestern Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Vernon. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full time license. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Co-Partners
R. N. Nichols, W. H. Wright, Stewart Hatch
Manager.....John Sullivan

*Station was licensed to operate under a C. P. No further information was available at time of going to press.

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W A C O

"SERVING THE PUBLIC INTEREST"

WACO—EST. 1922
COLUMBIA BROADCASTING SYSTEM
TEXAS STATE NETWORK

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: KTSA Broadcasting Co. OPERATED BY: Hearst Radio, Inc. BUSINESS ADDRESS: Amicable Bldg. PHONE: 2700-1. STUDIO ADDRESS: Amicable Bldg. TRANSMITTER LOCATION: Amicable Bldg. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service.

Personnel

Station Manager.....J. W. Pate
Commercial Manager.....R. E. L. Glasgow
Chief Announcer.....Clark Fulks
Publicity Director.....Frank Ruetz
Musical Director.....Pat Adelman
Chief Engineer.....L. H. Appleman

POLICIES

Liquor programs accepted only after 10:30 P.M. and must be of a dignified character, running not less than 15 minutes and produced in the station's studios. Patent medicines are subject to Station approval. Foreign language programs no set rules; does not encourage such programs.

Circulars, dodgers, placards, and direct mail merchandising aids.

REPRESENTATIVE
International Radio Sales

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K R G V

"SERVING 'LOWER VALLEY GRANDE' TEXAS 4TH CITY"

WESTLACO—EST. 1926

NBC—(RED OR BLUE)

TEXAS STATE NETWORK

FREQUENCY: 1260 Kc. POWER: 1000 Watts. OWNED BY: KRGV, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 201 Border. PHONE: 375-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....O. L. Taylor
Station Manager .....Ken Lowell Sibson
Sales Manager .....Ingham S. Roberts, III
Publicity Director .....Dick Watkins
Chief Engineer .....Neal McNaughton

POLICIES

No hard liquor advertising accepted.

Merchandising: Merchandising manager and three field men maintained by station for use without cost to clients. Charges made only for special services requiring cash expenditures.

REPRESENTATIVE

Howard H. Wilson Co.

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K W F T *

WICHITA FALLS—EST. 1938

FREQUENCY: 620 Kc. POWER: 1000 Watts, d.; 250 Watts, n. OWNED BY: Wichita Broadcasting Co. OPERATED BY: Wichita Broadcasting Co. BUSINESS ADDRESS: 807 Hamilton Bldg. STUDIO ADDRESS: Wichita. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License. NEWS SERVICE: United Press.

Personnel

President.....Joe B. Carrigan
Station Manager.....D. A. Kahn

*Station was licensed to operate under a C. P.; construction has been interrupted because issues are being determined in the Court of Appeals, District of Columbia.

UTAH

Population 519,000

Number of Families 123,000 — Number of Radio Homes 111,000

Retail Sales $132,098,000 — Auto Registrations 106,619

K S U B

"GATEWAY TO SOUTHERN UTAH'S SCENIC WONDERLAND"

CEDAR CITY—EST. 1937

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Johnson & Perry. OPERATED BY: Johnson & Perry. BUSINESS ADDRESS: Escalante Hotel. PHONE: 398. STUDIO ADDRESS: Escalante Hotel. TRANSMITTER LOCATION: West 2nd South. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

Personnel

Co-Owners. Leland M. Perry, Harold Johnson
Station Manager.....Carl P. Wolfrom
Chief Engineer.....Cutler R. Miller

POLICIES

No liquor accounts accepted.

REPRESENTATIVE

Cox & Tanz

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K V N U

LOGAN—EST. 1939

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Cache Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Logan. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

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K L O

"THE VOICE OF UTAH"

OGDEN—EST. 1924

NATIONAL BROADCASTING CO. (BLUE)

FREQUENCY: 1400 Kc. POWER: 500 Watts. (C. P. 500 Watts, d.; 1000 Watts, n.) OWNED BY: Interstate Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 7th floor, Hotel Ben Lomond. PHONE: 84-85. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Ogden. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Ogden Standard Examiner. NEWS SERVICE: Associated Press (non-commercial). TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President .....A. L. Glasmann
Vice President-Station Manager.....Paul R. Heitmeyer
Advertising Manager.....M. J. Bunnell
Chief Announcer.....John Woolf
Program Manager.....Ethel G. Clark
Musical Director.....Ed Barry
Chief Engineer.....W. D'Orr Cozzens
Production Manager.....Jack Riaska

POLICIES

Does not accept liquor advertising. Advertising of beer accepted. Foreign language advertising not encouraged.

REPRESENTATIVE

Bryant Griffith & Brunson
Walter Biddick Co. (West Coast)

K E U B

"THE VOICE OF EASTERN UTAH"

PRICE—EST. 1936

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: E. Utah Broadcasting Co. (Sam. G. Weiss). OPERATED BY: E. Utah Broadcasting Co. BUSINESS ADDRESS: Price. PHONE: Price 200. STUDIO ADDRESS: Price. TRANSMITTER LOCATION: Price. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

Personnel

Program Director-Commercial Manager.....Jack Richards
Station Manager.....Sam G. Weiss
Chief Engineer.....Carl E. Busart

POLICIES

No hard liquor accounts. Beer and foreign languages accepted.

K D Y L

"THE POPULAR STATION"

SALT LAKE CITY—EST. 1922

NBC (RED)

FREQUENCY: 1290 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Intermountain Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 6th floor, Tribune-Telegram Bldg. PHONE: Wasatch 7180-1-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 9th W. and 33rd. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, NBC Thesaurus.

Personnel

President & General Manager.....S. S. Fox
Commercial Manager.....W. E. Wagstaff
Program Director.....George Snell
Chief Announcer.....Floyd Farr
Sales Manager.....W. E. Wagstaff
Publicity Director.....David Simmons
Artists' Bureau Head and Musical Director.....T. B. Woodbury
Chief Engineer.....J. M. Baldwin

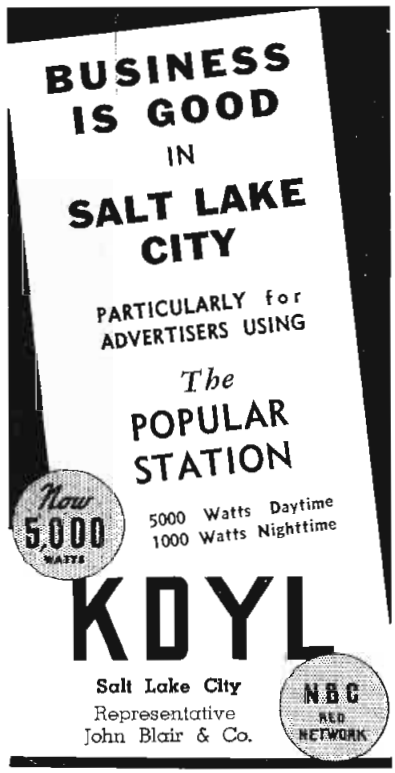
POLICIES

No liquor advertisements except beer. No foreign language accounts. Medical accounts accepted only after copy to be used has been submitted and approved.

Merchandising: Station is equipped to handle sponsor display in attractive, well-placed showcases in its Tribune-Telegram Bldg. studios and its new Radio Playhouse. Other tie-ups are available by arrangement.

REPRESENTATIVE

John Blair & Company



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K S L

"THE VOICE OF THE WEST"

SALT LAKE CITY—EST. 1921

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1130 Kc. POWER: 50,000 watts. OWNED BY: Radio Service Corporation of Utah. OPERATED BY: Same. BUSINESS ADDRESS: Union Pacific Bldg. PHONE: Wasatch 3901. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Saltair. TIME ON THE AIR: 6:30 A.M. to 1:00 A.M. NEWSPAPER AFFILIATION: Salt Lake Tribune. NEWS SERVICES: United Press, International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Associated Library, Standard Library, C. P. MacGregor.

Personnel

President.....Sylvester O. Cannon
Station Manager.....Earl J. Glade
Commercial Manager.....Dan H. Vincent
Artists Bureau Head.....Irma F. Bitner
Production Director.....Lennox Murdock
Musical Director.....Gene Halliday
Chief Engineer.....E. G. Pack

POLICIES

Does not accept liquor advertising.

Merchandising: Mailing service. Will distribute merchandise displays to Salt Lake stores. Listing in KSL Press Release weekly. Space in monthly. Program brochure.

REPRESENTATIVE

Edward Petry & Co., Inc.

•

K U T A

"TOPS ON THE DIAL"

SALT LAKE CITY—EST. 1938

NBC—BLUE

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Utah Broadcasting Co. OPERATED BY: Utah Broadcasting Co. BUSINESS ADDRESS: Belvedere Apartment Hotel. PHONE: Wasatch 1730. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1324 S. 3rd St., West. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....Frank C. Carmen
Commercial Manager.....Arch Madsen
Program Director.....Hal Parkes
Chief Engineer.....Lyle Wahlquist

REPRESENTATIVE

Joseph Hershey McGillvra

VERMONT

Population 383,000

Number of Families 99,000 — Number of Radio Homes 88,600

Retail Sales $99,121,000 — Auto Registrations 79,000

W C A X

BURLINGTON—EST. 1931

FREQUENCY: 1200 Kc. POWER: 250 Watts. d.; 100 Watts, n. OWNED BY: Burlington Daily News, Inc. OPERATED BY: Same. BUSINESS ADDRESS: 203 College St. PHONE: 134-373. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Burlington Daily News. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Col. H. Nelson Jackson
General Manager.....John A. Cellar
Treasurer.....E. E. Germain
Commercial Manager.....W. J. Kennedy
Program Manager.....H. B. Wight
Chief Engineer.....James W. Tierney

POLICIES

Advertising of alcoholic beverages accepted. No restrictions on foreign language accounts if the program is on a transcription. However, all matter on same is subject to our approval.

•

W S Y B

"WE SERVE YOU BEST"

RUTLAND—EST. 1930

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: P. Weiss Music Co. OPERATED

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BY: Same. BUSINESS ADDRESS: 80 West St. PHONE: 1247. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Creek Road. TIME ON THE AIR: 8:30 A.M. to 9:00 P.M.; Sunday, 10:00 A.M. to 11:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President .....P. Weiss
Station Manager .....J. H. Weiss
Chief Engineer .....J. A. Housek

POLICIES

No stated special program policies.

Merchandising for accounts in Rutland only.

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W Q D M

"THIS IS YOUR STATION"

ST. ALBANS—EST. 1929

FREQUENCY: 1390 Kc. POWER: 1000 Watts. OWNED BY: F. Arthur Bostwick. OPERATED BY: F. Arthur Bostwick. BUSINESS ADDRESS: 32 North Main. PHONE: 126. STUDIO ADDRESS: 32 North Main St. TRANSMITTER LOCATION: ¼ mile north of city on route 7. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....F. Arthur Bostwick
General Manager.....G. S. Wasser
Production Manager.....Byron Snowden
Continuity Director.....Walter Murtrogh
Chief Engineer.....Edward J. Regan

POLICIES

No hard liquor. Accepts beer and foreign language accounts.

Tie-up with newspaper and window displays.

REPRESENTATIVE

Weed & Co.

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W N B X

"RADIO CAPITAL OF VERMONT & NEW HAMPSHIRE"

SPRINGFIELD—EST. 1932

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1260 Kc. POWER: 1000 watts. OWNED BY: Twin State Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Woolson Bldg. PHONE: 66-3-66-4. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Ararat. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Associated. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....Harry C. Wilder
Station and Commercial Manager .....Herman Steinbruch
Chief Announcer.....Ozzie Wade
Program and Publicity Director...Hariot Stem
Chief Engineer.....Bill Moore

POLICIES

No liquor advertising accepted. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to the station.

Merchandising: Station has its own merchandising service located in the 22 trading areas within its coverage area; will also make "competitive brand surveys."

REPRESENTATIVE

Paul H. Raymer Co.

•

W D E V

"VERMONT'S MID-STATE STATION"

WATERBURY—EST. 1931

FREQUENCY: 550 Kc. POWER: 500 Watts, 1000 pending. OWNED BY: Mary M. Whitehill Estate, Charles B. Adams, Administrator. OPERATED BY: L. E. Squier and W. G. Ricker. BUSINESS ADDRESS: 8 Stowe St. PHONE: 13-240. STUDIO ADDRESS: Waterbury. TRANSMITTER LOCATION: Waterbury. TIME ON THE AIR: 7:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

Station and Sales Manager.....L. E. Squier
Advertising Manager and Artists' Bureau Head.....W. G. Ricker
Commercial Manager.....Harold Deal
Chief Announcer.....Ted Nelson
Musical Director.....Paul Turner
Chief Engineer.....Melvin Stickles

POLICIES

No liquor advertising. Sole restriction.

Service available from printing department of Waterbury Record and columns of paper.

REPRESENTATIVE

Horace Hagedorn, N. Y. C.

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WRVA 50,000 WATTS MAKE CA$H REGI$TER$ $ING!

VIRGINIA'S **ONLY** 50,000 WATT STATION GIVES YOU **MANY** MARKETS AT THE COST OF ONLY **ONE!**

IT PAYS—in every way—to use WRVA, because **only** this radio station (with its new 50,000 watt power) provides such thorough coverage of Richmond and the rich Tidewater area in this great State.

Although located near Richmond, Virginia, WRVA's popularity helps sell the dealers as well as the customers throughout this broad area. That's why cash registers sing a song of sales!

Write, wire or 'phone for the naked truth about WRVA's new 50,000 watt coverage PLUS the bare facts about this rich and responsive market.

PAUL H. RAYMER COMPANY

National Representative

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

WRVA 50,000 WATTS

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VIRGINIA

Population 2,706,000

Number of Families 613,000 | Number of Radio Homes 400,200

Retail Sales $471,329,000 | Auto Registrations 373,000

W C H V

"VIRGINIA'S GOODWILL STATION"

CHARLOTTESVILLE—EST. 1932

VIRGINIA BROADCASTING SYSTEM, INC.

FREQUENCY: 1420 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Community Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: E. Market & 4th. PHONE: 444. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Route 250, Jefferson Highway. TIME ON THE AIR: 7:00 A.M. to 10:05 P.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

Station Manager.....Hugh M. Cutler
Secretary-Treasurer.....John T. Elsroad
Commercial Manager.....Edward H. Allen
Program.....C. H. Goldsmith
Chief Engineer.....Walter W. Gray

POLICIES

Does not accept liquor or foreign language accounts.

Maintains merchandising department which calls on trade in primary area regularly, soliciting orders.

REPRESENTATIVE

Burn-Smith Co.

•

W B T M

"WORLD'S BEST TOBACCO MARKET"

DANVILLE—EST. 1930

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 1370 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Piedmont Broadcasting Corp. OPERATED BY: Piedmont Broadcasting Corp. BUSINESS ADDRESS: 427 Main St. PHONE: 2350. STUDIO ADDRESS: 427 Main St. TRANSMITTER LOCATION: Danville. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President.....L. N. Dibrell
Vice President and General Manager.....S. C. Ondarcho
Program Director.....W. P. Heffernan
Publicity Director.....Jay Caldwell
Chief Engineer.....Phil Briggs

POLICIES

No liquor advertising accepted; beer and wine accepted; foreign language accounts discouraged because of limited foreign population; medical accounts accepted; copy in all cases must be in good taste and ethical.

For exploitation station publishes its own weekly paper. No merchandising department established but a reasonable amount is done without cost.

REPRESENTATIVE

Burn-Smith Co.

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W S V A

"THE VALLEY STATION"

HARRISONBURG—EST. 1935

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 550 Kc. POWER: 500 Watts. OWNED BY: Shenandoah Valley Broadcasting Corp. OPERATED BY: Shenandoah Valley Broadcasting Corp. BUSINESS ADDRESS: Newman Bldg. PHONE: Harrisonburg, 875. STUDIO ADDRESS: Newman Bldg.; Professional Bldg., Staunton. PHONE: Staunton 647. TRANSMITTER LOCATION: 5 miles South of Harrisonburg on U. S. Route 11. TIME ON THE AIR: 6:30 A.M. to local sunset. NEWS SERVICE: Transradio News. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General and Commercial Manager.....Chas. P. Blackley
Program Director.....Wendell Siler
Chief Engineer.....U. L. Lynch

POLICIES

Beer accounts accepted. Wine and liquor accounts not accepted.

Complete cooperation is given all clients in the distribution of printed matter and in the

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mailing of prizes, etc.; merchants are contacted.

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WLVA

LYNCHBURG—EST. 1930

REGIONAL V.B.S.

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Lynchburg Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Medical Arts Bldg. PHONE: 3030. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Page St. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, NBC Thesaurus.

Personnel

President ..... Edw. A. Allen
Station Manager ..... Philip P. Allen
Commercial Manager ..... Glen E. Jackson
Program Director ..... James Moore
Publicity Director ..... James Howe
Chief Engineer ..... Albert E. Heisen

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

WMBG

NBC Red

☆

RICHMOND, VIRGINIA

☆

Can Be Purchased Independent of Basic

CONSULT

JOHN BLAIR & CO.

NEW YORK—MURRAY HILL 9-6084

CHICAGO—SUPERIOR 8660

DETROIT—MADISON 7889

WGH

"WORLD'S GREATEST HARBOR"

NEWPORT NEWS—EST. 1928

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Hampton Roads Broadcasting Corp. OPERATED BY: Hampton Roads Broadcasting Corp. BUSINESS ADDRESS: Portlock Bldg., Norfolk. PHONE: 44319. STUDIO ADDRESS: Boat Harbor: American National Bank Bldg., Portsmouth. PHONE: 991—Portlock Bldg., Norfolk. TRANSMITTER LOCATION: Newport News. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight: Sunday, 8:30 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library, NBC Thesaurus.

Personnel

President ..... James W. Baldwin
Vice-President & General Manager ..... Edward E. Bishop
Secretary ..... Gene D. Stratton
Commercial Manager ..... Edward E. Edgar
Artists' Bureau Head ..... Alfred Temple
Chief Announcer ..... Joel F. Wahlberg
Publicity Director ..... Gene Stratton
Musical Director ..... Willby Goff
Chief Engineer ..... Raymond P. Aylor, Jr.

POLICIES

No liquor advertising except wines and beers, conforming to rules of Virginia Alcoholic Beverage Board. Foreign language accounts acceptable where public interest is served and necessity exists. Internal medicines not accepted.

REPRESENTATIVE

Burn-Smith Co.

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WTAR

"VIRGINIA'S PIONEER VOICE"

NORFOLK—EST. 1923

NATIONAL BROADCASTING CO. (RED & BLUE)

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: WTAR Radio Corp. OPERATED BY: WTAR Radio Corp. BUSINESS ADDRESS: National Bank of Commerce Bldg. PHONE: 2-5671-2-3. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glenrock, Princess Anne County. TIME ON THE AIR: (daily) 6:30 A.M. to 1:00 A.M.; (Sunday) 8:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: Norfolk Ledger-Dispatch, Norfolk Virginian Pilot. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

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Personnel

President.....Paul S. Huber
General Manager.....Campbell Arnoux
Commercial Manager.....John W. New
Continuity & Publicity
Director .....Lee Chadwick
Program Director.....Shirley Hosier
Production Manager.....Vaughn Bradshaw
Sales Promotion Director....Ralph S. Hatcher
Musical Director....Henry Cowles Whitehead
Technical Director.....J. L. Grether

POLICIES

Accepts wine and beer accounts; no hard liquor advertising. Foreign language accounts judged individually and acceptance based on the merit of the program material. No foreign language account has been broadcast over station to date.

Merchandising: Courtesy announcements gratis, listings in morning and evening newspaper, announced in two daily program resumes, letters to dealers, contact of dealers and wholesalers, and additional activities at cost.

REPRESENTATIVE

Edward Petry & Co.

•

W P I V *

PETERSBURG—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Petersburg Newspaper Corp. OPERATED BY: Same. BUSINESS ADDRESS: Petersburg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License except Sunday which time is divided with WBBL. NEWSPAPER AFFILIATION: Petersburg Progress Index.

Personnel

President.....W. E. Harris

* Station was licensed to operate under a C. P. and no further information was available at time of going to press.

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W B B L

RICHMOND

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Grace Covenant Presbyterian Church (M. A. Sitton, Agent). OPERATED BY: Grace Covenant Presbyterian Church. BUSINESS ADDRESS: Richmond. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Specified hours.

Personnel

Agent.....M. A. Sitton

POLICIES

Station does not sell time.

W M B G

"THE HAVENS AND MARTIN STATION"

RICHMOND—EST. 1926

NBC-RED

FREQUENCY: 1350 Kc. POWER: 500 Watts. OWNED BY: Havens & Martin, Inc. OPERATED BY: Havens & Martin, Inc. BUSINESS ADDRESS: P. O. Box 5229. PHONE: 5-8611. STUDIO ADDRESS: 3301 W. Broad St. TRANSMITTER LOCATION: Staples Mill Road & Broad St. TIME ON THE AIR: 7:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President & Station
Manager.....Wilbur M. Havens
Vice-President.....Callom B. Jones
Secretary.....C. H. Woodward
Treasurer.....Wilfred H. Wood
Chief Announcer.....Jack Hooper
Local Sales Manager.....Wm. Filer
Publicity Director & National
Sales Manager.....R. E. Mitchell
Musical Director.....Garnett Tate
Chief Engineer.....Wilfred H. Wood

POLICIES

Beer and wine accounts accepted; no hard liquor.

Complete merchandising set-up including dealers' letters; distribution of window and counter cards; window dressing.

REPRESENTATIVE

John Blair & Co.

•

W R N L

"THE FRIENDLY STATION"

RICHMOND—EST. 1927

VIRGINIA BROADCASTING SYSTEM

FREQUENCY: 880 Kc. POWER: 500 watts (C. P.: 1000 watts, Full Time License). OWNED BY: WLBG, Inc. OPERATED BY: WLBG, Inc. (ex-WPHR). BUSINESS ADDRESS: 323 E. Grace St. PHONE: 3-4242. STUDIO ADDRESS: 323 E. Grace St. TRANSMITTER LOCATION: Scott Rd. TIME ON THE AIR: 6:00 A.M. to local sunset; Sunday, 8:00 A.M. to local sunset. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICES: Associated Music, Lang-Worth and C. P. MacGregor.

Personnel

President.....John Stewart Bryan
Station Manager.....Earl Sowers
Artists' Bureau Head.....Blanche Moody
Chief Announcer.....Wallace Stell
Sales Manager.....C. A. Baker
Publicity Director.....Earl Sowers
Musical Director.....Marynelle Gutridge
Chief Engineer.....W. A. Selden

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POLICIES

Advertising of alcoholic beverages not accepted, excepting beer.

Has merchandising department, including audience room excellently equipped for auditions, etc.

REPRESENTATIVE

Burn-Smith Co.

•

W R T D

"THE TIMES-DISPATCH RADIO STATION"

RICHMOND—EST. 1937

NATIONAL BROADCASTING SYSTEM
(BLUE)

FREQUENCY: 1500 Kc. POWER: 100 Watts. OWNED BY: Times-Dispatch Radio Corp. OPERATED BY: Times-Dispatch Radio Corp. Inc. BUSINESS ADDRESS: State-Planters Bank Building. PHONE: 3-7471, 3-7472, 3-7473. STUDIO ADDRESS: State-Planters Bank Building. TRANSMITTER LOCATION: Belle Isle. TIME ON THE AIR: Mon. to Sat. 7:00 A.M. to 1:00 A.M.; Sun. 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Times-Dispatch Publishing Co., Inc.

Personnel

President.....John D. Wise
Vice-President .....Campbell Arnoux
Secretary-Treasurer.. .....J. L. Stott
Manager.....Ovelton Maxey
Chief Engineer.....David Bain
Sports Director .....Pete Gleason
Production Manager.....Conrad Rianhard
Program Director.....Grace Gatling
Continuity Director.....Bernard Dabney
Publicity & Merchandising....Robert Ehrman
Traffic Manager.....Mildred Williams
Chief Announcer.....Sam Lawder

POLICIES

Does not accept hard liquor or wines but does accept beer; does not accept foreign languages.

Displays in five banks; one in lobby of Richmond Times-Dispatch; one in reception room of WRTD; as a rule preannouncements: personal contact with distributors and dealers. Letters to distributors and principal dealers.

REPRESENTATIVE

Edward Petry & Co., Inc.

•

W R V A

"VIRGINIA'S ONLY 50,000 WATT STATION"

RICHMOND—EST. 1925

CBS-MBS

FREQUENCY: 1110 Kc. Power: 50,000 watts. OWNED BY: Larus & Brother Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Richmond. PHONE: 3-6633. STUDIO ADDRESS: Hotel Richmond. TRANSMITTER LOCATION: Varina Farms. TIME ON THE AIR: 7:00 A.M. to midnight (Fri. to 2:00 A.M.). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

General Manager.....C. T. Lucy
Business Manager.....Barron Howard
Program Service Manager.....Irvin Abeloff
Publicity Director .....Walter R. Bishop
Musical Director .....E. D. Naff
Technical Supervisor .....H. S. Lucy
Chief Engineer.....D. C. Woods

POLICIES

Accept no alcoholic advertising including wine, beer or liquor. Has no foreign language accounts since this is native territory. After 6:00 P.M. accepts no advertising for product, use of which would not be considered suitable topic for discussion in mixed group. Matter of good taste applied to all proposed accounts.

Merchandising: Merchandising and exploitation is handled on a per-job basis by a local exploitation firm. No definite merchandising set-up is maintained by station.

REPRESENTATIVE

Paul H. Raymer Company

(See Page 396)

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W D B J

ROANOKE—EST. 1924

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 930 Kc. POWER: 5000 Watts, d.; 1000, n. OWNED BY: Times-World Corp. OPERATED BY: Times-World Corp. BUSINESS ADDRESS: 124 West Kirk Ave. PHONE: 8131, 8132. STUDIO ADDRESS: 124 West Kirk Ave. TRANSMITTER LOCATION: Colonial Hgts., Roanoke. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: The Roanoke Times (morning); The Roanoke World News (evening). NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICES: NAB Library and World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....J. P. Fishburn
Station Manager.....Ray P. Jordan
Commercial Manager.....F. D. Kesler
Publicity Director .....Jack Weldon
Studio Director.....Paul Reynolds
Artists' Bureau Head &
Musical Director.....Mary Henson
Chief Engineer.....J. W. Robertson

POLICIES

Does not accept liquor advertising except beer and light wines. No objection to foreign language accounts, but advises against them because of only 2 per cent foreign born population.

Complete merchandising co-operation. Letters to dealers; window and store displays, newspaper publicity, etc.

REPRESENTATIVES

Free & Peters, Inc.

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WASHINGTON

Population 1,658,000

Number of Families 468,000 | Number of Radio Homes 443,300

Retail Sales $528,709,000 | Auto Registrations 449,925

KXRO

"TWIN HARBOR" STATION

ABERDEEN—EST. 1926

MUTUAL—DON LEE BROADCASTING CO.

FREQUENCY: 1310 Kc. POWER: 250 Watts. OWNED BY: KXRO, Inc. OPERATED BY: KXRO, Inc. BUSINESS ADDRESS: P. O. Box 1120. PHONE: Aberdeen 4098 and 4099. STUDIO ADDRESS: 207 East Market St. TRANSMITTER LOCATION: Finch Farms. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (Daily); 9:00 A.M. to 11:00 P.M. (Sunday). NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Harry R. Spence
Commercial Manager.....Fred G. Goddard
Chief Announcer.....Ben Weatherwax
Publicity Director.....Edwin J. Alexander
Musical Director.....A. W. Lindsay
Chief Engineer.....W. M. McGoffin

POLICIES

Beer and wine accepted, also foreign language accounts.

REPRESENTATIVE

John Blair & Company

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KVOS

BELLINGHAM—EST. 1927

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: KVOS, Inc. OPERATED BY: KVOS, Inc. BUSINESS ADDRESS: Luther Bldg. PHONE: 4200-1627-34. TRANSMITTER LOCATION: Luther Bldg. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor.

Personnel

President.....Rogan Jones
Advertising & Sales Manager....Tom Schafer
Musical Director.....Henry Ehlers
Chief Engineer.....Joe Ernst

POLICIES

Advertising of beer and wine accepted.

REPRESENTATIVE

John Blair & Co.

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KELA

CENTRALIA AND CHEHALIS
EST. 1937

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1440 Kc. POWER: 500 Watts. OWNED BY: Central Broadcasting Corp. OPERATED BY: Central Broadcasting Corp. BUSINESS ADDRESS: Kela Bldg. PHONE: Chehalis 721—Centralia 721. STUDIO ADDRESS: Same. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Lewis County Advocate, Chehalis Bee Nugget, Centralia Tribune. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

General Manager.....J. Elroy McCaw

POLICIES

No hard liquor accounts accepted.

REPRESENTATIVE

John Blair & Company

•

KRKO

"THE VOICE OF EVERETT AND SNOHOMISH COUNTY"

EVERETT—EST. 1922

MUTUAL—DON LEE

PACIFIC BROADCASTING CO.

FREQUENCY: 1370 Kc. POWER: 50 Watts. OWNED BY: Lee E. Mudgett. OPERATED BY: Lee E. Mudgett. BUSINESS ADDRESS: 300 Clark Bldg. PHONE: Main 5-2-6. STUDIO ADDRESS: 300 Clark Bldg. TRANSMITTER LOCATION: 2814 Rucker Ave. TIME ON THE AIR: 7:00 A.M. to 12:00 noon—4:00 P.M. to 7:00 P.M.; Sunday, 9:00 A.M. to 4:00 P.M. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU.

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Personnel

Owner.....Lee E. Mudgett
Station Manager.....W. F. Knehr
Musical Director.....Maynard Bordsen
Chief Engineer.....Lee E. Mudgett

POLICIES

No liquor advertising accepted.

Merchandising: Station has reciprocal agreement with local Shopping News.

REPRESENTATIVE

John Blair & Co.

•

K W L K

"YOUR STATION"

LONGVIEW—EST. 1938

FREQUENCY: 780 Kc. POWER: 250 Watts. OWNED BY: Twin City Broadcasting Corp. OPERATED BY: Twin City Broadcasting Corp. BUSINESS ADDRESS: 1262—14th. STUDIO ADDRESS: 1262—14th; Chinook Hotel, Kelso. TRANSMITTER LOCATION: Ocean Beach Highway. TIME ON THE AIR: Daytime License. NEWSPAPER AFFILIATION: Longview Daily News. NEWS SERVICE: Associated Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

General Manager.....M. F. Woodling
Assistant Manager.....Charles B. Foll

REPRESENTATIVE

Cox & Tanz
Walter Biddick Co. (West Coast)

•

K G Y

"IN WASHINGTON'S CAPITOL CITY"

OLYMPIA—EST. 1921 (non-Comm.) 1932 (Comm.)

MUTUAL—DON LEE BROADCASTING SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: KGY, Inc. OPERATED BY: KGY, Inc. BUSINESS ADDRESS: 11th & Capitol Way. PHONE: 746-1006. STUDIO ADDRESS: 11th & Capitol Way. TRANSMITTER LOCATION: 11th & Capitol Way. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (except Thursday—off at 7:30 P.M.) Silent Sunday. NEWS SERVICE: United Press.

Personnel

President.....Louis A. Wasmer
Vice President.....Archie G. Taft
Station Manager & Commercial Manager.....W. R. Taft
Publicity Director.....Freda Tilden
Program Director.....Jean Walters
Chief Engineer.....John H. Thatcher

POLICIES

No hard liquor advertising accepted.

Merchandising: Placing of newspaper publicity; designing and distribution of placards handbills, etc.

REPRESENTATIVE

John H. Blair & Co.

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K W S C

"STATE COLLEGE ON THE AIR"

PULLMAN—EST. 1922

FREQUENCY: 1220 Kc. POWER: 5000 Watts, d.; 1000 n. OWNED BY: State College of Wash. OPERATED BY: State College of Wash. BUSINESS ADDRESS: State College. PHONE: 6044. STUDIO ADDRESS: State College. TRANSMITTER LOCATION: Pullman. TIME ON THE AIR: 6:45 A.M. to 10:00 P.M. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....E. O. Holland
Station Manager.....Kenneth E. Yeend
Chief Announcer.....M. Reid White
Chief Engineer.....Leonard Burton

POLICIES

No commercial broadcasting whatsoever.

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K E E N

"YOUR KEEN STATION"

SEATTLE—EST. 1925

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: KVL, Inc. OPERATED BY: KVL, Inc. BUSINESS ADDRESS: Smith Tower. PHONE: Seneca 0070. STUDIO ADDRESS: Smith Tower. TRANSMITTER LOCATION: Smith Tower. TIME ON THE AIR: 12:00 noon to 4:00 P.M. and 7:00 P.M. to 11:00 P.M.

Personnel

President and General Manager.....Arthur C. Dailey
Sales Manager.....H. D. Porter
Publicity Director.....L. D. Woodruff
Chief Engineer.....Dick Nickols

POLICIES

No liquor accounts accepted. Accepts foreign language business.

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K I R O

"THE FRIENDLY STATION"

SEATTLE—EST. 1935 (1928 as KPCB)

COLUMBIA BROADCASTING SYSTEM
WORLD TRANSCRIPTION SYSTEM

FREQUENCY: 710 Kc. POWER: 1000 Watts. OWNED BY: Queen City Broadcasting Co. OPERATED BY: Queen City Broadcasting Co. BUSINESS ADDRESS: Cobb Bldg. PHONE:

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Seneca 1500. STUDIO ADDRESS: Cobb Bldg. TRANSMITTER LOCATION: 2nd and Union Sts. TIME ON THE AIR: 6:00 A.M. to 2:00 A.M. daily; Sunday, 7:00 A.M. to 1:00 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio.

Personnel

President.....Louis K. Lear
Station Manager.....H. J. Quilliam
Business Manager.....Loren B. Stone
Program Director.....Tommy Thomas
Sales Manager.....J. A. Morton
Chief Announcer.....Maurice Rider
Publicity Director.....Vera Jidlick
Chief Engineer.....James Hatfield

POLICIES

Does not accept spiritous liquors.

REPRESENTATIVE

The Katz Agency

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K J R

"SEATTLE'S PIONEER RADIO STATION"

SEATTLE—EST. 1921

NBC (PACIFIC COAST BLUE)
NORTHWEST TRIANGLE

FREQUENCY: 970 Kc. POWER: 5000 Watts. OWNED BY: National Broadcasting Co. OPERATED BY: Fisher's Blend Station, Inc. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 P.M. (Sunday) 8:00 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....O. W. Fisher
Station Manager.....Birt F. Fisher
Commercial & Advertising Manager.....H. M. Feltis
Chief Announcer.....Bennett Fisher
Publicity Director.....Dick Keplinger
Chief Engineer.....Francis Brott

POLICIES

Accepts no hard liquor advertising. Accepts Scandinavian (foreign) language accounts. Limit to 10 per cent commercial content.

REPRESENTATIVE

Edward Petry & Co., Inc.

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K O L

SEATTLE—EST. 1922

MUTUAL—DON LEE
PACIFIC BROADCASTING CO.
FREQUENCY: 1270 Kc. POWER: 5000 Watts. d.; 1000 Watts, n. OWNED BY: Seattle Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Northern Life Tower. PHONE: Main 2312. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1110 West Florida. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICES: Transradio Press, local news through Seattle Post Intelligencer. TRANSCRIPTION SERVICES: Titan, NAB Library.

Personnel

Vice President.....Archie Taft
General Manager.....E. D. Pederson
Chief Announcer.....Wilson Arthur Edwards
Musical Director.....Don Isham
Chief Engineer.....A. L. Henderson

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

REPRESENTATIVE

John Blair & Co.

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K O M O

"FISHER'S BLEND STATION"

SEATTLE—EST. 1925

NBC (PACIFIC COAST RED)
NORTHWEST TRIANGLE

FREQUENCY: 920 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Fisher's Blend Station Inc. OPERATED BY: Same. BUSINESS ADDRESS: Skinner Bldg. PHONE: Elliott 5890. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 2600 26th Ave., S. W. TIME ON THE AIR: (daily) 7:00 A.M. to 12:00 midnight. (Sunday) 8:00 A.M. to 11:00 P.M. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....O. W. Fisher
Station Manager.....Birt F. Fisher
Commercial & Advertising Manager.....H. M. Feltis
Chief Announcer.....Bennett Fisher
Publicity Director.....Dick Keplinger
Chief Engineer.....Francis Brott

POLICIES

Accepts no hard liquor advertising, or foreign language accounts. Commercial content limited to 10 per cent of program time.

We have no special merchandising feature. We send out all publicity releases to the publications using radio news.

REPRESENTATIVE

Edward Petry & Co., Inc.

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K R S C

SEATTLE—EST. 1926

FREQUENCY: 1120 Kc. POWER: 250 Watts. OWNED BY: Radio Sales Corp. OPERATED BY: Radio Sales Corp. BUSINESS ADDRESS: 819 Fairview Place. PHONE: Elliot 3480. STUDIO ADDRESS: 819 Fairview Place. TRANS-

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MITTER LOCATION: 819 Fairview Place. TIME ON THE AIR: 6:00 A.M. to 1:30 A.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth, Standard Radio.

Personnel

President . . . . . P. K. Leberman
Station Manager . . . . . Robt. E. Priebe
Commercial Manager . . . . . R. C. Fuller
Chief Announcer . . . . . Ted Bell
Publicity Director . . . . . E. B. Rivers
Musical Director . . . . . Robt. S. McCaw
Chief Engineer . . . . . George A. Freeman

POLICIES

No liquor, wine or beer; no foreign language accounts; no proprietary medicine accounts.

Merchandising: Supports advertisers with publicity in sixteen weekly community newspapers. Circulation 80,000. Arranges window displays, and contacts local distributors.

REPRESENTATIVE

Gene Furgason & Co.

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K T W

"FOR THE GOSPEL AND THE CONSTITUTION"

SEATTLE—EST. 1919

FREQUENCY: 1220 Kc. POWER: 1000 Watts. OWNED BY: The First Presbyterian Church of Seattle. OPERATED BY: Same. BUSINESS ADDRESS: 7th & Spring Sts. PHONE: Main 4177, Main 2056. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: (Sunday) 10:00 A.M. to 10:00 P.M. (Thursday) 7:30 P.M. to 10:30 P.M. (Shares time with radio station KWSC.)

Personnel

President and Station Manager . . . . . Dr. M. A. Matthews
Chief Announcer . . . . . Gene Freeman
Mrs. C. R. Foss
Musical Director . . . . . Mrs. C. R. Foss
Chief Engineer . . . . . James S. Ross

POLICIES

No advertising or commercial programs. Church programs and broadcasts only.

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K X A

SEATTLE—EST. 1928

FREQUENCY: 760 Kc. POWER: 1000 watts (C. P.). OWNED BY: American Radio Telephone Co. OPERATED BY: American Radio Telephone Co. BUSINESS ADDRESS: 314 Bigelow Bldg. PHONE: Seneca 1000-1001. STUDIO ADDRESS: 314 Bigelow Bldg. TRANSMITTER LOCATION: 314 Bigelow Bldg. TIME ON THE AIR: 6:30 A.M. to sundown; 10:00 P.M. to 3:00 A.M. (9:00 P.M. during eastern daylight saving time).

Personnel

President . . . . . R. F. Meggee
Station Manager . . . . . Florence Wallace
Chief Announcer . . . . . Jackson Latham
Chief Engineer . . . . . Maurice M. McMullen

POLICIES

Accepts beer and light wines. Foreign language accounts accepted if accompanied by translations. No patent medicines accepted.

REPRESENTATIVE

Cox and Tanz

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K F I O

SPOKANE—EST. 1922

FREQUENCY: 1120 Kc. POWER 100 Watts. OWNED BY: Spokane Broadcasting Co. OPERATED BY: Spokane Broadcasting Co. BUSINESS ADDRESS: 526 Riverside Ave. STUDIO ADDRESS: 526 Riverside Ave.; 204 Norfolk and 408½ West Sprague Ave., Spokane. TRANSMITTER LOCATION: 526 Riverside Ave. TIME ON THE AIR: 6:00 A.M. to local sunset. TRANSCRIPTION SERVICE: C. P. MacGregor.

Personnel

President . . . . . A. L. Smith

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K F P Y

"THE PIONEER BROADCASTING STATION OF THE INLAND EMPIRE"

SPOKANE—EST. 1922

CBS—PACIFIC NETWORK

FREQUENCY: 890 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Symons Broadcasting Co., Inc. OPERATED BY: Same. BUSINESS ADDRESS: Symons Bldg. PHONE: Main 1218. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Route 3, Box 100. TIME ON THE AIR: (Daily) 6:45 A.M. to midnight; (Sunday) 8:00 A.M. to midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: Lang-Worth, NAB Library.

Personnel

President . . . . . T. W. Symons, Jr.
Vice-President & Commercial Manager . . . . . Arthur L. Bright
Program Director . . . . . R. W. Brazeal
Musical Director . . . . . James B. Clark
Chief Engineer . . . . . George Langford

POLICIES

No time sold for religious broadcasts or hard liquor advertising.

Merchandising done at cost to advertiser.

REPRESENTATIVES

Gene Furgason & Co.
Walter Biddick Co. (West Coast)

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K G A

SPOKANE—EST. 1926

NBC (BLUE)—NORTHWEST TRIANGLE CHAIN
FREQUENCY: 1470 Kc. POWER: 5000 Watts. OWNED BY: Louis Wasmer. OPERATED BY: Louis Wasmer. BUSINESS ADDRESS: Radio Central Bldg. PHONE: M 5383. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lidgewood & Rowan. TIME ON THE AIR: Full Time License.

Personnel

Station Manager.....Louis Wasmer
Assistant Manager.....Harvey Wixson

REPRESENTATIVE

Edward Petry & Company

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K H Q

"TELLING THE WORLD"

SPOKANE—EST. 1920

NORTHWEST TRIANGLE CHAIN
NATIONAL BROADCASTING CO.—(RED)

FREQUENCY: 590 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Louis Wasmer, Inc. OPERATED BY: Louis Wasmer, Inc. BUSINESS ADDRESS: Radio Central Bldg. PHONE: M-5383. STUDIO ADDRESS: Radio Central Bldg. TRANSMITTER LOCATION: 4105 S. Regal St. TIME ON THE AIR: 6:45 A.M. to 12:00 midnight; Sunday, 8:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus and has Studio Recording Equipment.

Personnel

President.....Louis Wasmer
Station Manager.....Harvey Wixson
Chief Announcer.....Harry Lantry
Assistant Manager.....Herb Wixson
Musical Director.....Marian Boyle
Chief Engineer.....A. G. Sparling

POLICIES

No hard liquor accounts accepted.

REPRESENTATIVE

Edward Petry & Co., Inc.

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K M O

"THE VOICE OF TACOMA"

TACOMA—EST. 1922

MUTUAL—DON LEE NETWORK
PACIFIC BROADCASTING CO.

FREQUENCY: 1330 Kc. POWER: 1000 Watts. OWNED BY: KMO, Inc. OPERATED BY: KMO, Inc. BUSINESS ADDRESS: 914½ Broadway. PHONE: Main 4144. STUDIO ADDRESS: 914½ Broadway. TRANSMITTER LOCATION: 1½ miles east of Tacoma. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, NAB Library, Lang-Worth.

Personnel

President and Station Manager.....Carl E. Haymon
Assistant Manager.....Jack Buchanan
Advertising Manager.....Roscoe Smith
Chief Announcer.....Harry Jordan
Publicity Director.....Larry Huesby
Musical Director.....Dick Ross
Chief Engineer.....Joe Kolesar

POLICIES

No liquor advertising. Accepts foreign language accounts.

Advertise all of commercial accounts in "Shopping News."

REPRESENTATIVE

John Blair & Company

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K V I

"THE PUGET SOUND STATION"

TACOMA—EST. 1929

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 570 Kc. POWER: 5000 Watts, d.; 1000 Watts, n. OWNED BY: Puget Sound Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: W. R. Rust Bldg. PHONE: BR. 4211, 2, 3-Tacoma; Ma. 1171-Seattle. STUDIO ADDRESS: W. R. Rust Bldg.-Tacoma, Olympic Hotel,-Seattle. TRANSMITTER LOCATION: Vashon Island. TIME ON THE AIR: 6:00 A.M. to midnight. NEWSPAPER AFFILIATION: Tacoma News Tribune. NEWS SERVICE: Associated Press (non-commercial).

Personnel

President & Station Manager.....Vernice Boulianne
Commercial Manager.....Earl T. Irwin
Sales Promotion Director.....Elvin E. Evans
Publicity Director.....Dorothy Doernbecher
Musical Director.....Jane Powers
Program Director.....Wade Thompson
Chief Engineer.....James W. Wallace

POLICIES

Does not accept foreign language or hard liquor accounts.

Merchandising: Station makes every effort to cooperate with accounts in special merchandising or exploitation features—such as letters to the trade, personal contacts, newspaper publicity stories, etc.

REPRESENTATIVE

Free & Peters, Inc.

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KVAN *

VANCOUVER—EST. 1939

FREQUENCY: 880 Kc. POWER: 250 watts. OWNED BY: Vancouver Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: Clark County National Bank Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Vancouver. TIME ON THE AIR: Daytime License.

Personnel

President . . . . . Sheldon F. Sackett
Vice-President . . . . . D. Elwood Caples
General Manager. . . . . Walter L. Read
Commercial Manager. . . . . Ricky Bras
Chief Engineer . . . . . Paul W. Spargo

* Station licensed to operate under a C. P. No further information was available at the time of going to press.

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KUJ

"SERVING THE NORTHWEST'S RICHEST AGRICULTURAL AREA"

WALLA WALLA—EST. 1928

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: KUJ, Inc. OPERATED BY: KUJ, Inc. BUSINESS ADDRESS: 2nd and Rose Sts. PHONE: 1230. STUDIO ADDRESS: 2nd and Rose Sts. TRANSMITTER LOCATION: 2nd and Rose Sts. TIME ON THE AIR: 6:30 A.M. to 10:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth.

Personnel

President and General Manager. . . . . H. E. Studebaker
Commercial Director. . . . . Jerry Jensen
Advertising Director. . . . . Norval Armes
Program Director . . . . . John F. Hicks
Chief Announcer . . . . . Dick Crombie
Publicity Director . . . . . Esther Carter
Musical Director. . . . . Roy Dorr
Chief Engineer. . . . . Milton MacLafferty

POLICIES

No liquor accounts accepted.

Merchandising: Station's policy is to concentrate on sale and production of sponsored programs rather than over-emphasis of commercial announcements.

REPRESENTATIVES

Cox & Tanz, Philadelphia
Sears & Ayer, Chicago
Walter Biddick Co., Pacific Coast

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KPQ

WENATCHEE—EST. 1930

MUTUAL—DON LEE BROADCASTING COMPANY

PACIFIC BROADCASTING CO.

FREQUENCY: 1500 Kc. POWER: 250 Watts, d.: 100 Watts, n. OWNED BY: Wescoast Broadcasting Co. OPERATED BY: Wescoast Broadcasting Co. BUSINESS ADDRESS: KPQ Bldg. PHONE: 45 and 875. STUDIO ADDRESS: KPQ Bldg. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. (Daily); 9:00 A.M. to 11:15 P.M. (Sunday). NEWS SERVICE: International News Service.

Personnel

President . . . . . Rogan Jones
Station and Commercial Manager . . . . . Cole Wylie
Chief Announcer. . . . . Louis Gillette
Publicity Director . . . . . Dorothy Lee
Chief Engineer. . . . . Elwood Lippincott

POLICIES

Accepts beer and wine accounts.

Gives publicity in all news casts; sales force gives advertisers special cooperation.

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KIT

"VOICE OF THE YAKIMA VALLEY"

YAKIMA—EST. 1929

MUTUAL—DON LEE BROADCASTING SYSTEM

PACIFIC BROADCASTING CO.

FREQUENCY: 1250 Kc. POWER: 1000 watts, d.: 500 watts, n. OWNED BY: Carl E. Haymond. OPERATED BY: Carl B. Haymond. BUSINESS ADDRESS: 414 E. Yakima Ave. PHONE: 8115, 8116, 4513. STUDIO ADDRESS: 414 E. Yakima Ave. TRANSMITTER LOCATION: Old Town, Wash. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight; Sunday, 8 A.M. to 12:00 midnight. NEWS SERVICE: United Press News. TRANSCRIPTION SERVICES: World Broadcasting System, C. P. MacGregor, Lang-Worth.

Personnel

President. . . . . Carl E. Haymond
Resident Station Manager. . . . J. A. Murphy
Commercial Manager. . . . . A. Q. Moore
Chief Announcer. . . . . Bob Dyal
Publicity Director. . . . . P. Wick
Musical Director. . . . . Harrison Miller
Chief Engineer. . . . . H. B. Murphy

POLICIES

Accepts beer and wine advertising, also foreign language accounts.

Will set up dealer displays in territory within five mile radius of station and will mail out dealer helps at cost to advertiser.

REPRESENTATIVE

John Blair & Company

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WEST VIRGINIA

Population 1,865,000

Number of Families 417,000 — Number of Radio Homes 348,300

Retail Sales $332,190,000 — Auto Registrations 219,550

WJLS

BECKLEY—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Joe L. Smith Jr. OPERATED BY: Joe L. Smith Jr. BUSINESS ADDRESS: WJLS Bldg., Main St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Teel Road. TIME ON THE AIR: Full Time License. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station Manager.....Joe L. Smith Jr.

Advertising Manager.....James L. Cox

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WHIS

"SERVING THE BILLION DOLLAR COALFIELDS OF W. VA. AND VA."

BLUEFIELD—EST. 1928

FREQUENCY: 1410 Kc. POWER: 1000 Watts, d.; 500 watts, n. OWNED BY: Daily Telegraph Printing Co. OPERATED BY: Daily Telegraph Printing Co. BUSINESS ADDRESS: 621 Commerce St., Bodell Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Harry Heights. TIME ON THE AIR: Week days, 5:00 A.M. to 10:00 P.M.; Sundays, 9:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATION: Bluefield Daily Telegraph, Sunset News. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

Manager.....C. H. Murphy, Jr.

Chief Engineer.....P. T. Flanagan

POLICIES

Advertising of alcoholic beverages not accepted, excepting beer and wine.

Merchandising service available.

REPRESENTATIVE

The Katz Agency

WCHS

CHARLESTON—EST. 1927

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 580 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: John A. Kennedy. OPERATED BY: Howard L. Chernoff, Station Manager. BUSINESS ADDRESS: 1008 Lee St. PHONE: 28-131-2-3-4. STUDIO ADDRESS: 1008 Lee St. TRANSMITTER LOCATION: 5 miles from Charleston. TIME ON THE AIR: 6:00 A.M. to 1:00 A.M. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....John A. Kennedy

Station & Sales Manager..Harold L. Chernoff

Chief Announcer.....George Gow

Artists' Bureau Head & Musical Director.....N. Pagliara

Chief Engineer.....Odes Robinson

POLICIES

Accepts beer advertising. Foreign language programs accepted at certain hours.

Complete merchandising service available at cost.

REPRESENTATIVE

The Branham Co.

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WGKV *

CHARLESTON—EST. 1939

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Kanawha Valley Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Charleston. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

* Station was licensed to operate under a C. P. and no further information available at time of going to press.

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WBLK

"CLARKSBURG'S OWN RADIO STATION"

CLARKSBURG—EST. 1937

THE WEST VIRGINIA NETWORK

FREQUENCY: 1370 Kc. POWER: 100 watts. OWNED BY: The Exponent Company. OPERATED BY: Same. BUSINESS ADDRESS: Clarksburg. PHONE: 3040. STUDIO ADDRESS: Robinson Grand Theater Bldg. TRANSMITTER LOCATION: Glen Elk No. 2. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. NEWSPAPER AFFILIATION: The Clarksburg Exponent. NEWS SERVICE: United Press. TRANSCRIPTON SERVICE: NBC Thesaurus.

Personnel

President . . . . . John A. Kennedy
Station & Commercial Manager . . . . . Meyer "Mike" Layman
Chief Announcer & Program Director . . . . . Don McWhorter
Chief Engineer . . . . . Wm. P. Heitzman

POLICIES

Advertising of beer accounts accepted.

Merchandising department is available at cost.

REPRESENTATIVE

The Branham Co.

WMMN

"THE VOICE OF WEST VIRGINIA"

FAIRMONT—EST. 1928

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 890 Kc. POWER: 1000 Watts, d.; 500 Watts, n. (C. P. 5000 Watts, d.; 1000 Watts, n.). OWNED BY: Monongahela Valley Broadcasting Co. OPERATED BY: Monongahela Valley Broadcasting Co. BUSINESS ADDRESS: 208 Adams St. PHONE: 3100. STUDIO ADDRESS: 208 Adams St. TRANSMITTER LOCATION: Monongah. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: Standard Radio. MAINTAINS ARTISTS' BUREAU.

Personnel

President . . . . . George B. Storer
Station & Sales Manager . . . . . O. J. Kelchner
Commercial Manager . . . . . R. C. Warden
Program Manager & Chief Announcer . . . . . Howard Wolfe
Publicity Director . . . . . Kay Balfe
Musical Director . . . . . Frank Knuth
Chief Engineer . . . . . Roy Hech

POLICIES

Liquor accounts not accepted.

Station will cooperate to any reasonable extent with advertisers on merchandising program.

REPRESENTATIVE

John Blair & Company

WSAZ

HUNTINGTON—EST. 1927

FREQUENCY: 1190 Kc. POWER: 1000 Watts. OWNED BY: WSAZ, Inc. OPERATED BY: WSAZ, Inc. BUSINESS ADDRESS: 927½ 4th Ave. PHONE: 4106. STUDIO ADDRESS: 927½ 4th Ave. TRANSMITTER LOCATION: Pleasant Heights. TIME ON THE AIR: 6:00 A.M. to 8:00 P.M. NEWSPAPER AFFILIATIONS: Huntington Publishing Co. NEWS SERVICE: Local. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Lang-Worth.

Personnel

President and Station Manager . . . . . W. C. McKellar
Commercial Manager . . . . . J. L. Henry
Advertising Manager . . . . . V. C. Bailey
Chief Announcer and Musical Director . . . . . Fred Burns
Publicity Manager . . . . . V. C. Bailey
Chief Engineer . . . . . Glenn E. Chase

POLICIES

Beer and wines and foreign language accounts accepted.

Will make coincidental surveys, retail outlet surveys, furnish newspaper, billboard, and direct mail counsel and copy, outlet contacts, newspaper publicity, etc., at expense—on cost basis—of advertiser.

WPAR

PARKERSBURG—EST. 1935

CBS—WEST VIRGINIA NETWORK

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Ohio Valley Broadcasting Corp. OPERATED BY: Ohio Valley Broadcasting Corp. BUSINESS ADDRESS: Grinter Bldg. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Gihon Road, S. Parkersburg. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President . . . . . John A. Kennedy
Station Manager . . . . . Abe Rauch
Chief Announcer . . . . . Paul Schimmel
Musical Director . . . . . Sarah Heermans
Chief Engineer . . . . . Marion McDowell

POLICIES

Continuity requirements to be met on liquor and foreign language accounts.

Normal contacts made with dealers and distributors, circulars and letters written and mailed; special display cards furnished and distributed; special directional announcements made.

REPRESENTATIVE

The Branham Co.

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W W V A

"THE FRIENDLY VOICE FROM OUT OF THE HILLS OF WEST VIRGINIA"

WHEELING—EST. 1926

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1160 Kc. POWER: 5000 Watts. OWNED BY: West Virginia Broadcasting Co. OPERATED BY: West Virginia Broadcasting Co. BUSINESS ADDRESS: Hawley Bldg. PHONE: Wheeling 5383. STUDIO ADDRESS: Hawley Bldg. TRANSMITTER LOCATION: Near West Liberty. TIME ON THE AIR: Opening 6:00 A.M.—Closing varies due to time division from 8:30 P.M. to 2:00 A.M. NEWSPAPER AFFILIATION: Greater Wheeling Home Talk. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....George B. Storer
Managing Director.....George W. Smith
Production Manager.....Paul J. Miller
Program Director.....Wayne Sanders
Chief Engineer.....Glenn G. Boundy

POLICIES

Accepts only advertising for beer—up to 6 per cent alcoholic content.

REPRESENTATIVE

John Blair & Company

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W B T H *

WILLIAMSON—EST. 1939

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Williamson Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Williamson. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

* Station licensed to operate on a construction permit. No further information was available at time of going to press.

WISCONSIN

Population 2,926,000

Number of Families 735,000 — Number of Radio Homes 612,700

Retail Sales $871,832,000 — Auto Registrations 707,000

W E A U

EAU CLAIRE

NORTH CENTRAL BROADCASTING SYSTEM

FREQUENCY: 1050 Kc. POWER: 1000 Watts. OWNED BY: Central Broadcasting Co. OPERATED BY: Central Broadcasting Co. BUSINESS ADDRESS: 203 S. Barstow St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eau Claire. TIME ON THE AIR: Shares time with KFBI. NEWSPAPER AFFILIATION: Superior Evening Telegram. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

PERSONNEL

Manager.....John J. Stack

REPRESENTATIVE

George P. Hollingbery Co.

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K F I Z

FOND-DU-LAC—EST. 1922

WISCONSIN RADIO NETWORK

FREQUENCY: 1420 Kc. POWER: 100 watts. OWNED BY: Reporter Printing Co. OPERATED BY: Reporter Printing Co. BUSINESS ADDRESS: 18 W. 1st St. PHONE: 356. STUDIO ADDRESS: 18 W. 1st St. TRANSMITTER LOCATION: 18 W. 1st St. TIME ON THE AIR: 8:00 A.M. to 9:00 P.M. NEWSPAPER AFFILIATIONS: Fond-du-Lac Commonwealth Reporter. NEWS SERVICE: United Press.

Personnel

Manager.....Lynn N. Fairbanks

POLICIES

Advertising of alcoholic beverages accepted.

REPRESENTATIVE

Small & Brewer, Inc.

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W H B Y

"VOICE OF THE FOX RIVER VALLEY"

GREEN BAY—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1200 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: WHBY, Inc. OPERATED BY: WHBY, Inc., subsidiary of St. Norbert College. BUSINESS ADDRESS: Bellin Bldg. PHONE: Adams 1, Adams 2.

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STUDIO ADDRESS: Bellin Bldg. TRANSMITTER LOCATION: W. De Pere. TIME ON THE AIR: Daily 7:00 a.m. to 10:00 p.m., Sunday 9:00 a.m. to 10:00 p.m. MAINTAINS ARTIST BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

President ..... B. H. Pennings
Station & Commercial Manager ..... Rev. James A. Wagner
Artists Bureau Head ..... Em Owen
Chief Announcer ..... Em Owen
Sales Manager ..... Val Schneider
Publicity Director ..... Alf. W. Michel
Musical Director ..... Em Owen
Chief Engineer ..... Wallace J. Stangel

POLICIES

No special restrictions as long as ethics of various firms and advertising rules are observed.

Merchandising department which has staged special sales drives in connection with introducing products into the territory by contacting retail outlets.

REPRESENTATIVE

Small & Brewer, Inc.

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WTAQ

GREEN BAY—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1330 Kc. POWER: 1000 watts (C. P.: 5000 watts, d.). OWNED BY: WHBY, Inc. OPERATED BY: WHBY, Inc., subsidiary of St. Norbert College. BUSINESS ADDRESS: Bellin Bldg. PHONE: Adams 1, Adams 2. STUDIO ADDRESS: Bellin Bldg. TRANSMITTER LOCATION: W. De Pere. TIME ON THE AIR: Daily, 7:00 A.M. to 12:00 midnight; Sundays, 10:00 A.M. to 12:00 midnight. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor.

Personnel

President ..... B. H. Pennings
Station & Commercial Manager ..... Rev. James A. Wagner
Artists Bureau Head ..... Em Owen
Chief Announcer ..... Em Owen
Sales Manager ..... Val Schneider
Publicity Director ..... Alf. W. Michel
Musical Director ..... Em Owen
Chief Engineer ..... Wallace J. Stangel

POLICIES

No restrictions aside from requiring ethics of advertising be observed strictly in handling of any account.

Station maintains merchandising department.

REPRESENTATIVE

Small & Brewer

WCLO

"THE VOICE OF SOUTHERN WISCONSIN"

JANESVILLE—EST. 1930

FREQUENCY: 1200 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Gazette Printing Co. OPERATED BY: Same. BUSINESS ADDRESS: 200 E. Milwaukee St. PHONE: 2500. STUDIO ADDRESS: 200 E. Milwaukee St. TRANSMITTER LOCATION: S. Oakhill Ave. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: The Janesville Daily Gazette. NEWS SERVICE: Transradio Press and Associated Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

President ..... S. H. Bliss
General Manager ..... R. L. Ferguson
Chief Engineer ..... Chas. Brannen

POLICIES

No liquor advertising. Foreign language accounts accepted. Patent medicine accounts must first be approved by management.

Merchandising: All commercial programs exploited through the news columns of the Janesville Daily Gazette, with 15,000 circulation, 35-mile radius. Art Department will plan and produce point of sale display tie-up and merchandising department works with field representatives. Weekly bulletins to entire drug and grocery mailing list publicizes new programs. Several currently running test campaigns produced and exploited through close cooperation with agencies.

REPRESENTATIVE

Weed & Co.

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WKBH

"CONNECTING LINK BETWEEN CHICAGO AND MINNEAPOLIS"

LA CROSSE—EST. 1923

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1380 Kc. POWER: 1000 watts. OWNED BY: WKBH, Inc. OPERATED BY: WKBH, Inc. BUSINESS ADDRESS: Radio Building, 409 Main St. PHONE: 450. STUDIO ADDRESS: Radio Building, 409 Main St.; Hotel Winona, Winona. TRANSMITTER LOCATION: R.F.D., La Crosse. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICES: United Press, local news. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President and Station Manager ..... Otto M. Schlabach
Commercial Manager ..... Chas. F. Callaway
Program Director ..... Bernice Callaway
Musical Director ..... Johan Fossum
Chief Engineer ..... Al Leeman

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POLICIES

No liquor advertising accepted. Beer and foreign language programs accepted if programs are up to standard compared with other programs broadcast over WKBH.

Advance spot announcements. Personal calls on dealers in La Crosse and Winona. Letters to outside dealers. Advance publicity in city and country papers. Full cooperation with client to bring desired results.

REPRESENTATIVE

Howard H. Wilson Co.

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W H A

AMERICA'S OLDEST EDUCATIONAL BROADCASTING STATION

MADISON—EST. 1922

FREQUENCY: 940 Kc. POWER: 5000 Watts. OWNED BY: University of Wisconsin. OPERATED BY: University of Wisconsin. BUSINESS ADDRESS: Madison. STUDIO ADDRESS: Radio Hall, U. of W. Campus. TRANSMITTER LOCATION: Fish Hatchery Road. TIME ON THE AIR: 8:00 A.M. to local sunset.

Personnel

Director.....H. B. McCarty
Public Relations Director.....H. A. Engel
Musical Director.....Frederick Fuller
Chief Operator.....John Stiehl

POLICIES

Station does not sell time.

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W I B A

MADISON—EST. 1924

NBC (Red and Blue)

FREQUENCY: 1280 Kc. POWER: 5000 Watts, d.: 1000 Watts, n. OWNED BY: Badger Broadcasting Co. OPERATED BY: Badger Broadcasting Co. BUSINESS ADDRESS: 111 King St. PHONE: Fairchild 8800. STUDIO ADDRESS: 111 King St. TRANSMITTER LOCATION: Rt. 5. Madison. TIME ON THE AIR: 7:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: The Capital Times, Wisconsin State Journal, Daily Cardinal. NEWS SERVICE: United Press, and own local news bureau. TRANSCRIPTION SERVICES: World Broadcasting System, NBC Thesaurus.

Personnel

President.....William T. Evjue
Business Manager.....W. E. Walker
Program Manager & Publicity Director.....K. F. Schmitt
Musical Director.....Leon Perssion
Chief Engineer.....M. F. Chapin

POLICIES

No liquor advertising accepted.

Merchandising occasionally and to a limited extent.

REPRESENTATIVE

Small & Brewer (Chicago)

W O M T

"THE NEWSPAPER OF THE AIR"

MANITOWOC—EST. 1926

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: Francis M. Kadow. OPERATED BY: Same. BUSINESS ADDRESS: Radio Bldg. PHONE: 167-400W. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 11110 Washington St. TIME ON THE AIR: 6:57 A.M. to 11:00 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....F. M. Kadow
Chief Announcer.....M. Pierce
Sales Manager.....W. C. Webster
Chief Engineer.....W. F. Dubin

POLICIES

No restrictions on liquor and beer advertisements. No foreign language accounts accepted.

Merchandising through window card supplied by station and placed on long term accounts. Also movie trailers for outstanding program accounts.

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W E M P

"THE FRIENDLY STATION"

MILWAUKEE—EST. 1935

FREQUENCY: 1310 Kc. POWER: 100 watts. OWNED BY Milwaukee Broadcasting Co. OPERATED BY: Milwaukee Broadcasting Co. BUSINESS ADDRESS: 710 N. Plankinton. PHONE: Marquette 7722. STUDIO ADDRESS: 711 Empire Bldg. TRANSMITTER LOCATION: 710 Empire Bldg. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NAB Library.

Personnel

President.....H. L. Mount
Station Manager.....C. J. Lanphier
Commercial Manager.....Gene T. Dyer
Advertising Manager.....Glenn Roberts
Chief Announcer.....Chas. La Force
Sales Manager.....Ben Wolff
Publicity Director.....Chas. A. La Force
Musical Director.....Florence Bettry-Kelly
Chief Engineer.....Raymond Host

POLICIES

Accept liquor and foreign language programs, subject to station supervision.

REPRESENTATIVE

Weston, Frykman and Allen

www.americanradiohistory.com

WISN

"SERVICING THE PUBLIC ADDRESS"

MILWAUKEE—EST. 1922

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 1120 Kc. POWER: 1000 watts. OWNED BY: Hearst Radio, Inc. OPERATED BY: Hearst Radio, Inc. BUSINESS ADDRESS: 123 W. Michigan. PHONE: Daly 3900. STUDIO ADDRESS: 123 W. Michigan. TRANSMITTER LOCATION: 231 W. Michigan. TIME ON THE AIR: 6:00 A.M. to 12:00 midnight; Sunday, 7:30 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Milwaukee News, Milwaukee Sentinel, Sunday News-Sentinel. NEWS SERVICE: International News Service. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.... .....G. W. Grignon
Sales Manager. . ..... .Fred H. Zindler
Publicity Director.....E. Williams
Musical Director.... .....E. Krebs
Chief Engineer.....D. A. Weller

POLICIES

Liquor accounts after 10 p.m. with live talent only.

Promote new programs over air.

REPRESENTATIVE

International Radio Sales

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WTMJ

MILWAUKEE—EST. 1927

NATIONAL BROADCASTING CO.

FREQUENCY: 620 Kc. POWER: 5000 watts, d.; 1000 watts, n. OWNED BY: The Journal Company. OPERATED BY: The Milwaukee Journal. BUSINESS ADDRESS: 333 West State St. PHONE: Marquette 6000. STUDIO ADDRESS: 333 W. State St. TRANSMITTER LOCATION: 12 miles west of Milwaukee on Blue Mound Road. TIME ON THE AIR: 6:00 a.m. to 12:00 midnight. MAINTAINS TALENT SERVICE. NEWSPAPER AFFILIATIONS: The Milwaukee Journal. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, NAB Library.

Personnel

Managing Director..... W. J. Damm
Station Manager.....D. B. Abert
Asst. Manager .. .. R. G. Winnie
Commercial Manager... Wm. F. Dittmann
Chief Announcer. ... .Robt. Heiss
Continuity Director..... ...Russ W. Tolg
Publicity Director. .. .... Harry Eldred
Musical Director..... ... .Wm. J. Benning
Chief Technician . . D. W. Gellerup

POLICIES

No liquor advertising. Foreign language accounts not encouraged.

Furnishes special merchandising on cost basis.

REPRESENTATIVE

Edward Petry & Company

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WIBU

"THE FRIENDLY FARMER STATION"

POYNETTE—EST. 1925

WISCONSIN RADIO NETWORK

FREQUENCY: 1210 Kc. POWER: 250 Watts, d.; 100 Watts, n. OWNED BY: Wm. C. Forrest. OPERATED BY: Same. BUSINESS ADDRESS: Commercial State Bank. PHONE: 97R5. STUDIO ADDRESS: Electric Farm. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 10:00 P.M. NEWSPAPER AFFILIATION: Baraboo News Republic. NEWS SERVICE: United Press, Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, Radio Transcription Company.

Personnel

Station Manager .....Wm. C. Forrest
Chief Announcer ... . .Donald Zook
Chief Engineer ....Leonard Doese

POLICIES

Policy governed by station belief in maintaining programs in public interest.

Merchandising: Station has studios in four communities: namely, Poynette, Portage, Baraboo, and Beaver Dam. This close contact with the social and distribution areas surrounding these communities makes possible merchandising effectiveness in a large general area which extends generally to WIBU full coverage.

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WRJN

RACINE—EST. 1926

FREQUENCY: 1370 Kc. POWER: 250 Watts. OWNED BY: Racine Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: American Bank Bldg. PHONE: Jackson 290. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mt. Pleasant. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Racine Journal-Times. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: NBC Thesaurus and Lang-Worth. C. P. MacGregor. MAINTAINS ARTISTS' BUREAU.

Personnel

President and General
Manager. ... .. F. R. Starbuck
Commercial Manager... ..John M. Printup
Chief Announcer & Artists'
Bureau Head .. . ...R. W. Conrad

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Publicity Director.....Kent Owens
Musical Director.....R. W. Conrad
Chief Engineer.....F. Lee Dechant

POLICIES

Station is operated entirely in the public interest and all policies are compatible with that purpose.

Full merchandising cooperation is available alike to all sponsors.

REPRESENTATIVES

Joseph Hershey McGillvra

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W J M C *

RICE LAKE—EST. 1939

FREQUENCY: 1210 Kc. POWER: 250 watts. OWNED BY: Walter H. McGenty. OPERATED BY: Walter H. McGenty. BUSINESS ADDRESS: Rice Lake. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Daytime License.

* Station was licensed to operate under a C. P. and no further information available at time of going to press.

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W H B L

"THE VOICE OF DAIRYLAND"

SHEBOYGAN—EST. 1928

WISCONSIN RADIO NETWORK

FREQUENCY: 1300 Kc. POWER: 250 watts. OWNED BY: Press Publishing Co. OPERATED BY: Press Publishing Co. BUSINESS ADDRESS: Sheboygan. PHONE: 1900. STUDIO ADDRESS: 636 Center Ave. TRANSMITTER LOCATION: R R 3 Sheboygan, Wis. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M.; Sunday, 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATIONS: Sheboygan Press. NEWS SERVICE: United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting Co., Standard Radio, NBC Thesaurus.

Personnel

President.....C. E. Broughton
Manager.....Ed Cuniff
Chief Announcer.....Glen James
Bus. Mgr.....H. H. Born
Publicity Director.....E. Zufelt
Program & Musical Director.....M. J. Pape
Chief Engineer.....Herbert Mayer

POLICIES

Merchandise manager calls on the trade in trading area; assists sponsors by means of letters to dealers, dealer and market surveys, preparation of dealer displays and newspaper publicity.

REPRESENTATIVE

Howard H. Wilson & Co.

W L B L

"WISCONSIN LAND OF BEAUTIFUL LAKES"

STEVENS POINT—EST. 1924

FREQUENCY: 900 Kc. POWER: 5000 watts. OWNED BY: State of Wisconsin-Department of Agriculture and Markets. OPERATED BY: Department of Agriculture and Markets. BUSINESS ADDRESS: State Teachers' College. PHONE: 525. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Auburndale. TIME ON THE AIR: Daytime License.

Personnel

Station Manager.....F. R. Calvert
Chief Engineer.....H. O. Brickson

POLICIES

Non-commercial station; does not sell time.

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W D S M *

SUPERIOR—EST. 1937

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: Fred A. Baxter. OPERATED BY: Fred A. Baxter. BUSINESS ADDRESS: Superior. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

* Station was operating under C.P. and no further information was available at time of going to press.

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W S A U

"YOUR STATION"

WAUSAU—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Inc. OPERATED BY: Northern Broadcasting Co., Inc. BUSINESS ADDRESS: 113-115 Third St. PHONE: 6521. STUDIO ADDRESS: 113-115 Third St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:30 A.M. to 10:15 P.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System. MAINTAINS ARTISTS' BUREAU.

Personnel

President.....W. E. Walker
General Manager.....Wayne W. Cribb
Program Director.....Donald R. Burt
Publicity Director.....Denman Arnold
Musical Director.....Ethel La Blonde
Chief Engineer.....Roland Richardt

POLICIES

All patent medicine copy must bear written acceptance of station management.

Merchandising: Maintains merchandising service along newspaper lines.

REPRESENTATIVE

Reynolds-Fitzgerald, Inc.

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WYOMING

Population 235,000

Number of Families — Number of Radio Homes 49,800

Retail Sales $82,681,000 — Auto Registrations 65,000

K D F N

CASPER—EST. 1930

FREQUENCY: 1440 Kc. POWER: 500 watts. OWNED BY: D. L. Hathaway. OPERATED BY: D. L. Hathaway. BUSINESS ADDRESS: Box 930. PHONE: 407. STUDIO ADDRESS: 1st and Lennox Sts. TIME ON THE AIR: 7:30 a.m. to 9:00 p.m. NEWS SERVICE: Radio News and Transradio Press. TRANSCRIPTION SERVICES: Lang-Worth, NAB Library, Standard Radio.

Personnel

Station & Sales Manager.....D. L. Hathaway
Commercial Manager.....F. R. Hufsmith
Chief Announcer.....M. Nichols
Publicity Director.....H. Brewer
Chief Engineer.....F. Wickencamp

POLICIES

Liquor advertising accepted with reservations on program, and program times.

REPRESENTATIVES

Sears and Ayer, James F. Fay, Walter Biddick Co.

K V R S

ROCK SPRINGS—EST. 1937

FREQUENCY: 1310 Kc. POWER: 250 Watts, d.; 100 watts, n. OWNED BY: Wyoming Broadcasting Co. OPERATED BY: Wyoming Broadcasting Co. BUSINESS ADDRESS: Rock Springs. PHONE: 93. STUDIO ADDRESS: Same. TIME ON THE AIR: Full time license. TRANSMITTER LOCATION: Lincoln Highway. TRANSCRIPTION SERVICES: NBC Thesaurus, C. P. MacGregor.

Personnel

General Manager.....Ken Nielsen

K W Y O

"THE VOICE OF WYOMING"

SHERIDAN—EST. 1934

FREQUENCY: 1370 Kc. POWER: 250 watts. OWNED BY: Bighorn Broadcasting Co. OPERATED BY: Bighorn Broadcasting Co. BUSINESS ADDRESS: Sheridan. PHONE: 601-2. STUDIO ADDRESS: 20 N. Main. TRANSMITTER LOCATION: Park Drive and O'Marr. TIME ON THE AIR: 7:00 O.M. to 9:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: C. P. MacGregor' Standard Radio.

Personnel

President.....R. E. Carroll
Station Manager.....Herb Siebert
Chief Announcer.....Bill Thompson
Chief Engineer.....Bob Crossthwaite

POLICIES

Liquor accounts not accepted. Station reserves right to refuse or discontinue any advertising or programs for reasons satisfactory to station.

REPRESENTATIVE

Cox & Tanz, Spot Broadcasting, Inc.

TERRITORIES AND POSSESSIONS

Alaska

K F Q D

"VOICE OF THE GOLDEN NORTH"

ANCHORAGE—EST. 1924

FREQUENCY: 780 Kc. POWER: 250 watts. OWNED BY: Anchorage Radio Club, Inc. OPERATED BY: R. E. McDonald. BUSINESS ADDRESS: KFQD Bldg. PHONE: Black 143. STUDIO ADDRESS: Anchorage. TRANSMITTER LOCATION: 411 Fourth Ave. TIME ON THE AIR: 6:00 A.M. to 11:00 P.M. NEWS SERVICE: Transradio Press, Own correspondents in numerous parts of Alaska. TRANSCRIPTION SERVICE: C. P. MacGregor, Lang-Worth.

Personnel

President and General Manager.....R. E. McDonald
Program Director.....Ken Laughlin
Chief Engineer.....Wm. J. Wagner

POLICIES

No foreign language accounts. Liquor accounts accepted only on approval. Beer accounts accepted.

REPRESENTATIVE

Walter Biddick Co.

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K F A R *

FAIRBANKS—EST. 1939

FREQUENCY: 610 Kc. POWER: 1000 watts. OWNED BY: Midnight Sun Broadcasting Co. OPERATED BY: Midnight Sun Broadcasting Co. BUSINESS ADDRESS: Fairbanks. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

Personnel

President.....A. E. Lathrop
Vice-President.....Don Adler
Secretary-Treasurer.....Miriam Dickey

* Station licensed to operate under a C. P. No further information was available at time of going to press.

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K I N Y

JUNEAU—EST. 1935

FREQUENCY: 1430 Kc. POWER: 250 watts. OWNED BY: Edwin A. Kraft. OPERATED BY: Same. BUSINESS ADDRESS: Goldstein Bldg. PHONE: 197. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Alaska Juneau Mine Property. TIME ON THE AIR: 8:00 A.M. to 1:00 P.M. and 4:00 P.M. to 11:00 P.M. NEWS SERVICE: Transradio Press, Local News. TRANSCRIPTION SERVICES: Standard Radio, MacGregor, Titan and Lang-Worth.

Personnel

Owner.....Edwin A. Kraft
Station Manager.....C. B. Arnold
Chief Announcer.....Wilson Foster
Chief Engineer.....C. F. Heister

POLICIES

No liquor accounts accepted.

REPRESENTATIVES

Northwest Radio Adv. Co., Inc., Seattle
Panamerican Broadcasting Co., New York

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K G B U

KETCHIKAN—EST. 1926

FREQUENCY: 900 Kc. POWER: 1000 Watts. OWNED BY: Alaska Radio and Service Co. OPERATED BY: Alaska Radio and Service Co. BUSINESS ADDRESS: KGBU Bldg. STUDIO ADDRESS: KGBU Bldg. TRANSMITTER LOCATION: Ketchikan. TIME ON THE AIR: 10:00 A.M. to 2:00 P.M. and 5:00 P.M. to 10:00 P.M.; Sunday, 4:00 P.M. to 9:00 P.M.

Personnel

President-General Mgr.....James A. Britton
Vice-President.....R. W. Britton

POLICIES

Advertising of hard liquors acceptable. The station reserves the right to reject any program material not consistent with the policy of the station or government regulations.

Hawaii

K H B C

HILO—EST. 1936

CBS-MBS
HAWAIIAN BROADCASTING SYSTEM

FREQUENCY: 1400 Kc. POWER: 250 watts. OWNED BY: Honolulu Broadcasting Co. OPERATED BY: Honolulu Broadcasting Co. BUSINESS ADDRESS: P. O. Box 595; Mainland Office, Russ Bldg., San Francisco. STUDIO ADDRESS: Hilo. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Tribune Herald of Hilo. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System, C. P. MacGregor, Standard Radio.

Personnel

General Manager.....J. Howard Worrall
Manager of Mainland Office.....L. D. West
Station Manager.....Earl A. Nielson

POLICIES

No hard liquor accounts accepted.

Specialize in Japanese and Filipino programs.

Station maintains a well developed merchandising policy.

REPRESENTATIVE

John Blair & Co.

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K G M B

HONOLULU—EST. 1929

CBS—MUTUAL—HAWAIIAN BROADCASTING SYSTEM (Regional)

FREQUENCY: 1320 Kc. POWER: 1000 watts. OWNED BY: Honolulu Broadcasting Co. OPERATED BY: Honolulu Broadcasting Co. BUSINESS ADDRESS: Kapiolani Blvd. & Pensacola St. STUDIO ADDRESS: Same; Mainland Office: Russ Bldg., San Francisco. TIME ON THE AIR: 6:00 A.M. to 12:00 P.M. NEWSPAPER AFFILIATION: Honolulu Star-Bulletin. NEWS SERVICE: United Press. TRANSCRIPTION SERVICES: World Broadcasting System, Associated, C. P. Mac Gregor, Titan Production, NAB Library.

Personnel

General Manager.....J. Howard Worrall
Mainland Office Manager.....L. D. West
Station Manager.....Webley Edwards

POLICIES

No hard liquor advertising accepted.

Specializes in Japanese participating programs. Also Filipino.

A special merchandising man devotes his entire time in assisting to merchandise national accounts that are on station.

REPRESENTATIVES

John Blair & Co.

www.americanradiohistory.com

K G U

"VOICE OF HAWAII"

HONOLULU—EST. 1922

NBC (RED & BLUE)

FREQUENCY: 750 Kc. POWER: 2500 Watts. OWNED BY: Marion A. Mulrony and Advertiser Publishing Co., Ltd. OPERATED BY: Advertiser Publishing Co., Ltd. STUDIO ADDRESS: Advertiser Square. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 6:00 A.M. to 11:15 P.M. NEWSPAPER AFFILIATION: Honolulu Advertiser. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Lang-Worth.

Personnel

General Manager.....M. A. Mulrony
Program Manager.....Edward Jansen
Director of Natl. Advertising...R. S. Thurston
Assistant Manager.....Don O. Crozier

POLICIES

Merchandising facilities available for national advertisers.

REPRESENTATIVES

The Katz Agency
Walter Biddick Co. (Coast)

K T O H *

LIHUE—EST. 1939

FREQUENCY: 1500 Kc. POWER: 250 watts, d.; 100 watts, n. OWNED BY: Garden City Publishing Co. OPERATED BY: Same. BUSINESS ADDRESS: Lihue. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Full Time License.

* Station licensed to operate under a C. P. No further information was available at time of going to press.

Puerto Rico

W P R A

"VOICE OF THE WEST"

MAYAGUEZ—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100-250 Watts. OWNED BY: Puerto Rico Adv. Co. OPERATED BY: Same. BUSINESS ADDRESS: Del Rio No. 26. PHONE: 269-271. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1 mile from city. TIME ON THE AIR: 7:00 to 9:00 A.M.—11:00 A.M. to 2:00 P.M.—6:00 to 10:00 P.M. NEWS SERVICE: Transradio Press.

Personnel

President.....Andres Camara
Station Manager.....Patricio R. Fermaintt
Chief Announcer.....Mario Acosta
Musical Director.....Celso Torres
Chief Engineer.....Ralph P. Perry

POLICIES

No other requirements than those of the Federal Communications Commission.

W P R P

"THE VOICE OF PUERTO RICO"

PONCE—EST. 1935

FREQUENCY: 1420 Kc. POWER: 250 Watts. OWNED BY: Julio M. Conesa. OPERATED BY: Same. BUSINESS ADDRESS: 4-8-16 Trujillo St. STUDIO ADDRESS: Same. TIME ON THE AIR: 8 hours daily. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Local news. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager.....Julio M. Conesa
Artists' Bureau Head.....G. Ayala
Commercial Manager.....A. Mirabal
Chief Engineer.....I. S. Smidtke

POLICIES

Programs are all broadcast in Spanish, unless specially contracted for.

Station will furnish merchandising facilities.

W K A Q

SAN JUAN—EST. 1922

FREQUENCY: 1240 Kc. POWER: 1000 Watts. OWNED BY: Radio Corporation of Porto Rico. OPERATED BY: Radio Corporation of Porto Rico. BUSINESS ADDRESS: Telephone Bldg. NEW YORK OFFICE: 67 Broad St., New York City. STUDIO ADDRESS: Telephone Bldg. TRANSMITTER LOCATION: Hato Rey, P. R. TIME ON THE AIR: Unlimited.

Personnel

President.....J. W. G. Ogilvie

W N E L

"THE LINK OF THE AMERICAS"

SAN JUAN—EST. 1934

FREQUENCY: 1290 Kc. POWER: 2500 Watts, d.; 1000 Watts, n. OWNED BY: Juan Piza. OPERATED BY: Same. BUSINESS ADDRESS: 59 Brau St. PHONE: 107-8. STUDIO ADDRESS: 59 Brau St.; 99 Sol St. TRANSMITTER LOCATION: 99 Sol St. TIME ON THE AIR: 6:30 A.M. to 11:30 P.M. NEWS SERVICES: Transradio News, Radio News Assoc. TRANSCRIPTION SERVICES: Lang-Worth.

Personnel

General Manager.....Juan Piza
Commercial Manager.....Victor Cobb
Program Director.....Gustavo Diaz
Chief Engineer.....William N. Greer

POLICIES

Adheres to the restrictions of the Federal Communications Commission. Also, no two programs advertising the same class of product shall follow each other.

REPRESENTATIVE

Broadcasting Abroad, Ltd.

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F. C. C. REGULATIONS REGARDING BROADCASTING APPLICATIONS

PLACE of filing; number of copies. Each application for construction permit or station license, and all papers incorporated therein and made a part thereof, with respect to the number of copies and place of filing, shall be submitted as follows: Two copies direct to Washington, D. C.

Contents. Each application shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the band 550 kilocycles to 1600 kilocycles shall be limited to one specific frequency. An application for radio station construction permit or license requesting alternate facilities will not be accepted.

Full diselosures. Each application shall contain full and complete disclosures with regard to the real party or parties in interest, and their legal, technical, financial and other qualifications, and as to all matters and things required to be disclosed by the application forms.

Additional statements. In addition the Commission may require an applicant to submit such documents and written statements of fact, under oath, as in its judgment may be necessary.

Installation or removal of apparatus. Applications for construction permit or modification thereof, involving removal of existing transmitting apparatus and/or installation of new transmitting apparatus, shall be filed at least sixty days prior to the contemplated removal and/or installation.

Extension of time for construction. Any application for extension of time within which to commence and/or complete construction of a station shall be filed at least thirty days prior to the expiration date of such permit: *Provided, however,* That any such application filed within less than thirty days may be accepted upon satisfactory showing to the Commission of sufficient reasons for the delay in filing such application. No application for reinstatement of a permit already forfeited will be granted, except upon a satisfactory showing to the Commission of sufficient reasons for the delay in filing such application.

License following construction permit. In all cases where a construction permit is required by Section 319 of the Act for the construction of a station, the application for station license (or for station license or modification thereof, if for station other than broadcast) shall be filed by permittee prior to service or program tests. (All stations, except government, amateur, those on mobile vessels, railroad rolling stock or aircraft, must apply for construction permit.)

Where construction permit not required. Each application for new license, except amateur, where a construction permit is not a prerequisite thereto, shall be filed at least sixty days prior to the contemplated operation of the station: *Provided, however,* That in emergency and for good cause shown, the Commission may waive the requirements of this rule.

Modification of license. An application for modification of license, except amateur, and except as otherwise provided by these rules, may be filed for change in frequency, change in operating power where no construction is necessary, change in hours of operation, and for change in name of licensee where no change in ownership or control is involved. In case of a broadcast station, an application for modification of license may be filed for change in location of main studio. In case of all stations other than broadcast, an application for modification of license may be filed for change in points of communication, change in nature of authorized service, and to cover an outstanding construction permit where the station is already licensed. Except when filed to cover construction permit, each application for modification of license shall be filed at least sixty days prior to the contemplated modification of license; *Provided, however,* that in emergencies and for good cause shown, the requirements hereof may be waived in so far as time for filing is concerned.

Renewal of license. Unless otherwise directed by the Commission, each application for renewal of license shall be filed at least sixty days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a standard broadcast station will be considered unless there is on file with the Commission, the balance sheet and income statement required by the rules of practice and procedure of the Commission, reference to which by

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date and file number shall be included in the application.

Financial statements. Each licensee of a standard broadcast station shall file with the Commission on or before March 1 of each year on Forms 705 and 706, or such other forms as may be prescribed by the Commission, a balance sheet showing the financial condition of a licensee as of December 31 of the preceding year and an income statement for the preceding calendar year. Each such form shall be subscribed and verified by: (1) the parties or party filing the statement; (2) in the case of a corporation, an officer of the corporation. (An attorney for either is allowed with sufficient reason.)

Filing directed by Commission. Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

Temporary extension of station licenses. Where there is pending before the Commission any application, investigation, or proceeding which, after hearing might lead to or make necessary the modification of, revocation of, or the refusal to renew an existing license, the Commission may, in its discretion, grant a temporary extension of such license; *Provided, however,* That no such temporary extension shall be construed as a finding by the Commission that the operation of any radio station thereunder will serve public interest, convenience, and necessity beyond the express terms of such temporary extension of license; *And provided further,* That such temporary extension of license will in no wise affect or limit the action of the Commission with respect to any pending application or proceeding.

Assignment or transfer of control. (a) *General.* An application for consent to assignment of a construction permit or license, or for consent to transfer of control of a corporation holding a construction permit or license, shall be filed with the Commission at least sixty days prior to the contemplated effective date of assignment or transfer of control. If the assignment or transfer is voluntary, the appropriate application shall be fully executed by all parties and, if involuntary, by assignee or transferee only.

(b) *Broadcast.* With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) *Other than broadcast.* In all classes of applications for consent to assignment of construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

Special authorization. (a) *Operation which may be authorized.* Upon proper request by the licensee of a broadcast station or by the licensee of, or applicant for, a service other than broadcasting, the Commission may grant special temporary authority for the operation of a station for a limited time, or in a manner and to an extent, or for a service other or beyond that authorized in its existing license: *Provided, however,* That if request is for a broadcast station it shall be limited to a definite and temporary period or periods for the transmission of programs or events which are not recurrent, and approval thereof may not be granted for a period in excess of thirty days.

(b) *Filing of requests.* No such request will be considered unless:

1. It is received by the Commission at least ten days previous to the date of proposed operation: *Provided, however,* That any such request received within less than ten days may be accepted upon due showing of sufficient reasons for the delay in submitting such request.

2. If the request is for broadcast operation upon a clear channel, it shall be supported by the consent of the dominant clear-channel station.

3. If the request is for broadcast operation on any frequency it shall be supported by the consent of each station licensed for operation upon the same and adjacent frequency, when the consenting station is located at a distance less than that given in the latest published table of recommended separations.

4. If the request is made by a sharing-time broadcast station it shall be supported by the consent of the station with which time is shared.

5. Full particulars as to the purpose for which the request is made are stated.

(c) *Consents.* Consent, when required under this rule shall be forwarded direct to the Commission by the consenting station and shall show whether the same is for simultaneous operation or whether

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consenting station is giving up the time sought by applicant.

Inconsistent or conflicting applications. When an applicant has an application pending and undecided, no other inconsistent or conflicting application filed by the same applicant, his successor or assignee, or on behalf or for the benefit of said applicant, will be accepted for consideration.

Pending appeals. Where an appeal has been taken from the action of the Commission in denying a particular applicant another application for the same class of broadcast service and for the same area, in whole or in part, filed by the same applicant or by his successor or assignee, or on behalf or for the benefit of the original parties in interest, will not be considered until the final disposition of such appeal.

ACTION ON APPLICATIONS

Partial grants. Where any application is granted in part, or with any privileges, terms, or conditions other than those requested, without a hearing thereon, the action of the Commission shall be considered as granting such application unless the applicant shall, within thirty days from the date on which public announcement of such grant is made, or from its effective date if a later date is specified, file with the Commission a written request for a hearing with respect to the part, or with respect to the privileges, terms, or conditions, not granted. Upon receipt of such request, the Commission will vacate its original action upon the application and set the application for hearing in the same manner as other applications are set for hearing, and the applicant and other parties in interest will be notified thereof.

Designation for hearing. In cases where the application is proper upon its face but the Commission is unable to determine, without a hearing on the merits, that the granting of such application, either in whole or in part, would serve public interest, convenience, or necessity, and that the granting of such application, either in whole or in part, would not aggrieve or adversely affect the interest of any licensee, or any person having a pending application, the Commission will designate the same for hearing and the following procedure will govern:

(a) *Notice of designation.* The Secretary shall forthwith mail a written notice to the applicant setting forth the action of the Commission designating the application for hearing (together with such statement of the Commission's reasons therefor as shall be appropriate to the nature of the application), and a list of the other parties notified thereof.

(b) *Appearances.* In order to avail himself of the opportunity to be heard the applicant in person or by his attorney shall, within fifteen days of the mailing of the notice of designation for hearing by the Secretary, file with the Commission one additional copy of the application and all papers incorporated as a part thereof and a written appearance, under oath, stating that he will appear and present evidence in support of his application on such date as may be fixed for hearing. Copies of such written appearance (not including the application and supporting documents) shall be served upon all other parties (or their attorneys) named in the notice of designation for hearing and accompanied by proof of service, in form of a signature of the party served; on an affidavit showing personal service; or service by registered mail to the last known address of said parties.

Within twenty-five days of the mailing of the notice of designation for hearing by the Secretary, any respondent named in said notice who desires to participate in the hearing shall file in person or by his attorney with the Commission his written appearance, under oath, stating facts showing a substantial interest in the proceeding, the manner in which his interest may be aggrieved or adversely affected, and that he intends to appear at the hearing on the application on such date as may be fixed for the hearing. Copies of such appearance shall be served upon the applicant and accompanied by proof of service.

(c) *Default for failure to file statement.* In case no such statement is filed by the applicant within the time specified, the applicant will be deemed in default, his application denied, and the Secretary shall notify the applicant and other parties.

(d) *Notice of time and place.* In such case appearance is filed by the applicant within the time specified, the application will be entered upon the hearing docket and notice of the time and place for hearing shall be given by the Secretary.

(e) *Default for failure to appear.* If, at the date set for hearing, the applicant does not appear and offer evidence in support of his said application, a default will be entered, and the Commission will deny the application.

(f) *Action by Commission.* After a hearing has been held in accordance with the foregoing, the Commission may grant the application, deny it, or grant it in part, or deny it in part.

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ANSWERS TO NOTICES OF VIOLATION

Under Title III of the Act. Any licensee receiving official notice of a violation of the terms of the Communications Act of 1934, any legislative act, Executive Order, treaty to which the United States is a party, or the Rules and Regulations of the Federal Communications Commission, shall, within three days from such receipt, send a written answer direct to the Federal Communications Commission at Washington, D. C., and a copy thereof to the office of the Commission originating the official notice when the originating office is other than the office of the Commission in Washington, D. C.; *Provided, however*, That if an answer cannot be sent nor an acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers to other notices. If the notice relates to some violation that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, are taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer, and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission, such identification as will permit of ready reference. If the notice of violation relates to some lack of attention or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

REVOCATION AND MODIFICATION OF STATION LICENSES

Revocation. Whenever the Commission shall institute a revocation proceeding against the holder of any radio station construction permit or license under Section 312 (a), it shall initiate said proceeding by serving upon said licensee an order of revocation effective not less than fifteen days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within fifteen days after receipt of said order. Upon the filing of such written request for hearing by said licensee the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time hereinabove set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the licensee resides.

Modification. (a) *Order to show cause.* Whenever the Commission shall determine that public interest, convenience, and necessity would be served, or any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license either for a limited time, or for the duration of the term thereof, it shall issue an order for such licensee to show cause why such construction permit or license should not be modified.

(b) *Contents of order to show cause.* Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to be and appear at a place and time therein named, in no event to be less than thirty days from the date of receipt of the order to show cause why the proposed modification should not be made and the order of modification issued.

(c) *Failure to appear.* If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

SUSPENSION OF OPERATOR LICENSES

Order of suspension. No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay.

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RADIO STATIONS IN THE U. S. A. OWNED WHOLLY OR PARTIALLY BY NEWSPAPER INTERESTS

The following listing was compiled through the cooperation of the FCC and is up-to-date as of Feb. 1, 1939.

ALABAMA

The Anniston Star.....WHMA
Licensee—Harry M. Meyers, Anniston. President-Publisher of Consolidated Publishing Co. and General Manager of the Anniston Star.
The Birmingham Age-Herald.....WSGN
The Birmingham News
Huntsville Times
Licensee—The Birmingham News Co., Birmingham.

ARIZONA

Prairie Farmer Publishing Co.....KOY
Licensee—Salt River Valley Broadcasting Co., Phoenix.
Arizona Republic .....KTAR
Phoenix Gazette
Arizona Weekly Gazette
Licensee—KTAR Broadcasting Co., Phoenix.

ARKANSAS

Arkansas Gazette .....KGHI
Licensee—Arkansas Gazette Publishing Co., Little Rock.
Arkansas Gazette .....KLRA
Licensee—Gazette Publishing Co.—16.1%, Little Rock.
Texarkana Gazette .....KCMC
Texarkana Daily News
Licensee—KCMC, Inc., Texarkana.

CALIFORNIA

McClatchy Newspapers .....KERN
Licensee — McClatchy Broadcasting Co., Bakersfield, Cal.
McClatchy Newspapers .....KMJ
Licensee — McClatchy Broadcasting Co., Fresno, Cal.
American Newspapers, Inc.....KEHE
Los Angeles Evening Herald & Examiner
Licensee—Hearst Radio, Inc., Los Angeles, Cal.
Merced Sun Star.....KYOS
Licensee—Merced Star Publishing Co., Merced, Cal.
Monterey Peninsula Herald.....KDON
Salinas Index-Journal
Salinas Post
Licensee—Monterey Peninsula Broadcasting Co., Monterey. Cal.
The Oakland Tribune .....KLX
Licensee — Tribune Building Co. Oakland, Cal.
Humboldt Times .....KIEM
Humboldt Standard
Licensee—Redwood Broadcasting Co., Eureka.
Director-publishers of Standard Printing Co., of Times Publishing Co., each hold 3.6% of stock.
McClatchy Newspapers .....KFBK
Licensee — McClatchy Broadcasting Co., Sacramento, Cal.
American Newspapers, Inc.....KYA
Licensee—Hearst Radio, Inc., San Francisco, Cal.
Santa Barbara News.....KTMS
Santa Barbara Press
Licensee—The News-Press Publishing Co., Santa Barbara, Cal.
Santa Rosa Press-Demoerat.....KSRO
Licensee—The Press-Democrat Publishing Co., Santa Rosa, Cal.
McClatchy Newspapers .....KWG
Licensee — McClatchy Broadcasting Co., Stockton, Cal.
Visalia Times Delta.....KTKC
Licensee — Tulare-Kings Counties Radio Associates, Charles A. Whitmore, Pres., Visalia, Cal.
Register-Pajaronian .....KHUB
Licensee—John P. Scripps, Watsonville, Cal.

COLORADO

Stockholders interested in Oklahoma Publishing Co.; The Gazette & Telegraph; (Daily Oklahoman, Oklahoma City Times and Farmer - Stockman). Oklahoma Publishing Co., 33% stockholder. KVOR
Licensee—Outwest Broadcasting Co., Colorado Springs, Colo.
The Daily Oklahoman.....KLZ
The Oklahoma City Times
The Farmer-Stockman
Licensee — KLZ Broadcasting Co., Denver, Colo.

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CONNECTICUT

Hartford Times ..... WTHT
(Gannett Co., Inc.)
Licensee—The Hartford Times, Inc., Hartford, Conn.
American-Republican, Inc. ..... WBRY
Waterbury, Conn.

DELAWARE

Stockholders interested in newspaper publications. WDEL
Licensee—WDEL, Inc., Wilmington, Del.
Stockholders interested in newspaper publications. WILM
Licensee — Delaware Broadcasting Co., Wilmington, Del.

DISTRICT OF COLUMBIA

The Washington Star..... WMAL
Licensee—National Broadcasting Co., Washington, D. C.
Station owned by Star Newspaper Co. and is operated by the National Broadcasting Co.

FLORIDA

The Miami Daily News..... WIOD-WMBF
(The Metropolis Publishing Co.)
Licensee—Isle of Dreams Broadcasting Corp., Miami, Fla.
Owner holders 33 1/3% of Society WKAT
Pictorial
Licensee — A. Frank Katzentine, Miami Beach, Fla.
News-Journal Company ..... WCOA
Licensee—Pensacola Broadcasting Co., Pensacola, Fla.
Highlands Co. Pilot..... WTAL
Scenic Highlands Sun
(Avon Park, Fla.)
Lake Placid News
(Lake Placid, Fla.)
Licensee—Florida Capital Broadcasters, Inc., Tallahassee, Fla.
Tampa Times ..... WDAE
Licensee—Tampa Times Company, Tampa, Fla.
Waycross Journal-Herald ..... WAYX
Licensee — Waycross Broadcasting Co., Waycross, Ga.

GEORGIA

Athens Banner-Herald ..... WGAU
Licensee—J. K. Patrick Co., Athens, Ga.
One of licensee-partners is a publisher.
Atlanta Journal ..... WAGA
Licensee—Liberty Broadcasting Co., Atlanta, Ga.
Atlanta Journal owns 40% of stock.
The Atlanta Journal..... WSB
Licensee—The Atlanta Journal Co., Atlanta, Ga.

ILLINOIS

News-Gazette ..... WDWS
Licensee—Champaign News-Gazette, Inc., Champaign, Ill.
Chicago Daily Drovers Journal..... WAAF
Licensee—Drovers Journal Publishing Co., Chicago, Ill.
Chicago Tribune News Syndicate, Inc., publisher of the N. Y. News. Directors interested in the Washington Herald; Rockford Morning Star and Register Republic. WGN
Licensee—WGN, Inc., Chicago, Ill.
Farmers Radio Weekly
Licensee — Agricultural Broadcasting Co., Chicago, Ill.
Danville Commercial-News ..... WDAN
Licensee Northwest Publishing Co., Danville, Ill.
100% owned by Gannett Publications.
Decatur Newspapers Inc.—49%..... WJBL
Licensee—Commodore Broadcasting, Inc., Decatur, Ill.
Galesburg Register-Mail ..... WGIL
Licensee—Galesburg Broadcasting Co., Galesburg, Ill.
60% stockholder is also interested in Galesburg Printing & Publishing Co.
Rockford Consolidated Newspapers, Inc. WROK
Rockford Morning Star
Rockford Register Republic
Licensee—Rockford Broadcasters, Inc., Rockford, Ill.
Rock Island Argus..... WHBF
Licensee—Rock Island Broadcasting Co., Rock Island, Ill.
Illinois State Journal..... WCBS
Licensee—WCBS, Inc., Springfield, Ill.

INDIANA

Elkhart Daily Truth..... WTRC
Licensee — The Truth Publishing Co., Inc., Elkhart, Ind.
Hammond-Lake County Times..... WHIP
Licensee — Hammond - Calumet Broadcasting Corp., Hammond, Ind.
Central Newspapers, Inc. (100%).... WIRE
Huntington Herald-Express
Vincennes Sun-Commercial
Licensee — Indianapolis Broadcasting, Inc., Indianapolis, Ind.
South Bend Tribune..... WFAM
Licensee—The South Bend Tribune, South Bend, Ind.
The South Bend Tribune..... WSBT
Licensee—The South Bend Tribune, South Bend, Ind.

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IOWA

Des Moines Register & Tribune.....WMT
Licensee — Iowa Broadcasting Co., Cedar Rapids, Iowa.
Register & Tribune.....KRNT
Licensee — Iowa Broadcasting Co., Des Moines, Iowa.
Register & Tribune.....KSO
Licensee — Iowa Broadcasting Co., Des Moines, Iowa.
Director interested in The Davenport Democrat and Leader, Davenport, Iowa. WHO
Licensee—Central Broadcasting Co., Des Moines, Iowa.
Dubuque Telegraph-Herald.....KDTH
Licensee—Telegraph - Herald Co., Dubuque, Iowa.
Globe-Gazette .....KGLO
Licensee — Mason City Globe Gazette Co., Mason City, Iowa.
The Sioux City Journal.....KSCJ
Sioux City, Iowa.
Licensee—Perkins Bros. Co., Sioux City, Iowa (The Sioux City Journal).
Principal Stockholder: Tribune Co., publisher of Sioux City Tribune (50%). KTRI
Licensee—Sioux City Broadcasting Co., Sioux City, Iowa.

KANSAS

The Coffeyville Daily Journal.....KGGF
Coffeyville, Kans.
Licensee—Hugh J. Powell & Stanley Platz, d/b as Powell & Platz, Coffeyville, Kans.
Dodge City Daily Globe.....KGNO
Dodge City, Kans.
Licensee—The Dodge City Broadcasting Co., Inc., Dodge City, Kans.
Capper Publications .....KCKN
(U. S. Senator Capper.)
Licensee—WLBF Broadcasting Co. Kansas City, Kans.
Salina Journal .....KSAL
Hays Daily News
Goodland Daily News
Hall City Times
Licensee—R. J. Laubengayer, Salina, Kans.
The Topeka Daily Capital.....WIBW
Kansas City, Kans.
(U. S. Senator Capper publications)
Licensee—Topeka Broadcasting Association, Inc., Topeka, Kans.
The Wichita Eagle.....KFH
Licensee—Radio Station KFH Co., Wichita, Kans.

KENTUCKY

Ashland Daily Independent.....WCMI
Licensee—The Ashland Broadcasting Co., Ashland, Ky.
Louisville Times .....WHAS
Louisville Courier-Journal
Licensee—The Courier Journal Co. and the Louisville Times Co., Louisville, Ky.
Owensboro Messenger .....WOMI
Owensboro Inquirer
Licensee—Owensboro Broadcasting Co., Owensboro, Ky.

LOUISIANA

Capital City Press.....WJBO
Licensee—Baton Rouge Broadcasting Co., Inc., Baton Rouge, La.
Lafayette Advertiser .....KVOL
Licensee — Evangeline Broadcasting Co., Inc., Lafayette, La.
Stockholders interested in KRRV, KPLC, KVOL.
Licensee — Calcasieu Broadcasting Co., Lake Charles, La.
Stockholders interested in newspaper publishing. KRMD
Licensee—Radio Station KRMD, Inc., Shreveport, La.
Stockholders also interested in KRRV and KHBG. KPLM,
The Shreveport Times.....KTBS
Licensee — Tri-State Broadcasting System, Inc., Shreveport, La.
The Shreveport Times.....KWKH
Licensee — International Broadcasting Corp., Shreveport, La.

MAINE

Stockholder with 70% interest in the newspaper business. WCOU
Licensee—Twin City Broadcasting Co., Lewiston, Maine.
Stockholders are interested in newspaper publishing. WGAN
Licensee — Portland Broadcasting System, Portland, Me.

MARYLAND

American Newspapers, Inc.....WBAL
Licensee—The WBAL Broadcasting Co., Baltimore, Md.

MASSACHUSETTS

Lawrence Daily Eagle.....WLAW
The Evening Tribune
Licensee—Hildreth & Rogers Co., Lawrence, Mass.
The Evening Standard Times.....WNBH
The Sunday Standard-Times
The Morning Mercury
Licensee—E. Anthony & Sons, Inc., New Bedford, Mass.
Worcester Telegram .....WTAG
Worcester Evening Gazette
Licensee—Worcester Telegram Publishing Co., Inc., Worcester, Mass.

MICHIGAN

Enquirer and News.....WELL
(Federated Publications, Inc.)

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Licensee—Enquirer-News Co., Battle Creek, Mich.

Calumet News ..... WHDF
Houghton Mining Gazette
Licensee — Upper Michigan Broadcasting Co., Calumet, Mich.

The Detroit News..... WWJ
Licensee—The Evening News Association, Detroit, Mich.

The Daily Mining Journal..... WBEO
The Rhinelander News
Rhinelander, Wisc.
The Iron Mountain News
Iron Mountain, Mich.
Licensee- The Lake Superior Broadcasting Co., Marquette, Mich.

MINNESOTA

Northwestern Jeweler (Trade Paper) KATE
Licensee—Albert Lea Broadcasting Co., Albert Lea, Minn.
Owner of one sixth interestin is president of Trades Publishing Co.

Duluth News-Tribune ..... WEBC
Superior Telegram
Licensee—Head of Lakes Broadcasting Co., Duluth, Minn.
Northwestern Publications, Inc., publisher of Duluth News-Tribune and Evening Telegram Co., publisher of Superior (Wisc.) Telegram, both own 32% of stock each.

Fargo (N. D.) Forum (See WDAY) .KDAL
Licensee—Red River Broadcasting Co., Duluth, Minn.

Stockholders interested in newspaper publications. (See WEBC) WMFG
Licensee Head of the Lakes Broadcasting Co., Hibbing, Minn.

Dispatch-Pioneer Press ..... WTCN
(St. Paul, Minn.)
Minnesota Tribune
(Minneapolis, Minn.)
Licensee — Minnesota Broadcasting Corp., Minneapolis, Minn.

Times-Journal ..... KFAM
Licensee The Times Publishing Co., St. Cloud, Minn.

Evening Telegram ..... WHLB
Licensee - Head of Lakes Broadcasting Co., Virginia, Minn.

Winona Republican-Herald ..... KWNO
Licensee—Winona Radio Service, Winona, Minn.
Partners are editor and general manager of newspaper.

MISSISSIPPI

The Clark County Tribune..... WCOC
Quitman, Miss.
Licensee - Miss. Broadcasting Co., Inc., Meridian, Miss.

The Vicksburg Evening Post ..... WQBC
The Vicksburg Herald
Licensee Delta Broadcasting Co., Inc., Vicksburg, Miss.

MISSOURI

St. Louis Star-Times..... KFRU
Licensee KFRU, Inc., Columbia, Mo.

Capital News ..... KWOS
Post-Tribune
Licensee - Tribune Printing Co., Jefferson City, Mo.

Joplin Globe ..... WMBH
Joplin News Herald
Licensee- Joplin Broadcasting Co., Joplin, Mo.

Kansas City Star..... WDAF
Licensee The Kansas City Star Co., Kansas City, Mo.

Stockholders: News Broadcasting Co.; officers and directors associated with St. Joseph News and the Press Gazette. KFEQ
Licensee KFEQ, Inc., St. Joseph Mo.

Post-Dispatch ..... KSD
Licensee The Pulitzer Publishing Co., St. Louis, Mo.

Star-Times ..... KXOK
Licensee - Star-Times Publishing Co., St. Louis, Mo.

Springfield News ..... KGBX
Licensee Springfield Broadcasting Co., Springfield, Mo.

Springfield News ..... KWTO
Leader & News
Licensee- Ozarks Broadcasting Co., Springfield, Mo.

MONTANA

Stockholder interested in Great Falls Tribune. KFBB
Licensee - Buttrey Broadcast, Inc., Great Falls, Mont.

Lewiston Democrat-News ..... KDNC
Lewiston Telegram
Licensee—Democrat-News Co., Inc. Lewiston, Mont.

NEBRASKA

Clay County Sun (weekly)..... KMMJ
Licensee KMMJ, Inc., Clay Center, Neb.

Stockholders: Sidels Co., Lincoln State Journal, Lincoln Star. KFAB
Licensee KFAB Broadcasting Co., Lincoln, Neb.

Stockholders: Sidels Co., Lincoln State Journal, Lincoln Star. KFOR
Licensee Cornbelt Broadcasting Corp., Lincoln, Neb.

The Norfolk Daily News..... WJAG
Licensee—The Norfolk Daily News, Norfolk, Neb.

Stockholders interested in State Journal Co., Publishers of Nebraska State Journal and the Evening News; and Star Publishing Co., publisher of Lincoln Daily Star. KOIL
Licensee- Central States Broadcasting Co., Omaha, Neb.

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Omaha World-Herald .....WAAW
Licensee—World Publishing Co., Omaha, Neb.

NEVADA

McClatchy Newspapers .....KOH
Licensee — The Bee, Inc., Reno, Nevada.

NEW MEXICO

Owner of stock in licensee corporation is an officer in following: Albuquerque Publishing Co.; Journal Publishing Co.; Scripps-Howard Newspapers (Rocky Mt. Division), Denver Publishing Co. KOB
Licensee — Albuquerque Broadcasting Co., Albuquerque, New Mex.
Pecos Enterprise, Pecos, Tex.....KLAH
Licensee — Carlsbad Broadcasting Co., Carlsbad, N. M.
Lexington Daily Herald.....KICA
Lexington, Ky.
Licensee — Western Broadcasters, Inc., Clovis, N. M.

NEW YORK

Knickerbocker News .....WABY
Licensee—Adirondack Broadcasting Co., Albany, N. Y.
Knickerbocker News .....WOKO
Licensee — WOKO, Inc., Albany, N. Y.
Auburn Citizen-Advertiser .....WMBO
Licensee—WMBO, Inc., Auburn, N. Y.
Buffalo Evening News.....WBEN
Licensee — WBEN, Inc., Buffalo, N. Y.
Buffalo Evening News.....WEBR
Licensee — WEBR, Inc., Buffalo, N. Y.
Elmira Star Gazette.....WENY
Elmira Advertiser
Elmira, N. Y.
Licensee—Elmira Star-Gazette, Inc., 100% owned by Gannett Publications
Elmira Star Gazette.....WESG
Elmira Advertiser
Licensee — Cornell University, Elmira, N. Y.
Operated under lease by Gannett Publications.
Jewish Daily Forward.....WEVD
Licensee — Debs Memorial Fund, Inc., New York City.
Officers and directors are publishers.
Jewish Daily Forward.....WFAB
Licensee—Debs Memorial Radio Fund, Inc., New York, N. Y. Officers and directors are publishers.
*American Newspapers, Inc.....WINS
Licensee—Hearst Radio, Inc., New York, N. Y.
Olean Times Herald.....WHDL
Licensee — Olean Broadcasting Co., Inc., Olean, N. Y.
Gannett Co., Inc.....WHEC
(Newspaper publishers)
Licensee — WHEC, Inc., Rochester, N. Y.
*This station has been sold to Milton Biow and is awaiting final approval of FCC at time of going to press.

NORTH CAROLINA

Asheville Citizen-Times .....WWNC
Licensee — Asheville Citizen-Times Co., Inc., Asbeville, N. C.
The Durham Morning Herald.....WDNC
The Durham Sun
Licensee — Durham Radio Corp., Durham, N. C.
Stockholder with 71% interest is vice president and treasurer of a newspaper. WSTP
Licensee — Piedmont Broadcasting Co., Salisbury, N. C.
Winston-Salem Journal .....WSJS
Licensee—Piedmont Publishing Co., Winston-Salem, N. C.

NORTH DAKOTA

Fargo Forum .....WDAY
Licensee—WDAY, Inc., Fargo, N. D.

OHIO

Ashtabula Star-Beacon .....WICA
Geneva Free Press
Conneaut News-Herald
Painesville Telegraph
Licensee—C. A. Rowley, Ashtabula, Ohio.
Canton Repositary .....WHBC
Licensee — The Ohio Broadcasting Co., Canton, Ohio.
100% owned by Brush-Moore Newspapers Inc.
Scripps-Howard Newspapers .....WCPO
Cincinnati Post
Licensee — Scrpips-Howard Radio Inc., Cincinnati, Ohio.
The Cleveland Plain Dealer.....WHK
Licensee—Radio Air Service Corp., Cleveland, Ohio.
Offieers and directors interested in newspaper publishing. WCLE
Licensee — Cleveland Radio Broadcasting Corp., Cleveland, Ohio.
Columbus Dispatch .....WBNS
Ohio State Journal
Licensee—WBNS, Inc., Columbus, Ohio.
The Cleveland Plain Dealer.....WHKC
Licensee — Associated Radiocasting Corp., Columbus, Ohio.
Dayton Daily News.....WHIO
Springfield News
Springfield Sun
Licensee—Miami Valley Broadcasting Corp., Dayton, Obio.

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Owners interested in newspaper publishing. WPAY
Licensee — Vee Bee Corp., Portsmouth, Ohio.
Stockholders interested in Cleveland Plain Dealer. WKBN
Licensee — WKBN Broadcasting Corp., Youngstown, Ohio.
Youngstown Vindicator & Telegram.. WMFJ
Licensee—William F. Magg, Jr., Youngstown, Ohio.
Licensee is a publisher.

OKLAHOMA

The Ardmoreite .....KVSO
Licensee—The Ardmoreite Publishing Co., Inc., Ardmore, Okla.
Enid Morning News.....KCRC
Enid Daily Eagle
Licensee — Enid Radiophone Co., Enid, Okla.
Daily Phoenix Times Democrat.....KBIX
Licensee—Okla. Press Publishing Co., Muskogee, Okla.
Ft. Worth Star Telegram.....KTOK
Ft. Worth, Tex.
Licensee — Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.
Oklahoma City Oklahoman.....WKY
Oklahoma City Times
Licensee—WKY Radiophone Co., Oklahoma City, Okla.
Stauffer Publications Inc.....KGFF
Newspapers in Neb., Kans., Mo., Okla., Ark. and N. M.
Licensee—KGFF Broadcasting Co., Inc., Shawnee, Okla.
Owner is a publisher.....KOME
Licensee — Harry Schwartz, Tulsa, Okla.

OREGON

Astoria-Budget .....KAST
Licensee—Astoria Broadcasting Co., Inc., Astoria, Ore.
Bend Bulletin .....KBND
Licensee—The Bend Bulletin, Bend, Ore.
La Grande Observer.....KLBM
Licensee—Harold & Mrs. Eloise Finlay, La Grande, Ore.
Coos Bay Times.....KOOS
Licensee—KOOS, Inc., Marshfield, Ore.
Oregon Journal .....KALE
Licensee — KALE, Inc., Portland, Ore.
Morning Oregonian .....KEX
Licensee—Oregonian Publishing Co., Portland, Ore.
Oregonian .....KGW
Licensee — Oregonian Publishing Co., Portland, Ore.
Oregon Journal .....KOIN
Licensee — KOIN, Inc., Portland Ore.
Roseburg News-Review .....KRNR
Klamath Falls Herald and News
Medford Mail-Tribune
Licensee—Southern Oregon Publishing Co., Roseburg, Ore.

PENNSYLVANIA

Allentown Call .....WSAN
Chronicle & News
Licensee—WSAN, Inc., Allentown, Pa.
Stockholders interested in newspaper publications. WEST
Licensee — Associated Broadcasters, Inc., Easton, Pa.
The Harrisburg Telegraph.....WHP
Licensee—WHP, Inc., Harrisburg, Pa.
Harrisburg Telegraph News.....WKBO
Licensee — Keystone Broadcasting Corp., Harrisburg, Pa.
Stockholders interested in newspaper publishing. WAZL
Licensee — Hazleton Broadcasting Service, Inc., Hazleton, Pa.
Johnstown Tribune .....WJAC
Licensee—WJAC, Inc., Johnstown, Pa.
Stockholders interested in newspaper publications (Mason Dixon Radio Group, Inc.) WGAL
Licensee — WGAL, Inc., Lancaster Pa.
Public Ledger .....WHAT
Licensee—Independence Broadcasting Co., Inc., Philadelphia, Pa.
Pittsburgh Sun & Telegraph.....WCAE
(Newspaper publication.)
Licensee—WCAE, Inc., Pittsburgh, Pa.
Pittsburgh Post Gazette.....WWSW
Licensee—Walker & Downing Radio Corp., Pittsburgh, Pa.
Scranton Times .....WQAN
Licensee — The Scranton Times, Scranton, Pa.
Sharon Herald .....WPIC
Licensee — Sharon Herald Publishing Co., Sharon, Pa.
Sunbury Item .....WKOK
Licensee — Sunbury Broadcasting Corp., Sunbury Pa.
Williamsport Sun .....WRAK
Williamsport Gazette-Bulletin
Licensee — WRAK, Inc., Williamsport, Pa.
Stockholders interested in newspaper publishing (Mason Dixon Radio Group, Inc., Wilmington, Del.) WORK
Licensee—York Broadcasting Co., York, Pa.

SOUTH CAROLINA

Independent & Daily Mail.....WAIM
Licensee—Wilton E. Hall, Anderson, S. C.
Greenville News .....WFBC

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Greenville Piedmont
Licensee—Greenville News-Piedmont Co., Greenville, S. C.

SOUTH DAKOTA

Stockholder is a newspaper publisher. WNAX
Licensee—WNAX Broadcasting Co., Yankton, S. D.

TENNESSEE

Jackson Sun .....WTJS
Licensee—The Sun Publishing Co., Inc., Jackson, Tenn.
Scripps-Howard Newspapers .....WNOX
Licensee — Scripps-Howard Radio Inc., Knoxville, Tenn.
Memphis Commercial Appeal.....WMC
Licensee—Memphis Commercial Appeal Co., Memphis, Tenn.
Memphis Commercial Appeal.....WMPS
Licensee — Memphis Broadcasting Co., Memphis, Tenn.

TEXAS

Sweetwater Reporter .....KRBC
Big Spring Herald
Paris News
Corpus Christi Caller
Corpus Christi Times
San Angelo Standard
Licensee — Reporter Broadcasting Co., Ahilene, Tex.
Amarillo Globe & News.....KGNC
Lubbock Avalanche Journal
Licensee—Plains Radio Broadcasting Co., Amarillo, Tex.
American Newspapers, Inc.....KNOW
Licensee — KUT Broadcasting Co., Austin, Tex.
Big Spring Herald.....KBST
San Angelo Standard
Corpus Cristi Caller
Corpus Christi Times
Sweetwater Reporter
Licensee—Big Spring Herald Publishing Co., Big Spring, Tex.
Stockholder: owner 14% publ. Corpus Christi Caller-Times (W. G. Kinsolving). KGFI
Licensee — Eagle Broadcasting Co., Brownsville, Texas.
Stockholder: (40%) W. G. Kinsolving. KRIS
Licensee—Gulf Coast Broadcasting Co., Corpus Christi, Tex.
Dallas Times Herald.....KRLD
Licensee—KRLD Radio Corporation, Dallas, Tex.
Dallas News .....WFAA
Dallas Journal
Licensee—A. H. Belo Corp., Dallas, Tex.
El Paso Times.....KROD
Licensee—Dorrance D. Roderick, El Paso, Tex.
Fort Worth Star-Telegram.....KGKO
Licensee—Fort Worth Broadcasting Co., Fort Worth, Tex.
Fort Worth Star-Telegram.....WBAP
Licensee—Carter Publications, Inc. Fort Worth, Tex.
Greenville Banner .....KGVL
Licensee—Hunt Broadcasting Assn. (Fred Horton, Pres.)
Houston Post .....KPRC
Licensee—Houston Printing Co., Houston, Tex.
Houston Chroniele .....KTRH
Licensee—KTRH Broadcasting Co., Houston, Tex.
Kilgore Daily News.....KOCA
Licensee—Oil Capital Broadcasting Assn., Kilgore, Tex.
Lubbock Avalanche-Journal .....KFYO
Licensee—Plains Radio Broadcasting Co.
Santa Ana Daily Register.....KPDN
Santa Ana, Calif.
News Journal,
Clovis, N. Mex.
Telegraph-Forum,
Bucyrus, Ohio.
Pampa Daily News
Licensee—R. C. Hoiles, Pampa, Tex.
Paris News .....KPLT
Licensee—North Texas Broadcasting Co., A. G. Mayse, President, Paris, Tex.
Pecos Enterprise .....KIUN
Licensee—Jack W. Hawkins and Barney H. Huhbs, Pecos, Tex.
San Angelo .....KGKL
Standard Times
Abilene Reporter-News, Sweetwater Reporter, Big Spring Herald, Paris News, Corpus Christi Caller-Times
Licensee—KGKL, Inc., San Angelo, Tex.
San Antonio Light.....KTSA
Licensee—KTSA Broadcasting Co., San Antonio, Tex.
The Sherman Democrat.....KRRV
Sherman, Tex.
Licensee—Red River Valley Broadcasting Corp., Sherman, Tex.
Temple Telegram .....KTEM
Licensee—Bell Broadcasting Co., Temple, Tex.
American Newspapers, Inc.....WACO
Licensee—KTSA Broadcasting Co., Waco, Tex.
Amarillo Globe-News .....KRGV
Licensee — KRGV, Inc., Weslaco, Texas.
98.43% stockholder is also interested in Globe News Publishing Co.
Wichita Falls Post.....KWFT
Licensee — Wichita Falls Broadcasting Co., Wichita Falls, Tex.

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UTAH

Ogden Standard-Examiner ..... KLO
Licensee — Interstate Broadcasting Corp., Ogden, Utah
Salt Lake City Tribune, Salt Lake City Telegram. KSL
Licensee — Radio Service Corp. of Utah, Salt Lake City, Utah.

VERMONT

Burlington Daily News..... WCAX
Licensee — Burlington Daily News, Inc., Burlington, Vt.
Waterbury Record ..... WDEV
Licensee—Mary M. Whitehill, Executrix of the Estate of Harry C. Whitehill, Waterbury, Vt.

VIRGINIA

Ledger-Dispatch ..... WTAR
Virginian Pilot
Licensee—WTAR Radio Corp., Norfolk, Va.
Petersburg Progress-Index ..... WPIV
Licensee — Petersburg Newspaper Corp., Petersburg, Va.
Richmond News Leader..... WRNL
Licensee — WLBG, Inc., Richmond, Va.
Times-Dispatch ..... WRTD
Licensee- The Times-Dispatch Radio Corp., Richmond, Va.
Roanoke Times ..... WDBJ
World News
Licensee—Times World Corp., Roanoke, Va.

WASHINGTON

Longview Daily News..... KWLK
Licensee — Twin City Broadcasting Corp., Longview, Wash.

WEST VIRGINIA

Bluefield Daily Telegram..... WHIS
Sunset-News & Times-Leader
Licensee- Daily Telegraph Printing Co., Bluefield, W. Va.
The Huntington Advertiser..... WCHS
The Herald-Dispatch
The Sunday Herald-Advertiser
Licensee — Charleston Broadcasting Corp., Charleston, W. Va.
Clarksburg Exponent ..... WBLK
Clarksburg Telegram
Licensee - The Exponent Co., Clarksburg, W. Va.
Huntington Herald-Dispatch ..... WSAZ
Huntington Advertiser
Licensee—WSAZ, Inc., Huntington, W. Va.
Clarksburg Exponent ..... WPAR
Clarksburg Telegram
Licensee—Ohio Valley Broadcasting Corp., Parkersburg, W. Va.

WISCONSIN

Superior Evening Telegram..... WEAU
Eau Claire Telegram
Eau Claire Leader
Licensee—Central Broadcasting Co., Eau Claire, Wisc.
FDL Commonwealth Reporter..... KFIZ
Licensee—Reporter Printing Co., Fond du Lac, Wis.
Janesville Gazette ..... WCLO
Licensee — Gazette Printing Co., Janesville, Wis.
La Crosse Tribune & Leader Press.. WKBH
Licensee—WKBH, Inc., La Crosse, Wisc.
Capital Times ..... WIBA
Licensee- Badger Broadcasting Co., Inc., Madison, Wis.
American Newspapers, Inc..... WISN
Licensee—Hearst Radio, Inc., Milwaukee, Wis.
The Milwaukee Journal ..... WTMJ
Licensee- The Journal Co. (The Milwaukee Journal), Milwaukee, Wis.
Racine Journal Times..... WRJN
Licensee — Racine Broadcasting Corp., Racine, Wis.
Stock & Dairy Farmer..... WJMC
Licensee- Walter H. McGenty, Rice Lake, Wisc.
The Sheboygan Press..... WHBL
Licensee—Press Publishing Co., Sheboygan, Wis.

ALASKA

Fairbanks News-Miner ..... KFAR
Licensee—Midnight Sun Broadcasting Co., Fairbanks, Alaska.

HAWAII

Honolulu Star-Bulletin ..... KGMB
Licensee — Honolulu Broadcasting Co., Honolulu, T. H.
Honolulu Advertiser ..... KGU
Licensee — Marion A. Mulrony & Advertiser Publishing Co., Ltd., Honolulu, T. H.
Honolulu Star-Bulletin ..... KHBC
Hilo Tribune-Herald
Licensee — Honolulu Broadcasting Co., Hilo, T. H.
Garden City Publishing Co..... KTOH
Licensee — Garden City Publishing Co., Lihue, T. H.

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EXPERIMENTAL BROADCAST STATIONS

The term "experimental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast service along lines other than those prescribed by other broadcast rules. Licenses are issued to properly qualified applicants who are carrying on experimentation and research in one or more developments which have reasonable promise of substantial contribution to the development of broadcasting. No regular program service is maintained unless specifically authorized by the license and no commercial programs, other than those transmitted simultaneously with regular broadcast stations, are permitted; and in no case may a charge, direct or indirect, be made for such programs.

Licensee and Location	*Call Letters*	*Frequency (kc)*	*Power*	*Emission*
Bell Telephone Labs., Inc. Whippany, N. J.	W3XDD	560, 900, 1340	50 kw	A3
Central Broadcasting Co. Mitchellville, Iowa	W9XC	1000	1000 w	A3
Connecticut State College Storrs, Conn.	W1XCS	100000, 110000, 200000, 300000	250 w	A3 & Special
Connecticut State College Storrs, Conn.	W1XEV	86000-400000, 401000 and above	500 w	A3
The Crosley Corp. Near Mason, Ohio	W8XO	700	500 kw	A3
William G. H. Finch New York, N. Y.	W2XBF	31600, 35600, 38600, 41000	1000 w	A2, A3 & Special
C. J. MacGregor, Mobile (North Polar Region vic. Ellesmere Island)	W10XAB	2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 31100, 34600, 37600, 40600, 86000 to 400000	400 w	A3
Natl. Broadcasting Co., Inc. New York, N. Y.	W2XKI	175000-180000	15 w	A3, A4
Natl. Broadcasting Co., Inc. Portable (vicinity N. Y.)	W10XF	1614, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000-400000, 401000 and above	25 w	A1, A2, A3
Natl. Broadcasting Co., Inc. Portable-Mobile	W10XR	1614, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 26000, 27100, 31100, 34600, 37600, 40600, 86000-400000, 401000 and above	100 w	A1, A2, A3
The National Life and Accident Insurance Co., Inc. Nashville, Tenn.	W4XFN	300000, 330000, 360000	15 w	A3
Travelers Br.Service Corp. Avon, Conn.	W1XEH	63500	150 w	A2, A3

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HIGH FREQUENCY BROADCAST STATIONS

The term "high frequency station" means a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for the purpose of experimentation.

FREQUENCY GROUPS—*Group C*—31600, 35600, 38600 and 41000 kc.; *Group E2 (selective)*—41600, 86500, 111000 kc.; *Group E3 (selective)*—88000, 120000, 240000 and 500000 kc.

LOCATION Town and State	*Call Letters*	*Licensee*	*Power Watts*	*Frequency (kc) or Groups*
Albany, N. Y.	W2XOY	General Electric Co.	150	C
Alpine, N. J.	W2XMN	Edwin H. Armstrong	40000	E2
Alpine, N. J.	W2XSN	Paul F. Godley	1000	41800
Baltimore, Md.	W3XES	Monumental Radio Co.	300	C
Baltimore, Md.	W3XEY	Baltimore Radio Show, Inc.	100	C
Boston, Mass.	W1XKA	Westinghouse E. & M. Co.	50	C
Bound Brook, N. J.	W2XDG	National Broadcasting Co.	150	C S.A.38650
Buffalo, N. Y.	W8XH	WBEN, Inc.	100	C
Charleston, W. Va.	W8XNO	Charleston Broadcasting Co.	50	26100
Chattanooga, Tenn.	W4XBW	WDOD Broadcasting Corp.	100	C
Chicago, Ill.	W9XBS	National Broadcasting Co.	50 C.P.100	C
Cincinnati, Ohio	W8XNU	The Crosley Corp.	1000	25950
Cleveland, Ohio	W8XNT	Radio Air Service Corp.	50	C
Dallas, Tex.	W5XD	A. H. Belo Corp.	100	C
Denver, Colo.	W9XLA	KLZ Broadcasting Co.	100	C
Detroit, Mich.	W8XWJ	Evening News Asso.	500	C
Fairhaven, Mass.	W1XEQ	E. Anthony & Sons	100	C1
Flushing, N. Y.	W2XQO	Knickerbocker Broadcasting Co.	100	26550
Georgetown, D. C.	W3XO	Jansky & Bailey	1000	40300
Harrisburg, Ill.	W9XTA	Schonert Radio Service	500	26500
Kansas City, Mo.	W9XA	Commercial Radio Equipm't Co.	1000	26450
Kansas City, Mo.	W9XER	Midland Broadcasting Co.	50	C
Los Angeles, Calif.	W6XDA	Columbia Broadcasting System	100	C
Los Angeles, Calif.	W6XKG	Ben S. McGlashan	1000	25950
Los Angeles, Calif.	W6XRE	Ben S. McGlashan	500	E3
Memphis, Tenn.	W4XCA	Memphis Comm. Appeal Co.	250	C
Meriden, Conn.	W1XPW	WDRC, Inc.	1000	40300
Minneapolis, Minn.	W9XHW	Columbia Broadcasting System	50	C
Minneapolis, Minn. (tr. Rose Township)	W9XTC	Minnesota Broadcasting Co.	150	26050
Nashville, Tenn.	W4XA	The Natl. Life & Accidt. Ins. Co.	1000	C
New York, N. Y.	W2XDV	Columbia Broadcasting System	50	C
New York, N. Y.	W2XHG	National Broadcasting Co.	150	C
New York, N. Y.	W2XJI	Bamberger Broadcasting Service	100	26300
New York, N. Y.	W2XVP	City of New York Municipal Broadcasting System	1000	26100
Norfolk, Va.	W3XEX	WTAR Radio Corp.	50	26050
Oklahoma City, Okla.	W5XAU	WKY Radiophone Co.	100	C
Omaha, Nebr.	W9XUY	Central States Broadcasting Co.	100	C
Paxton, Mass.	W1XOJ	Yankee Network, Inc.	50000	41200
Philadelphia, Pa.	W3XIR	WCAU Broadcasting Co.	100	C
Pittsburgh, Pa.	W8XKA	Westinghouse E. & M. Co.	150	C
Rochester, N. Y. (tr. Victor Township)	W8XAI	Stromberg Carlson Tel. Mfg. Co.	100	C
Sargents Purchase, N. H.	W1XER	Yankee Network, Inc.	500	C
South Bend, Ind.	W9XH	South Bend Tribune	100	26050
Springfield, Mass.	W1XKB	Westinghouse E. & M. Co.	500	C
St. Louis, Mo.	W9XOK	Star Times Publishing Co.	100	C
St. Louis, Mo.	W9XPD	Pulitzer Publishing Co.	100	C
St. Paul, Minn.	W9XUP	Natl. Battery Broadcasting Co.	1000	26150
Superior, Wis.	W9XJL	Head of Lakes Broadcasting Co.	250	26100
Tallmadge, Ohio	W8XOY	Allen T. Simmons	100	C

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CANADA

STATIONS—REGULATIONS—SURVEY

The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.

Every effort has been made to present accurate and complete information in a self-explanatory method. Data was obtained from questionnaires sent to the stations early in December and corrections were made up to the time of going to press to insure the inclusion of late developments.

Canadian network facilities covered in full on page 160.

Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CBA	Sackville, N. B.	C.P. 1050	50000	441
CBF	Montreal, Que.	910	50000	450
CBJ	Chicoutimi, Que.	1120	100	449
CBK	Saskatoon, Sask.	C.P. 540	50000	454
CBL	Toronto, Ont.	840	50000	447
CBM	Montreal, Que.	1050	5000	450
CBO	Ottawa, Ont.	880	1000	445
CBR	Vancouver, B. C.	1100	5000	437
CBV	Quebec, Que.	950	1000	451
CBY	Toronto, Ont.	C.P. 960	100	447
CFAC	Calgary, Alta.	930	1000	434
CFAR	Flin Flon, Man.	1370	100	439
CFCF	Montreal, Que.	600	500	450
CFCH	North Bay, Ont.	930	100	444
CFCN	Calgary, Alta.	1030	10000	434
CFCO	Chatham, Ont.	630	100	443
CFCT	Victoria, B. C.	1450	50	439
CFCY	Charlottetown, P. E. I.	630	1000	449
CFGP	Grand Prairie, Alta.	1200	100	435
CFJC	Kamloops, B. C.	880	1000	436
CFLC	Prescott, Ont.	930	100	445
CFNB	Fredericton, N. B.	550	1000	440
CFOS	Owen Sound, Ont.	C.P. 1370	100	445
CFPL	London, Ont.	730	100	444
CFPR	Prince Rupert, B. C.	580	50	437
CFQC	Saskatoon, Sask.	840	1000	454
CFRB	Toronto, Ont.	690	10000	447
CFRC	Kingston, Ont.	1510	100	444
CFRN	Edmonton, Alta.	960	100	435

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Call Letter	City	Frequency in Kilocycles	Power in Watts	See Page
CHAB	Moose Jaw, Sask.	1200	250 d., 100 n.	453
CHCK	Charlottetown, P. E. I.	C.P. 1310	50	449
CHGB	St. Anne de la Pocatiere, Que.	C.P. 1200	100	452
CHGS	Summerside, P. E. I.	1450	500	449
CHJC	Halifax, N. S.	1420	1000	441
CHLN	Three Rivers, Que.	1420	100	452
CHLP	Montreal, Que.	1120	100	450
CHLT	Sherbrooke, Que.	1210	100	452
CHML	Hamilton, Ont.	1010	100	443
CHNB	North Battlefield, Sask.	C.P. 1420	100	453
CHNC	New Carlisle, Que.	960	1000	451
CHNS	Halifax, N. S.	930	1000	441
CHRC	Quebec, Que.	580	100	451
CHSJ	Saint John, N. B.	1120	100	441
CHWK	Chilliwack, B. C.	780	100	436
CJAT	Trail, B. C.	910	1000	437
CJBR	Rimouski, Que.	1030	1000	452
CJCA	Edmonton, Alta.	730	1000	435
CJCB-CJCX	Sydney, N. S.	1240	1000	442
CJCJ	Calgary, Alta.	690	100	434
CJCS	Stratford, Ont.	1210	100	446
CJGX	Yorkton, Sask.	1390	100	454
CJIC	Sault Ste. Marie, Ont.	1500	100	446
CJKL	Kirkland Lake, Ont.	1310	100	444
CJLS	Yarmouth, N. S.	1310	100	442
CJOC	Lethbridge, Alta.	950	100	436
CJOR	Vancouver, B. C.	600	500	437
CJRC	Winnipeg, Man.	630	1000	439
CJRM	Regina, Sask.	540	1000	453
CKAC	Montreal, Que.	730	5000	451
CKBI	Prince Albert, Sask.	1210	100	453
CKCA	Kenora, Ont.	C.P. 1420	100	443
CKCD	Vancouver, B. C.	1010	100	438
CKCH	Hull, Que.	1210	100	450
CKCK	Regina, Sask.	1010	1000	454
CKCL	Toronto, Ont.	580	100	447
CKCO	Ottawa, Ont.	1010	100	445
CKCR	Kitchener, Ont.	1510	100	444
CKCV	Quebec, Que.	1310	100	452
CKCW	Moncton, N. B.	1370	100	441
CKFC	Vancouver, B. C.	1410	50	438
CKGB	Timmins, Ont.	1420	100	447
CKIC	Wolfville, N. S.	1010	50	442
CKLW	Windsor, Ont.	1030	5000	448
CKMC	Cobalt, Ont.	C.P. 1210	100	443
CKMO	Vancouver, B. C.	1410	100	438
CKNX	Wingham, Ont.	1200	100	448
CKOC	Hamilton, Ont.	1120	1000 d., 500 n.	443
CKOV	Kelowna, B. C.	630	1000	437
CKPC	Brantford, Ont.	930	100	442
CKPR	Fort William, Ont.	580	1000	443
CKRN	Rouyn, Que.	C.P. 1370	100	452
CKSO	Sudbury, Ont.	780	1000	446
CKTB	St. Catherines, Ont.	1200	100	445
CKUA	Edmonton, Alta.	580	500	435
CKWX	Vancouver, B. C.	1010	100	438
CKX	Brandon, Man.	1120	1000	439
CKY	Winnipeg, Man.	960	15000	440

www.americanradiohistory.com

CANADA--A SURVEY

This official, authoritative survey of Canada is based upon latest reports compiled by the Electrical Division of the Bureau of Foreign and Domestic Commerce, United States Department of Commerce.

General—At the end of the fiscal year, March 31, 1,104,207 receiving licenses were outstanding.

It is estimated that 76 per cent of all Canadian families own receivers. The fall and winter seasons are the principal selling periods for sets. New models are usually announced late in the summer. In the last 4 years 41 per cent of annual sales to dealers have been made during the last quarter and 32 per eent in the third quarter.

Principal factors which handieap radio sales include the relatively high cost of receivers in Canada as eompared with prices in the United States, lack of local broadeasting services in some areas, and the language handicap in Quebec where most of the listeners prefer French language programs.

Domestic Production—Twelve companies manufacture radio receivers in Canada and because of patent control and electrical inspection requirements, these firms dominate the market.

Tariffs and Restrictions—Canadian tariff information is subject to change and should be verified in advanee of doing business in Canada. Complete current information can be obtained on inquiry of the Bureau of Foreign and Domestic Commerce. Radio receivers and most component parts, including tubes, are dutiable under Tariff Item 445d which provides free entry under the British preferential rate, 25 per cent ad valorem under the intermediate rate, and 30 per cent under the general tariff.

Television—This development is definitely in the experimental stage in the Dominion and its early praetical applieation is discounted. Television presents a diffieult geographic problem in Canada and as yet no eoneern has been inelined to provide television broadcasts because of the indeterminate nature of technical developments and the lack of a concentrated population area large enough to warrant the installation expense.

Short Wave—Canadian broadcasting on the short wave bands is chiefly confined to commercial and police work, aside from a few stations which release standard band programs on the short wave and the Broadcasting Corporation's regular stations which provide free messenger service to remote northern areas, not covered by commercial line wire service.

Broadcasting—Under the Canadian Radio Broadcasting Act, 1936, the Canadian Broadcasting Corporation on November 2, 1936, took over Government operation of the national broadcasting service and the control of all radio programs from the former Canadian Broadcasting Commission. Technical control of broadcasting stations reverted to the Department of Transport under the Radiotelegraph Act. The principal difference between the CBC and the Canadian Radio Broadcasting Commission which it replaced is that under the latter authority to act in matters of policy and administration were combined in one body, whereas in the Canadian Broadcasting Corporation the board of governors will deal with questions of policy and administrative matters will be conducted separately. Broadeasting is considered a business controlled by a public service type of corporation (Government-owned) rather than an activity under an administrative governmental organization. The Corporation reports to Parliament through the Minister of Transport. Operations are financed by license fees for receiving and broadcasting sets and by revenue from commercial radio business. Further, the Act provides that by order-in-council up to $500,000 may be borrowed from the government for the extension or improvement of broadcasting facilities. In addition, working capital not to exeeed $100,000 may be advaneed by order-in-council.

Licenses for broadcasting are issued by the Department of Transport after the applieation has been referred to the Corporation for recommendation. The new radio law also specifies that the Minister of Transport will receive recommendations from the Broadcasting Corporation in connection with new private licenses, change of channel, location or power.

Programs—Effort has also been made to build up Canadian radio talent and develop creative program writers. Canadian programs on exchange with United States stations have become increasingly popular and highly satisfactory exchange relationships exist between the Corporation and United States broadeasting systems.

Canadian broadcasting cannot hope to escape keen competition for listeners' attention from United States stations which are readily picked up in most areas of the Dominion. In meeting this competition programs are prepared to incorporate viewpoints and preferenees in agreement with Canadian ideas and ideals. Effort is also made to avoid the more objectionable advertising features of commercially-sponsored broadcasting.

Advertising—Station time is usually sold through advertising agencies and rates vary according to the time of broadcasting and the coverage offered by individual stations. The advertising content of any program is limited to 10 per cent of the program period and specific regulations cover permissible material in advertising continuities.

Transcriptions—The use of transcriptions is generally prohibited between 7:30 and 1:00 p.m., but at other hours they are extensively employed by broadcasting stations.

Special recording apparatus of the Marconi-Stille type has been installed in the Broadcasting Corporation's station at Ottawa for recording important events for rebroadcasting at later dates. Special short wave receiving apparatus is located at Ottawa for recording or standard band release of overseas programs.

According to law, an annual license (fee $2.50) must be obtained each fiseal year (April 1 to March 31) for radio receivers. One license is good for only one receiver in a single household; a separate license being necessary for each additional set in a household and also for an automobile set operated by the householder. No rebate is provided for sets destroyed or retired from use but a license may be transferred to cover a new set bought during the year. Tourists temporarily in Canada are not taxed on their automobile radios. Receiving station licenses are issued to blind persons free of charge.

Sets in use—1,104,207.

Stations—87.

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CANADIAN STATIONS

ALBERTA

Population 778,000

Number of Families 199,500 — Number of Radio Homes 115,933

Retail Sales $176,537,000 — Auto Registrations 97,470

CFAC

"CALGARY'S FRIENDLY STATION"
"ALL DAY—EVERY DAY THE FINEST IN RADIO ENTERTAINMENT"

CALGARY—EST. 1922

CBC & FOOTHILLS NETWORK

FREQUENCY: 930 Kc. POWER: 1000 Watts. OWNED BY: Calgary Herald. OPERATED BY: Taylor Pearson & Carson. BUSINESS ADDRESS: 1006 Southam Bldg. PHONE: R 1036-7. STUDIO ADDRESS: 1006 Southam Bldg. TRANSMITTER LOCATION: Forest Lawn. TIME ON THE AIR: 6:30 A.M. to 12:00 midnight. Sunday, 9:00 A.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Calgary Daily Herald. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

President ..... H. R. Carson
Manager ..... Gordon S. Henry
Commercial Manager ..... I. B. McDonald
Production Manager ..... Pat Freeman
Publicity Director ..... Frank E. Fleming
Continuity Director ..... Madeline F. Austin
Chief Engineer ..... Earl C. Connor

POLICIES

CBC regulations rule out all liquor advertising.

Supplies a free merchandising service for contracts of 26 programs or more; service includes circular letters to retailers, newspaper display, column publicity, window display, and pre-announcements and other tie-ins by arrangement.

REPRESENTATIVE

All Canada Radio Facilities
Weed & Co.

CFCN

"THE VOICE OF THE PRAIRIES"

CALGARY—EST. 1922

FREQUENCY: 1030 Kc. POWER: 10,000 Watts. OWNED BY: The Voice of the Prairies, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Toronto Gen. Trusts Bldg. PHONE: M 1161. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Strathmore. TIME ON THE AIR: 6:30 A.M. to 11:00 P.M.; Sunday, 9:30 A.M. to 10:30 P.M. NEWS SERVICES: Transradio Press, Radio News Assn. TRANSCRIPTION SERVICES: Standard Radio and Lang-Worth.

Personnel

President and Managing Director ..H. G. Love
Commercial Manager ..... E. H. McGuire
Chief Engineer ..... P. M. McCoffery

POLICIES

No spot announcements on Sunday or after 7:30 P.M., except service announcements.

All continuity subject to station approval and must comply with rules and regulations of Canadian Broadcasting Corp.

Merchandising department to assist and work with advertiser on any campaign, etc.

REPRESENTATIVE

Joseph Hershey McGillvra

CJCJ

CALGARY—EST. 1922

CALGARY

CBC

FREQUENCY: 690 Kc. POWER: 100 Watts. OWNED BY: Albertan Publishers, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Renfrew Bldg. PHONE: R 2001—M 5858. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Grandview Heights. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 10:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Albertan Publishers, Ltd. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: Lang-Worth, Titan Productions.

Personnel

President ..... Gordon Bell
Station Manager ..... H. A. Webster
Sales Manager ..... J. F. McDonald
Chief Engineer ..... Robert Henderson

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POLICIES

Liquor advertising not permitted by provincial law. CBC policies prevail. Spot announcements are limited to 100 words and not accepted at 7:30 P.M.

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CFRN

"THE STATION OF THE SUNWAPTA BROADCASTING CO.—THE GATEWAY TO THE NORTH"

EDMONTON—EST. 1934

CBC

FREQUENCY: 960 Kc. POWER: 100 Watts. OWNED BY: Sunwapta Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 109 C. P. R. Bldg. PHONE: 23561-267. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Jasper Place. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 9:30 A.M. to 10:30 P.M. NEWS SERVICES: Canadian Press, Edmonton Bulletin, Ltd., British United Press. TRANSCRIPTION SERVICE: Lang-Worth, MAINTAINS ARTISTS BUREAU.

Personnel

Station Manager .....G. R. A. Rice
Commercial Manager .....H. F. Nielsen
Artists Bureau Head .....R. Wright
Chief Announcer .....S. Lancaster
Sales Manager .....A. J. Hopps
Publicity Director.....W. Sutton
Musical Director .....R. Wright
Chief Engineer .....F. Makepeace

POLICIES

No liquor advertising accepted; foreign language accounts accepted providing English translation of all copy sent with program. Specializes in broadcasting sports in all its phases.

Merchandising system of flash circulars which are mailed to all distributors of products advertised, in some cases supply window display cards.

REPRESENTATIVES

Joseph Hershey McGillvra (U.S.A.) (Toronto)
All Canada Broadcasting (Winnipeg-Toronto)
Jack Slatter, Dominion Broadcasting Co. (Toronto)

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CJCA

"VOICE OF THE GREAT NORTH WEST"

EDMONTON—EST. 1922

CBC—FOOTHILLS NETWORK

FREQUENCY: 730 Kc. POWER: 1000 watts. OWNED BY: Northwestern Publishers Ltd. "Edmonton Journal." OPERATED BY: Taylor & Pearson Broadcasting Co. Ltd. BUSINESS ADDRESS: Birk's Bldg., Jasper Ave. PHONE: 2-6131-2-3. STUDIO ADDRESS: Birk's Bldg. TRANSMITTER LOCATION: Belmont. TIME ON THE AIR: 9:00 A.M. to 12:00 P.M. (Sunday), 6:30 A.M. to 12:00 P.M. (weekdays), 6:30 A.M. to 1:30 A.M. (Saturday). NEWSPAPER AFFILIATION: Edmonton Journal. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

Station Manager.....Frank H. Elphicke
Commercial Manager.....Wm. Cranston
Production Manager.....N. Botterill
Publicity Director.....Walter Dales
Continuity Editor.....James Allard
Technical Director.....Hastings McMahon

POLICIES

Does not accept beer and liquor advertising. No sponsored news broadcasts.

All continuity subject to approval of station management and Canadian Broadcasting Corporation regulations.

Merchandising service—which includes spot announcements introducing programs—calls on wholesale houses. Direct mail to retailers. Billboard advertising. Arranging window displays. Sales surveys—and participation in station advertising in certain northern Alberta publications.

REPRESENTATIVES

All Canada Radio Facilities Ltd.
Montreal, Toronto, Winnipeg, Calgary, Vancouver
Weed & Co.
N. Y., Detroit, Chicago, San Francisco

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CKUA

EDMONTON—EST. 1927

CBC—ALBERTA EDUCATIONAL NETWORK

FREQUENCY: 580 Kc. POWER: 500 watts. OWNED BY: University of Alberta. OPERATED BY: University of Alberta. BUSINESS ADDRESS: University of Alberta. PHONE: 3-2233-2-2131-12. STUDIO ADDRESS: Dept. of Extension, University campus. TRANSMITTER LOCATION: Campus. TIME ON THE AIR: 1:00 p.m. to 2:15 p.m.—6:00 p.m. to 8:30 p.m. (Monday to Friday).

Personnel

President of the University.....W. A. R. Kerr
Station Manager.....Donald Cameron
Chief Announcer.....H. P. Brown
Program Director.....Sheila Marryat
Chief Engineer.....W. E. Cornish

POLICIES

Educational programs only.

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CFGP

"VOICE OF THE MIGHTY PEACE"

GRANDE PRAIRIE—EST. 1937

FOOTHILLS NETWORK

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: Northern Broadcasting Corp., Ltd. BUSINESS ADDRESS: Same. TRANSMITTER LOCATION: Grande Prairie. TIME ON THE AIR: Sunday, 9:00 A.M. to 6:00 P.M. Weekdays, 7:30 A.M. to 3:00 P.M. and 5:00 P.M. to 10:00 P.M. NEWS SERVICE:

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Transradio Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Manager.....C. L. Berry
Commercial Manager.....C. G. Elphicke

POLICIES

All continuities must conform with the requirements of the management and the rules and regulations of the Canadian Broadcasting Corp.

REPRESENTATIVE

All Canada Radio Facilities, Ltd.
Weed & Co.

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CJOC

"THE SUNNY SOUTH STATION"

LETHBRIDGE—EST. 1926

FOOTHILLS NETWORK
CANADIAN BROADCASTING CORP.

FREQUENCY: 950 Kc. POWER: 100 watts. OWNED BY: Lethbridge Broadcasting Co. OPERATED BY: H. R. Carson, Ltd. BUSINESS ADDRESS: Marquis Hotel. PHONE: 3871-2. STUDIO ADDRESS: Marquis Hotel. TRANSMITTER LOCATION: Marquis Hotel. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight. NEWS SERVICE: British United Press, local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President.....J. G. Hutchings
Station Manager.....G. Gaetz
Commercial Manager.....A. H. Nicholl
Program Director.....R. Buss
Publicity Director.....C. A. Perry
Traffic Manager.....A. Lewis
Chief Engineer.....R. A. Reagh

POLICIES

Does not allow liquor advertising. All continuities must conform to rules and regulations of the Canadian Broadcasting Corporation.

Limited number of foreign language accounts accepted.

Merchandising: Station maintains merchandising service which includes window displays, billboard displays, letters to dealers and merchants, publicity stunts, etc.

REPRESENTATIVE

All Canada Radio Facilities, Ltd.
Weed & Company

BRITISH COLUMBIA

Population 751,000

Number of Families 192,565 — Number of Radio Homes 147,165

Retail Sales $248,597,000 — Auto Registrations 106,080

CHWK

"THE VOICE OF THE FRASER VALLEY"

CHILLIWACK—EST. 1927

CBC & BC NETWORK

FREQUENCY: 780 Kc. POWER: 100 Watts. OWNED BY: Chilliwack Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 16 Wellington Ave. PHONE: 6106-2906. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to 10:30 P.M. NEWS SERVICES: CBC-Canadian Press and Local. TRANSCRIPTION SERVICE: Recorded Library.

Personnel

President and Station Manager.C. Casey Wells
Chief Announcer.....R. G. Wells
Musical Director.....Bertram Turvey
Chief Engineer.....Jack Dilling

POLICIES

No contracts accepted for advertising of mail order houses, chain stores, taverns, Sunday sports or amusements, or for advertising liquor, beer or wines.

Merchandising: Full cooperation with merchandising tie-ins. No charge for service.

REPRESENTATIVE

All Canada Radio Facilities
Weed & Co.

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CFJC

KAMLOOPS—EST. 1924

CANADIAN BROADCASTING CORP.

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Review Pub. Co. OPERATED BY: Kamloops Sentinel, Ltd. BUSINESS ADDRESS: 209 Victoria St. PHONE: 1018 and 1000. STUDIO ADDRESS: 322 Victoria St. TRANSMITTER LOCATION: North Kamloops. TIME ON THE AIR: 7:15 A.M. to 10:00 P.M. NEWSPAPER AFFILIATIONS: Kamloops Sentinel, Ltd. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: Transco and Hollywood Radio Attractions.

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Personnel

President .....R. E. White
Station and Commercial Manager
D. Homersham
Sales Manager .....J. Harling
Publicity Director .....L. Irvine
Musical Director .....R. Desmond
Chief Engineer .....Geo. Henderson

POLICIES

As laid down under regulations for broadcasting stations made under the Canadian Broadcasting Act.

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CKOV

KELOWNA—EST. 1931

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Okanagan Broadcasters, Ltd. OPERATED BY. Okanagan Broadcasters, Ltd. BUSINESS ADDRESS: Mill Ave. STUDIO ADDRESS: Mill Ave. TRANSMITTER LOCATION: Kelowna. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus. MAINTAINS ARTISTS' BUREAU.

Personnel

Managing Director .....J. W. B. Browne
Commercial Manager.....Rolly Ford
Merchandising and Promotion Director
Hume Lethbridge
Program Director.....Leo Trainor
Women's Program Director....Mary E. Royle

POLICIES

CBC policies prevail.

Merchandising: Station publishes tabloid-size newspaper mailed monthly to all retail dealers in its coverage area and to national advertising executives, to promote manufacturer-dealer advertising appreciation. Services also include window display, direct-mail and other cooperation at actual cost.

REPRESENTATIVES

John E. Baldwin, Vancouver
Dominion Broadcasting Co. (Toronto)

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CFPR

PRINCE RUPERT

FREQUENCY: 580 Kc. POWER: 50 Watts. OWNED AND OPERATED BY: F. E. Blatt. BUSINESS AND STUDIO ADDRESS: Prince Rupert. TRANSMITTER LOCATION: Prince Rupert.

Personnel

Owner.....F. E. Blatt
General Manager.....C. H. Insulander
Program Director.....J. R. Stevens

REPRESENTATIVE

All-Canada Radio Facilities, Ltd.

CJAT

"THE VOICE OF THE KOOTENAYS"

TRAIL—EST. 1931

CBC

FREQUENCY: 910 Kc. POWER: 1000 Watts. OWNED BY: Kootenay Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Victoria St. PHONE: 737. STUDIO ADDRESS: Victoria St. TRANSMITTER LOCATION: Warfield. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICES: NBC Thesaurus.

Personnel

President .....B. A. Stimmel
Manager.....W. W. Baggs

POLICIES

Does not accept liquor or foreign language accounts.

REPRESENTATIVES

Weed & Company
All-Canada Radio Facilities

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CBR

"VOICE OF BRITISH COLUMBIA AT VANCOUVER"

VANCOUVER—EST. 1925

CANADIAN BROADCASTING CORP.
BRITISH COLUMBIA REGIONAL NETWORK

FREQUENCY: 1100 Kc. POWER: 5000 Watts. OPERATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Canadian National Hotel. PHONE: Trinity 2511. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Lulu Island. TIME ON THE AIR: Sunday, 9:00 A.M. to 11:00 P.M.; Week Days, 8:00 A.M. to 11:00 P.M. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station Manager.....Peter Aylen
Regional Representative.....I. Dilworth
Regional Engineer.....N. R. Olding

POLICIES

Alcoholic beverage advertising not accepted. Governed by the policies of the Canadian Broadcasting Corp.

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CJOR

VANCOUVER—EST. 1926

FREQUENCY: 600 Kc. POWER: 500 watts. G. C. Chandler. BUSINESS ADDRESS: Hotel Grovesnor, Howe St. PHONE: Trinity 5321. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Eburne. TIME ON THE AIR: 7:00 A.M. to midnight; Sunday, 9:00 A.M. to 9:45 P.M. NEWS SERVICES: Transradio Press, British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

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Personnel

Station Manager . . . . . G. C. Chandler
Commercial Manager . . . . . Don Laws
Publicity Director . . . . . D. R. Baird
Program Director . . . . . R. A. Diespecker
Accountant . . . . . L. Watkis

POLICIES

Complete publicity cooperation offered.

REPRESENTATIVE

Joseph Hershey McGillvra

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CKCD

VANCOUVER

FREQUENCY: 1010 Kc. POWER: 100 Watts. OWNED BY: Vancouver Daily Province. OPERATED BY: Pacific Broadcasting Co., Ltd. BUSINESS ADDRESS: 198 Hastings West. PHONE: Seymour 2750-5137K. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 P.M. to 11:30 P.M. NEWSPAPER AFFILIATION: Vancouver Daily Province. NEWS SERVICE: Local and national news tie-up.

Personnel

President and Station Manager . . W. G. Hassell
Musical Director . . . . . Mabel Brown
Chief Engineer . . . . . H. G. McCrady

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CKFC-CKFX

VANCOUVER—EST. 1921

FREQUENCY: 1410 Kc. POWER: 50 Watts (CKFX: 10 Watts on 6080 Kc.) OWNED BY: Standard Broadcasting System, Ltd. OPERATED BY: Standard Broadcasting System, Ltd. BUSINESS ADDRESS: 1504-5 Sun Bldg., 500 Beatty St. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: North Vancouver. TIME ON THE AIR: Shares time with CKMO (38 hours weekly). NEWSPAPER AFFILIATION: Vancouver Sun. NEWS SERVICE: Vancouver Sun.

Personnel

Manager . . . . . F. E. Rutland
Merchandising and Promotion Manager, Norman McSweyn
Program Director . . . . . I. G. Clark
Chief Technician . . . . . A. L. Porter
Plant Operators, Earl Beresford, H. W. McInnes

POLICIES

Advertising of alcoholic beverages not accepted. Spot announcements not accepted on Sundays or between 7:30 and 11:00 P.M.

Station maintains a merchandising and promotion department as well as a public relations department for promoting programs and advertisers' sales.

Programs are broadcast simultaneously over long and short wave for which there is no extra charge.

CKMO

"THE PIONEER VOICE OF B.C."

VANCOUVER—EST. 1922

FREQUENCY: 1410 Kc. POWER: 100 watts. OWNED BY: British Columbia Broadcasting System, Ltd. OPERATED BY: British Columbia Broadcasting System, Ltd. BUSINESS ADDRESS: 812 Robson St. PHONE: Sey. 8778-9. STUDIO ADDRESS: 812 Robson St. TRANSMITTER LOCATION: Sun Bldg. TIME ON THE AIR: 8:00 A.M. to 3:00 P.M. and 5:00 P.M. to 10:30 P.M.; Tuesday, to 8:30 P.M.; Sunday, 8:00 A.M. to 10:30 A.M., 5:30 P.M. to 7:30 P.M. and after 9:00 P.M. NEWSPAPER AFFILIATION: News Herald. NEWS SERVICE: Canadian Press & News-Herald (local). TRANSCRIPTION SERVICE: Grow & Pitcher.

Personnel

Station Manager . . . . . H. M. Cooke
Program Director . . . . . R. Misener

POLICIES

All advertising copy must comply with regulations of the Canadian Broadcasting Corp. and station policies.

Merchandising cooperation available.

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CKWX

VANCOUVER—EST. 1923

CBC

FREQUENCY: 1010 Kc. POWER: 100 Watts. OWNED BY: Western Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Hotel Georgia. PHONE: Seymour 2288. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 1220 Seymour St. TIME ON THE AIR: 6:30 A.M. to 9:00 P.M. (average, 100½ hours weekly). NEWS SERVICE: Local news from Vancouver Sun. TRANSCRIPTION SERVICES: World Broadcasting System.

Personnel

General Manager . . . . . A. Holmstead
Commercial Manager . . . . . Reg. M. Dagg
Secretary . . . . . Vera Rumble
Chief Engineer . . . . . E. Ross MacIntyre

POLICIES

No liquor or foreign language programmes accepted. Station reserves right to edit copy, particularly on patent medicine advertising, although this latter is also passed upon by Dominion Department of Health.

Merchandising: Nominal service available; includes window cards, etc.

REPRESENTATIVE

Weed & Company (U.S.)
All-Canada Radio Facilities, Ltd.

www.americanradiohistory.com

CFCT

VICTORIA—EST. 1923

FREQUENCY: 1450 Kc. POWER: 50 Watts. OWNED BY: Victoria Broadcasting Assn. OPERATED BY: Victoria Broadcasting Assn. BUSINESS ADDRESS: Radio Centre. PHONE: G-2014. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Unlimited.

Personnel

General and Commercial Mgr...G. W. Deaville
Station Manager .....Bernard Deaville

REPRESENTATIVES

All-Canada Broadcasting System
Joseph Hershey McGillvra

MANITOBA

Population 717,000

Number of Families 183,850 — Number of Radio Homes 111,778

Retail Sales $189,244,000 — Auto Registrations 74,940

CKX

"THE FRIENDLY STATION"

BRANDON—EST. 1928

CBC

FREQUENCY: 1120 Kc. POWER: 1000 Watts. OWNED BY: Manitoba Telephone System, OPERATED BY: Same. BUSINESS ADDRESS: City Hall Sq., 8th & Princess Ave. PHONE: 4532. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Mental Hospital Grounds. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. (daily); 12:00 noon to 11:30 P.M. (Sunday). NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: All Canada Transcription Library.

Personnel

Station Manager .....W. F. Seller
Commercial Manager .....O. Craig
Chief Engineer .....C. E. R. Collins

POLICIES

Governed by regulations of Canadian Broadcasting Corporation.

REPRESENTATIVES

All Canada Radio Facilities
Weed & Company

CFAR

"SERVING NORTHERN MANITOBA"

FLIN FLON—EST. 1937

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Arctic Radio Corp. OPERATED BY: Same. BUSINESS ADDRESS: 120 Main St. PHONE: 290. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:00 A.M. to 1:15 P.M. and 5:00 P.M. to 9:00 P.M.; Sunday, 2:00 P.M. to 7:00 P.M. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President .....G. W. Bridgman
Vice-President.....J. M. Bridgman
Treasurer.....J. R. Cousineau
Business Manager.....J. C. Penson
Chief Engineer.....Monty Bridgman

POLICIES

CBC policies apply; foreign language programs accepted.

Merchandising: Cooperation of merchandising department without charge. Sponsor bears any expense such as postage, printing, etc.

REPRESENTATIVE

All-Canada Radio Facilities
Weed & Company

CJRC

"MANITOBA'S FRIENDLY STATION"

WINNIPEG—EST. 1933

CBC

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: James Richardson & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Royal Alexandra Hotel. PHONE: 9-2266-7-8. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Middlechurch. TIME ON THE AIR: (daily) 7:30 A.M. to 1:00 A.M.; Saturday, 7:30 A.M. to 2:00 A.M.; Sunday, 11:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press and own news service. TRANSCRIPTION SERVICES: World Broadcasting System, Standard Radio, and Lang-Worth Features.

Personnel

Station Manager .....H. R. McLaughlin
Assistant Manager.....Jack Kemp
Promotion Manager.....Hugh "Rusty" Young
Chief Announcer.....J. Thompson
Publicity Director.....Norman Chamberlin
Program Director.....Eddie Houston
Chief Studio Engineer.....Ken Cameron

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POLICIES

No liquor advertising accepted.
Maintains a merchandising department.

REPRESENTATIVE

Joseph Hershey McGillvra

CKY

"THE VOICE OF MANITOBA"

WINNIPEG—EST. 1922

DOMINION BROADCASTING CO.
CANADIAN BROADCASTING CORP.

FREQUENCY: 910 Kc. POWER: 15000 Watts. OWNED BY: Manitoba Telephone System. OPERATED BY: Manitoba Telephone System. BUSINESS ADDRESS: Telephone Bldg. PHONE: 92-191. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: St. Francis Xavier. TIME ON THE AIR: Sunday, 11:00 A.M. to 12:00 midnight. Week Days, 7:30 A.M. to 12:00 midnight. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor.

Personnel

Commissioner of Telephones . . . . J. E. Lowry
Station Manager . . . . . William Backhouse
Commercial Manager . . . . . Percy Gaynor
Program Director . . . . . R. H. Roberts
Public Relations Director . . . . . D. R. P. Coats

POLICIES

Governed by the policies of the Canadian Broadcasting Corp.

REPRESENTATIVES

All-Canada Radio Facilities
Weed & Co.

NEW BRUNSWICK

Population 440,000

Number of Families 112,820 — Number of Radio Homes 46,605

Retail Sales $84,371,000 — Auto Registrations 33,400

HALIFAX,
NOVA SCOTIA,
CANADA

Where more radio sets are located than any other centre of the Maritimes.

Halifax is served by the key station of the Maritimes

C H N S

WEED & CO.

New York, Chicago, Detroit, San Francisco

Representatives

CFNB

"THE VOICE OF THE MARITIMES"

FREDERICTON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 550 Kc. POWER: 1000 watts. OWNED BY: Jos. S. Neill & Sons Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Queen St. PHONE: 209. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: University of New Brunswick. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATIONS: St. John Telegraph Journal. St. John Citizen, Fredericton Mail. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager . . . . . J. Stewart Neill
Chief Announcer . . . . . Cleve Stillwell
Chief Engineer . . . . . Thomas B. Young

POLICIES

No liquor announcements and no foreign language.

REPRESENTATIVE

Weed & Co.
All-Canada Radio Facilities

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CKCW

MONCTON—EST. 1934

CBC—REGIONAL MARITIME

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Moncton Broadcasting Co., Ltd. OPERATED BY: Moncton Broadcasting Co., Ltd. BUSINESS ADDRESS: K of P Bldg. PHONE: 1302-1432. STUDIO ADDRESS: K of P Bldg. TRANSMITTER LOCATION: Harrisville. TIME ON THE AIR: 7:45 A.M. to midnight. NEWSPAPER AFFILIATIONS: Moncton Transcript, Moncton Times. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Station Manager.....F. A. Lynds
Program Director.....Earl McCarron
Chief Engineer.....A. J. White

POLICIES

All liquor advertising banned.

French language accounts accepted.

Complete merchandising department. Routine and novel tie-ins available.

REPRESENTATIVE

Joseph Hershey McGillvra

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CBA *

SACKVILLE

CANADIAN BROADCASTING CORP.

FREQUENCY: 1050 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Sackville. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

Personnel

General Manager.....Gladstone Murray
Chief Engineer.....J. Carlisle

*Construction permit has been granted for this station; no further information available at time of going to press.

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CHSJ

SAINT JOHN—EST. 1934

CANADIAN BROADCASTING CORP.

FREQUENCY: 1120 Kc. POWER: 100 Watts. OWNED BY: New Brunswick Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Admiral Beatty Hotel. PHONE: 3-2307. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:30 A.M. to 12:15 A.M.; Sunday, 11:00 A.M. to 12:15 A.M. NEWSPAPER AFFILIATIONS: Telegraph-Journal, Times-Globe. NEWS SERVICES: Newspapers, Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....H. P. Robinson
Station Manager.....L. W. Bewick
Chief Engineer.....J. G. Bishop

POLICIES

No liquor advertisements.

Merchandising: Keeps in contact with trade interested in programs over our station.

REPRESENTATIVE

Joseph Hershey McGillvra

NOVA SCOTIA

Population 542,000

Number of Families 138,975	Number of Radio Homes 65,501
Retail Sales $99,520,000	Auto Registrations 46,180

CHJC *

HALIFAX

FREQUENCY: 1420 Kc. POWER: 1000 Watts. OWNED BY: Chronicle Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Halifax, N. S. NEWSPAPER AFFILIATION: Halifax Chronicle & Star.

Personnel

President.....F. B. McCurdy

*Construction permit has been granted; no further information available at time of going to press.

CHNS

"THE KEY STATION OF THE MARITIMES"

HALIFAX—EST. 1926

CBC AND MARITIME NETWORK

FREQUENCY: 930 Kc. POWER: 1000 watts. OWNED BY: Maritime Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Lord Nelson. PHONE: B-8318. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Bedford. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: Halifax Herald. NEWS SERVICE: Trans-

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radio Press, British United Press. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio, and Lang-Worth.

Personnel

President ..... Andrew Robb
General Manager. ... ...William C. Borrett
Advertising Manager... .. ..John Clare
Artists Bureau Head... . ..L. L. Shatford
Chief Announcer.. . Fletcher Coates
Musical Director... ....R. L. Fry
Chief Engineer..... . . ..A. W. Greig

POLICIES

No liquor advertisements accepted. All continuities subject to CBC regulations.

CJCB-CJCX

"DOWN WHERE THE EAST BEGINS"

SYDNEY—EST. 1929

CANADIAN BROADCASTING CORP.

FREQUENCY: 1240 Kc. POWER: 1000 watts. OWNED BY: Eastern Broadcasters, Ltd. OPERATED BY: Eastern Broadcasters, Ltd. BUSINESS ADDRESS: Radio Bldg. PHONE: 209-1412. STUDIO ADDRESS: Radio Bldg. TRANSMITTER LOCATION: South Bar, C.B. TIME ON THE AIR: 8:00 a.m. to midnight. NEWS SERVICE: Transradio Press and local news. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Commercial-Advertising Manager, N. Nathanson
Chief Announcer..... ...T. C. Robertson
Sales Manager..... C. H. McDougall
Publicity Director.... ... .C. Nunn
Musical Director.... .. Mrs. A. F. McKinnon
Chief Engineer... .....Chas. Atkinson

POLICIES

No liquor advertising.

Merchandising: Periodical contests by station involves all products being advertised during period of contest. Advertisers receiving proof of program's effectiveness.

REPRESENTATIVE

All-Canada Radio Facilities
(N. Y. & Chicago)

CKIC

WOLFVILLE

FREQUENCY: 1010 Kc. POWER: 50 Watts. OWNED BY: Acadia University. OPERATED BY: Same. BUSINESS ADDRESS: Wolfville. PHONE: 270. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: Part Time.

POLICIES

Non-commercial outlet.

CJLS

"GATEWAY STATION OF THE MARITIMES"

YARMOUTH—EST. 1934

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Laurie L. Smith. OPERATED BY: Same. BUSINESS ADDRESS: Box 684. PHONE: 500 and 316. STUDIO ADDRESS: Radio Bldg., Main St. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 9:00 A.M. to 12:00 midnight; Sunday, 11:00 A.M. to 12:00 midnight. NEWS SERVICE: CJLS News Service. TRANSCRIPTION SERVICES: Lang-Worth Programs, Hollywood Radio Attractions.

Personnel

Station Manager. . .....Laurie L. Smith
Studio Director..... .... O. W. Loeb
Chief Engineer .....Laurie L. Smith

POLICIES

All continuity must conform with the requirements of the management and government regulations.

ONTARIO

Population 3,711,000

Number of Families 951,538 — Number of Radio Homes 678,602

Retail Sales $1,099,990,000 — Auto Registrations 590,225

CKPC

BRANTFORD—EST. 1923

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Telephone City Broadcasting, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Arcade Bldg. PHONE: 625-1646. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Glebe Property. TIME ON THE AIR: 7:30 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICES: Canadian Press, Christian Science Monitor, and local news. TRANSCRIPTION SERVICES: World Broadcasting System, and Standard Radio.

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Personnel

Commercial Manager.....J. D. Buchanan
Chief Engineer.....W. H. Clark

POLICIES

CBC policies apply.

REPRESENTATIVES

Joseph Hershey McGillvra

CFCO

"WESTERN ONTARIO'S COMMUNITY STATION"

CHATHAM—EST. 1925

CANADIAN BROADCASTING CORP.

FREQUENCY: 630 Kc. POWER: 100 Watts. OWNED BY: Western Ontario's Community Station. OPERATED BY: Same. BUSINESS ADDRESS: P. O. Box 275. PHONE: 2626. STUDIO ADDRESS: William Pitt Hotel. TRANSMITTER LOCATION: Chatham. TIME ON THE AIR: Sundays, 9:30 A.M. to 10:30 P.M.; Week Days, 7:30 A.M. to 1:30 P.M. and 4:45 P.M. to 10:30 P.M. NEWS SERVICE: Transradio Press.

Personnel

Owner-Manager .....John Beardall
Sales & Commercial Director.....P. A. Kirkey
Program Director .....Ross Wright
Special Events Director.....Don Copeland
Chief Engineer .....Gordon Brooks

POLICIES

CBC policies apply.

Station has a complete merchandising service which includes dealer letters, assistance in obtaining window displays and announcements of advertiser's program before it is scheduled.

REPRESENTATIVE

Joseph Hershey McGillvra
Associated Broadcasting Co.
Dominion Broadcasting Co.

CKMC *

COBALT

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: R. L. MacAdam. OPERATED BY: Same.

*No further information available at time of going to press.

CKPR

FORT WILLIAM-PORT ARTHUR—EST. 1930

CBC

FREQUENCY: 580 Kc. POWER: 1000 Watts. OWNED BY: Dougall Motor Car Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Radio Hall. PHONE: South 315. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Port Arthur. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President and Station Manager..H. F. Dougall
Commercial Manager.....B. Hendon
Advertising and Publicity Manager..J. Hughes
Artists Bureau Head .....I. Jones
Chief Announcer .....John Downes
Sales Manager .....Ralph Parker
Chief Engineer .....T. Ross

POLICIES

No liquor advertising accepted. Will accept foreign languages. No spot announcements after 7:30 P.M.

Will handle window display cards and direct mail campaigns.

REPRESENTATIVE

All-Canada Radio Facilities, Toronto, Montreal, Winnipeg
Weed & Co., New York and Chicago

CHML

HAMILTON—EST. 1927

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 100 watts. OWNED BY: Maple Leaf Radio Co., Ltd. OPERATED BY: Maple Leaf Radio Co., Ltd. BUSINESS ADDRESS: Pigott Bldg. PHONE: 7-1539-1530. STUDIO ADDRESS: Pigott Bldg. TRANSMITTER LOCATION: Saltfleet. TIME ON THE AIR: 7:30 a.m. to midnight. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

Manager.....Kenneth D. Soble
Assistant Manager.....F. P. Hardy
Program Director.....Perc LeSueur
Chief Engineer.....C. R. Snelgrove

POLICIES

Follows the rules and regulations of the Canadian Broadcasting Corporation.

CKOC

HAMILTON—EST. 1922

FREQUENCY: 1120 Kc. POWER: 1000 Watts, d.; 500 Watts, n. OWNED BY: Wentworth Radio Broadcasting Co., Ltd. OPERATED BY: Wentworth Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: John St., North. PHONE: 4-4661. STUDIO ADDRESS: John St., North. TRANSMITTER LOCATION: Fruitland. TIME ON THE AIR: 7:30 A.M. to midnight; Sunday, 9:00 A.M. to 12:00 midnight. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU: TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....James A. Midgley
Station Manager.....Gordon Anderson
Chief Engineer.....Leslie Horton

CKCA *

KENORA

FREQUENCY: 1420 Kc. POWER: 100 Watts.

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OWNED BY: Kenora Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Kenricia Hotel. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

General Manager . . . . . Gerald F. Bourke
Commercial Manager . . . . . Leo C. DeGagne
Program Director . . . . . H. Smith
Chief Engineer . . . . . Edmund Tompkins

*No further information available at time of going to press.

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CFRC

KINGSTON—EST. 1923

CBC

FREQUENCY: 1510 Kc. POWER: 100 Watts. OWNED BY: Queens University and Kingston Whip-Standard. OPERATED BY: Same. BUSINESS ADDRESS: Kingston. PHONE: 616. STUDIO ADDRESS: Fleming Hall. TRANSMITTER LOCATION: Queens University. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M. NEWSPAPER AFFILIATION: Whig-Standard. NEWS SERVICE: Canadian Press Assoc. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Business and Station Manager, James Annand
Chief Announcer . . . . . Tom Warner
Chief Engineer . . . . . Prof. H. S. Steward, M.S.

POLICIES

No liquor advertisements or patent medicine accounts accepted.

REPRESENTATIVE

Weed & Co.

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CJKL

KIRKLAND LAKE—EST. 1933

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Arcade Bldg. PHONE: 27. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight; Sunday, 10:45 A.M. to 12:00 midnight. NEWSPAPER AFFILIATIONS: Timmins Press (Kirkland Lake edition). NEWS SERVICES: Transradio Press, and Canadian Press News. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

Personnel

President . . . . . R. H. Thomson
Station Manager . . . . . Brian Shellon
Chief Engineer . . . . . Wm. Marks

POLICIES

No liquor advertising.

REPRESENTATIVES

Dominion Broadcasting Co.
Joseph Hershey McGillvra

CKCR

"THE FRIENDLY STATION"

KITCHENER-WATERLOO—EST. 1925

REGIONAL HOOKUP

FREQUENCY: 1510 Kc. POWER: 100 watts. OWNED BY: Kitchener-Waterloo Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Waterloo Trust Bldg. PHONE: Kitchener 4360—Waterloo 108. STUDIO ADDRESS: Waterloo Trust Bldg. TRANSMITTER LOCATION: 24 King St., Waterloo. TIME ON THE AIR: 7:45 a.m. to 2:00 p.m. and 4:15 p.m. to 11:30 p.m. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station and Commercial Manager, W. C. Mitchell
Sales and Advertising Manager . . . . G. Liddle
Chief Announcer . . . . . Phil Clayton
Musical Director . . . . . Phil Clayton
Chief Engineer . . . . . Jon Hartman

POLICIES

No liquor or beer advertising by order of the Canadian Radio Commission.

All programs and announcements must comply with Canadian Radio Commission regulations.

REPRESENTATIVES

All-Canada Broadcasting System
Dominion Broadcasting Co.

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CFPL

LONDON—EST. 1933 (CJGC est. 1922)

CANADIAN BROADCASTING CORP.

FREQUENCY: 730 Kc. POWER: 100 watts. OWNED BY: Free Press Pub. Co. OPERATED BY: Free Press Pub. Co. BUSINESS ADDRESS: Free Press Bldg. PHONE: Metcalfe 5200. STUDIO ADDRESS: Free Press Bldg. TRANSMITTER LOCATION: Hotel London. TIME ON THE AIR: 8:15 A.M. to midnight. NEWSPAPER AFFILIATION: London Free Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

Station and Sales Manager . . . . Philip H. Morris
Chief Engineer . . . . . Lloyd York

POLICIES

Adheres to the rules of the Canadian Broadcasting Corporation.

REPRESENTATIVE

Dominion Broadcasting Co.
Joseph Hershey McGillvra

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CFCH

NORTH BAY—EST. 1931

CBC

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd.

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OPERATED BY: Same. BUSINESS ADDRESS: Capitol Theatre Bldg. PHONE: 2400-2401. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Capitol Theatre Bldg. TIME ON THE AIR: 8:00 A.M. to 12:00 midnight; Sunday, 11:00 A.M. to 12:00 midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICES: Standard Radio, NBC Thesaurus.

Personnel

President .....R. H. Thomson
Station Manager .....Tom Darling
Commercial Manager .....T. Darling
Advertising Manager.....Don Bassett
Chief Announcer .....Cliff Pickrem
Sales Manager .....V. Brooks
Publicity Director .....J. Cooke
Musical Director .....Bruce McLeod
Chief Engineer .....Allan Taylor

POLICIES

No liquor advertising accepted.

Complete merchandising service is maintained, covering displays at point of sale and all forms of promotions for programs.

REPRESENTATIVES

All-Caada Radio Facilities
Jack Cooke, Toronto

CBO

"SERVES THE OTTAWA VALLEY"

OTTAWA—EST. 1924

CANADIAN BROADCASTING CORP.
OTTAWA REGIONAL NETWORK

FREQUENCY: 880 Kc. POWER: 1000 Watts. OWNED BY: Canadian Broadcastlng Corp. OPERATED BY: Same. BUSINESS ADDRESS: Chateau Laurier Hotel. PHONE: 2-1151. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Hawthorne. TIME ON THE AIR: Sundays, 10:45 A.M. to 12:00 midnight; Week days, 7:45 A.M. to 12:00 midnight. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

Personnel

Acting Station Manager.....W. C. Anderson

POLICIES

Alcoholic beverage advertising not accepted. Governed by the policies of the Canadian Broadcasting Corp.

All advertising limited to 10 per cent of program time.

CKCO

OTTAWA—EST. 1924

FREQUENCY: 1010 Kc. POWER: 100 Watts. OWNED BY: Controller G. M. Geldert, M.D. OPERATED BY: Controller G. M. Geldert, M.D. STUDIO ADDRESS: 272 Somerset St., West. TRANSMITTER LOCATION: Boone Island, Quebec. TIME ON THE AIR: Week Days, 8:00 A.M. to 11:00 P.M.; Sundays, 2:00 P.M. to 11:00 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Manager .....G. M. Geldert

POLICIES

Beer and wine advertising accepted.

REPRESENTATIVE

Joseph Hershey McGillvra

CFOS *

OWEN SOUND

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: Howard Fleming. OPERATED BY: Same. BUSINESS ADDRESS: 869 Second Ave., East. PHONE: 113. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. NEWSPAPER AFFILIATION: Owen Sound Sun-Times.

Personnel

Manager.....Howard Fleming

*Construction permit has been granted; no further information available at time of going to press.

CFLC

"THE VOICE OF THE MIGHTY ST. LAWRENCE"

PRESCOTT—EST. 1925

FREQUENCY: 930 Kc. POWER: 100 Watts. OWNED BY: Radio Association of Prescott. OPERATED BY: Same. BUSINESS ADDRESS: Ogdensburg, N. Y. PHONE: 136-7. BUSINESS ADDRESS: Prescott, Ont. TRANSMITTER LOCATION: Prescott, Ont. TIME ON THE AIR: 8:00 A.M. to 8:00 P.M. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....A. C. Halliday
Station and Sales Manager....Loren Knight
Program Director.....A. M. Halliday

POLICIES

No liquor or beer accounts or price mention.

Merchandising: Station's newspaper merchandising and advertising department dovetails with radio affiliation.

REPRESENTATIVE

Joseph Hershey McGillvra

CKTB

"THE STATION WITH A MILLION FRIENDS"

ST. CATHARINES—EST. 1932

CANADIAN BROADCASTING CORP.

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: The Silver Spire Broadcasting

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Station Ltd. OPERATED BY: The Silver Spire Broadcasting Station Ltd. BUSINESS ADDRESS: 12 Yates St. PHONE: 3900. STUDIO ADDRESS: 12 Yates St. TRANSMITTER LOCATION: Rifle Range, Port Dalhousie. TIME ON THE AIR: (daily) 8:00 a.m. to midnight, (Sunday) 10:45 a.m. to midnight. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: All Canada Radio Facilities.

Personnel

President.....E. T. Sandell
Station Manager.....F. Pauline Smyth
Chief Announcer.....Paul Frost
Publicity Director.....J. B. Mitchell
Musical Director.....W. G. Adamson
Chief Engineer.....W. H. Allen

POLICIES

Liquor, wine or beer advertising prohibited by Government; accept foreign language programs but not announcements. No spot announcements between 7:30 and 11:00 p.m.

Offers full merchandising cooperation.

REPRESENTATIVES

Dominion Broadcasting Co., Toronto

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CJIC

"YOUR RADIO STATION C J I C"

S S MARIE—EST. 1934

CBC

FREQUENCY: 1500 Kc. POWER: 100 watts. OWNED BY: Hyland Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Windsor Hotel. PHONE: 360-1. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Tarantorus. TIME ON THE AIR: 10:00 A.M. to 12:00 midnight. NEWSPAPER AFFILIATION: The Algoman (Weekly—owned by Station CJIC). NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

General Manager.....J. G. Hyland
Program Manager.....J. C. Whitby
Chief Engineer.....S. C. Cusack

POLICIES

No beer or liquor accounts accepted. All programs must conform with CBC rules and regulations.

Merchandising: The Algoman, weekly newspaper turned out by Station CJIC, lists names of programs, sponsors, write-ups at beginning of program and occasional mention later.

REPRESENTATIVE

Joseph Hershey McGillvra,
Toronto, N. Y. and Chicago

CJCS

"IT DOESN'T COST TO ADVERTISE OVER CJCS—IT PAYS"

STRATFORD—EST. 1927

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: F. M. Squires. OPERATED BY: Same. BUSINESS ADDRESS: Windsor Hotel. PHONE: 1675-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 7:15 A.M. to 8:30 P.M. NEWS SERVICE: Local news and Transradio Press. TRANSCRIPTION SERVICE: All Canada Radio Facilities.

Personnel

President Station.....F. M. Squires
Commercial Manager.....S. E. Tapley
Sales and Advertising Manager,
I. B. Netherby
Musical Director and Artists'
Bureau Head.....C. Tretheway
Publicity Director.....M. R. Dunseith
Chief Engineer.....W. J. Stauffer

POLICIES

Usual conditions governing Dominion stations.

Merchandising: Station maintains merchandising service which includes assistance in window displays, newspaper publicity, etc.

REPRESENTATIVE

All-Canada Radio Facilities

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CKSO

"NORTHERN ONTARIO'S KEY STATION"

SUDBURY—EST. 1935

CANADIAN BROADCASTING CORP.

FREQUENCY: 780 Kc. POWER: 1000 watts. OWNED BY: W. E. Mason-Sudbury Star. OPERATED BY: W. E. Mason-Sudbury Star. BUSINESS ADDRESS: 21 Elgin St. PHONE: 280. STUDIO ADDRESS: 21 Elgin St. TRANSMITTER LOCATION: Neelon Township. TIME ON THE AIR: 7:45 A.M. to 12:00 midnight; Sunday, 12:00 noon to 12:00 midnight. NEWSPAPER AFFILIATIONS: Sudbury Star. NEWS SERVICE: Canadian Press, Sudbury Star (local). TRANSCRIPTION SERVICE: NBC Thesaurus, World Broadcasting System.

Personnel

President.....W. E. Mason
General Manager.....W. J. Woodill
Program Director and Chief Announcer,
J. R. Fuller
Publicity Director.....C. H. Smith
Musical Director.....Walter Snider
Chief Engineer.....L. C. Parkes

POLICIES

CBC rules prevail.

Foreign language programs subject to approval of station.

Merchandising aids through newspaper listing, etc.

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CKGB

"THE VOICE OF THE NORTH"

TIMMINS—EST. 1933

CBC

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: Northern Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Press Bldg. PHONE: 500. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 8:00 A.M. to midnight. NEWSPAPER AFFILIATION: Timmins Daily Press. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President .....R. H. Thomson
Station and Sales Manager....William Wren
Commercial Manager .....W. Wren
Advertising Manager.....D. L. Bassett
Chief Announcer .....Fred Darling
Publicity Director .....J. Cooke
Musical Director .....G. Archibald
Chief Engineer .....Ed. Ryan

POLICIES

No liquor advertising. Accepts any foreign language.

Merchandising department is maintained at all times for complete merchandising service which includes window and counter display, etc.

REPRESENTATIVES

Jack Cooke, Toronto
All-Canada Radio Facilities

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CBL

"THIS IS THE CBC"

TORONTO—EST. 1937

CBC—NBC

FREQUENCY: 840 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 1 Hayter St. PHONE: Adelaide 7051—Lakeside 2817. STUDIO ADDRESS: 805 Davenport Rd. TRANSMITTER LOCATION: Hornby. TIME ON THE AIR: 7:30 A.M. to 12:00 midnight (E.S.T.). NEWS SERVICE: CBC News Service. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

For further information, refer to Canadian Broadcasting Corporation, Commercial Department, 1 Hayter Street, Toronto, Canada.

POLICIES

All programs subject to the regulations of the Canadian Broadcasting Corporation.

REPRESENTATIVE

Canadian Broadcasting Corp.

CBY *

TORONTO

CBC

FREQUENCY: 960 Kc. POWER: 100 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: 805 Davenport Rd. PHONE: Lakeside 2871. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

Personnel

General Manager.....Gladstone Murray
Station Manager.....J. R. Radford

*No further information available at time of going to press.

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CFRB

TORONTO—EST. 1927

COLUMBIA BROADCASTING SYSTEM

FREQUENCY: 690 Kc. POWER: 10,000 watts. OWNED BY: Rogers Radio Broadcasting Co., Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 37 Bloor St., W. PHONE: Mi. 3515-6—Mi. 4643-4-5. STUDIO ADDRESS: 87 Bloor St. and Telegram Bldg. TRANSMITTER LOCATION: Aurora. TIME ON THE AIR: 8:00 A.M. to midnight; Sunday, 10:30 A.M. to midnight. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

President.....E. S. Rogers
Managing Director.....Harry Sedgwick
Station Manager.....E. L. Moore
Chief Announcer.....Wes McKnight
Musical Director .....Roy Locksley
Chief Engineer .....Jack Sharpe

POLICIES

Usual Dominion policies in effect.

REPRESENTATIVE

Joseph Hershey McGillvra
(N. Y. and Chicago)

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CKCL

"CANADA'S GREATEST SPORTS STATION"

TORONTO—EST. 1924

CBC

FREQUENCY: 580 Kc. POWER: 100 watts. OWNED BY: Dominion Battery Co., Ltd. OPERATED BY: Dominion Battery Co., Ltd. BUSINESS ADDRESS: 444 University Ave. PHONE: Adelaide 1014. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 20 Trinity St. TIME ON THE AIR: 7:45 A.M. to 12:30 A.M. MAINTAINS ARTISTS' BUREAU. NEWS SERVICE: Canadian Press, Transradio Press. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

President.....Henry S. Gooderham
Station and Commercial Manager..A. E. Leary
Artists Bureau Head.....M. Rapkin

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Chief Announcer.....J. Edgar Guest
Publicity and Musical Director.Maurice Rapkin
Chief Engineer.....Ernest O. Swan

POLICIES

Abides by the rules of the Canadian Broadcasting Corporation. No liquor or beer advertising. No foreign language programs. CBC rules cover all other policies of the station.

No special merchandising tie-ups; station offers full merchandising cooperation. Special transcription production service with artists and program ideas available. Transcriptions cut in either SOFT discs, or PRESSINGS, as desired.

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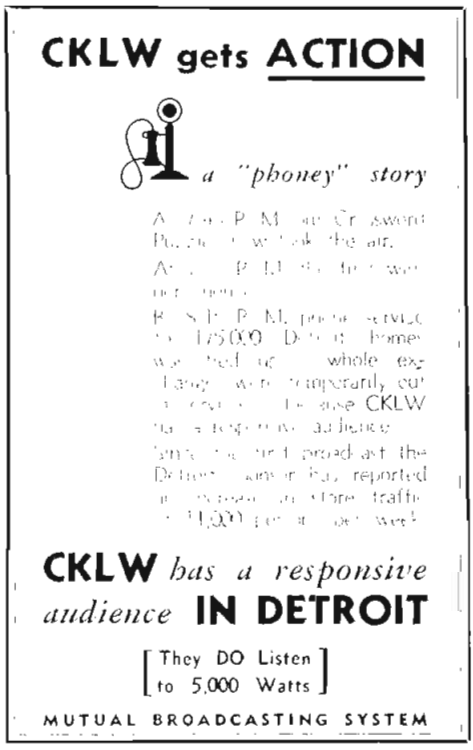
CKLW

"AT YOUR SERVICE"

WINDSOR

MUTUAL

FREQUENCY: 1030 Kc. POWER: 5000 Watts. OWNED BY: Western Ontario Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: Union Guardian Bldg., Detroit. STUDIO ADDRESS: Guaranty Trust Bldg., Windsor. TRANSMITTER LOCATION: Sandwich South Township. TIME ON THE AIR: 6:00 A.M. to 4:00 A.M. NEWS SERVICE: United Press. TRANSCRIPTION SERVICE: World Broadcasting System.



Personnel

General Manager.....J. E. Campeau
Station Manager.....William J. Carter
Commercial Manager.....L. J. Dumahaut
Chief Announcer.....Joe Gentile
Publicity Director.....Val Clare
Chief Engineer.....William J. Carter

POLICIES

Does not accept foreign language accounts; no liquor accounts as per CBC regulations.

Operates a research and merchandising department, also run advertising in local papers for commercial programs; also street car and bill board.

REPRESENTATIVE

J. Hershey McGillvra, New York
George Roesler, Chicago

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CKNX

"THE ONTARIO FARM STATION"

WINGHAM—EST. 1926

ALL-CANADA NETWORK

FREQUENCY: 1200 Kc. POWER: 100 watts. OWNED BY: W. T. Cruickshank & B. Howard Bedford. OPERATED BY: Same. BUSINESS ADDRESS: Fields Bldg. PHONE: 158-W, 158-J. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 10:30 A.M. to 9:00 P.M. NEWS SERVICE: Christian Science Monitor and own news editor and correspondents. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Hollywood Radio Attractions, and Grow & Pitcher Agencies.

Personnel

President.....W. T. Cruickshank
Station Manager.....W. T. Cruickshank
Commercial Manager.....B. H. Bedford
Merchandising Director.....Harry J. Boyle
Chief Announcer.....John Cruickshank
Artists' Bureau Head and
Musical Director.....C. N. Merkeley
Chief Engineer.....Scott Reid

POLICIES

Canadian Broadcasting Corp. rules and regulations apply. Station has local policy against solicitation of mail to come to its address, except with special permission. Political broadcasting takes regular rates.

Merchandising: Weekly circular letter to all retail dealers handling CKNX products. Regular calls on retail dealers, setting up display material. Station build-up and newspaper publicity for all new features. No charge for service.

REPRESENTATIVE

Joseph Hershey McGillvra

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PRINCE EDWARD ISLAND

Population 93,000

Number of Families 23,850 | Number of Radio Homes 5,251

Retail Sales $13,774,000 | Auto Registrations 7,632

CFCY

"THE FRIENDLY VOICE OF THE MARITIMES"

CHARLOTTETOWN—EST. 1924

CBC—MARITIME

FREQUENCY: 630 Kc. POWER: 1000 Watts. OWNED BY: Island Radio Broadcasting Co., Ltd. OPERATED BY: Island Radio Broadcasting Co., Ltd. BUSINESS ADDRESS: Brace Bldg. PHONE: 741. STUDIO ADDRESS: Brace Bldg. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Transradio Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Standard Radio, Lang-Worth.

Personnel

President and Managing Director.....K. S. Rogers
Sales and Studio Manager....L. A. McDonald
Assistant Studio Director.....S. R. Kennedy
Director of Women's Programs .....Miss M. E. Rogers
Chief Engineer.....J. Q. Adams
Studio Engineer.....M. H. F. Young

POLICIES

Liquor advertising not accepted. Regulations of Canadian Broadcasting Corporation apply.

Merchandising: Contacts all wholesale and retail outlets in area; assists in all merchandising promotions; surveys different programs throughout primary area with radio-equipped cars.

REPRESENTATIVE

All-Canada Radio Facilities
Joseph Hershey McGillvra (U.S.A.)

CHCK *

CHARLOTTETOWN

FREQUENCY: 1310 Kc. POWER: 50 Watts. OWNED BY: J. A. Gesner. BUSINESS ADDRESS: Charlottetown. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

Personnel

General Manager.....M. H. F. Young

*No further information was available at time of going to press.

CHGS

SUMMERSIDE—EST. 1925

CBC

FREQUENCY: 1450 Kc. POWER 500 Watts (license); 100 Watts (actual operation). OWNED BY: R. T. Holman, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Water St. PHONE: 134. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Holman Bldgs. TIME ON THE AIR: 7:30 A.M. to 10:00 P.M. NEWS SERVICE: Christian Science Monitor.

Personnel

President .....H. T. Holman
Station Manager .....R. L. Mollison
Chief Announcer .....J. E. Mellman
Sales Manager .....J. L. Holman
Chief Engineer .....W. R. Cannon

POLICIES

Liquor advertising not accepted.

Every merchandising assistance given in spotting window or counter displays in local stores.

QUEBEC

Population 3,135,000

Number of Families 803,846 | Number of Radio Homes 384,168

Retail Sales $651,138,000 | Auto Registrations 181,630

CBJ

CHICOUTIMI

CBC

FREQUENCY: 1120 Kc. POWER: 100 Watts. OWNED BY: Canadian Marconi Co. OPERATED BY: Canadian Broadcasting Corp. BUSINESS ADDRESS: Chicoutimi. PHONE: 155. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same. TIME ON THE AIR: 3:15 P. M. to 11:15 P.M. NEWS SERVICE: Local news.

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Personnel

Station Manager and Chief Announcer . . . . . Vilmond Fortin
Chief Engineer . . . . . J. E. Roberts

POLICIES

No liquor advertising. Exclusviely a French language station. CBC policies otherwise.

CKCH

"BILINGUAL STATION OF THE OTTAWA VALLEY"

HULL—EST. 1933

CBC (AND PROVINCIAL)

FREQUENCY: 1210 Kc. POWER: 100 watts. OWNED BY: Hull Broadcasting Co. OPERATED BY: Same. BUSINESS ADDRESS: 85 Champlain. PHONE: 2-1701. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Chelsea Road. TIME ON THE AIR: 8:00 A.M. to 11:30 P.M. NEWS SERVICE: Canadian Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus

Personnel

President . . . . . Josophat Pharand
Station Manager . . . . . J. Alexander Dupont
Chief Engineer. . . . . J. F. Champagne

POLICIES

Foreign language programs accepted. Beer and wine deals accepted. Other CBC rules apply.

CBF

MONTREAL—EST. 1937

NBC (RED & BLUE)—For Programs With French Announcements.

FREQUENCY: 910 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corporation. OPERATED BY: Canadian Broadcasting Corporation. BUSINESS ADDRESS: 1231 St. Catherine St. West. PHONE: Mar. 5211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Vercheres, Que. TIME ON THE AIR: 8:00 A.M. to midnight.. NEWS SERVICE: Canadian Press.

Personnel

Station Manager. . . . . Maurice Goudrault
Commercial Manager . . . . . J. A. Dupont

POLICIES

Alcoholic beverage advertising not accepted. Governed by the policies of the Canadian Broadcasting Corp.

CBM

MONTREAL—EST. 1933

NBC--(RED)

FREQUENCY: 1050 Kc. POWER: 5000 Watts. OWNED BY: Canadian Broadcasting Corporation. OPERATED BY: Canadian Broadcasting Corporation. BUSINESS ADDRESS: 1231 St. Catherine St. West, Montreal. PHONE: Mar. 5211. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Laprairie. TIME ON THE AIR: 8:00 A.M. to midnight. NEWS SERVICE: Canadian Press.

Personnel

Station Manager . . . . Maurice Goudrault
Commercial Manager . . . . . J. A. Dupont
Chief Engineer. . . . . G. E. Sarault

POLICIES

No liquor advertising accepted in accordance with CBC rules.

CFCF

(Short Wave CFCX)

MONTREAL—EST. 1918

NBC (Blue) and CBC

FREQUENCY: 600 Kc. POWER: 500 Watts. OWNED BY: Canadian Marconi Co. OPERATED BY: Canadian Marconi Co. BUSINESS ADDRESS: 211 St. Sacrament St. PHONE: Marquette 7084-5-6. STUDIO ADDRESS: 1231 St. Catherine St. W. TRANSMITTER LOCATION: Mt. Royal Hotel. TIME ON THE AIR: 7:45 A.M. to 1:00 A.M. (daily); 9:00 A.M. to 11:15 P.M. (Sunday). NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: NBC Thesaurus.

Personnel

President. . . . . A. H. Ginman
Station and Commercial Manager . . . . . V. F. Nielsen
Chief Announcer. . . . . J. A. Shaw
Sales and Publicity Director. . . Ernest H. Smith
Chief Engineer. . . . . Kenneth R. Paul

POLICIES

No liquor advertising. Advertising for beer and wine only as per government regulations. No special restrictions otherwise.

No foreign language accounts.

No merchandising department maintained at present time.

REPRESENTATIVE

Weed & Company (in the U. S.)

CHLP

"THE SPORTS' STATION OF MONTREAL"

MONTREAL—EST. 1933

FREQUENCY: 1120 Kc. POWER: 100 watts. OWNED BY: La Patrie Pub. Co. OPERATED BY: Same. BUSINESS ADDRESS: Sun Life Bldg. PHONE: Plateau 5225. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: 180 St. Catherine St., W. TIME ON THE AIR: 16 hours daily. NEWSPAPER AFFILIATIONS: La Patrie, La Presse, Le Canada, Le Devoir, L'Illustration, Montreal Daily Star, Montreal Herald, Montreal Gazette. TRANSCRIPTION SERVICE: Standard Radio.

Personnel

Station and Commercial Manager. . . . . Marcel Lefebvre
Publicity Director . . . . . Armand Goulet
Musical Director. . . . . M. daSylva
Chief Engineer. . . . . F. F. Tambling

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POLICIES

Accepts beer and wine accounts only. French and English announcements only.

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CKAC

"CANADA'S BUSIEST STATION"

MONTREAL—EST. 1922

FREQUENCY: 730 Kc. POWER: 5000 Watts. OWNED BY: La Presse Pub. Co., Ltd. OPERATED BY: La Press Pub. Co., Ltd. BUSINESS ADDRESS: 980 St. Catherine St. West. PHONE: Marquette 3611. STUDIO ADDRESS: 980 St. Catherine St. West. TRANSMITTER LOCATION: St. Hyacinthe. TIME ON THE AIR: 7:00 A.M. to 1:00 A.M. NEWSPAPER AFFILIATIONS: La Presse, The Star, The Herald, La Patrie, The Gazette. NEWS SERVICE: British United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: World Broadcasting System, Lang-Worth and Exclusive Parisian.

Personnel

Managing Director.....Phil Lalonde
Promotion Manager.....Andre Daveluy
Traffic Manager.....Flavius Daniel
Artists' Bureau Head.....Ferdinand Biondi
Chief Announcer.....Roy Malouin
Local Sales Manager.....Paul Ouellet
Public Relations Director.....Louis Leprohon
Publicity Director.....Louis Morisset
Program Director.....Yves Bourassa
Musical Director.....Henri Letondal
Chief Engineer.....Leonard Spencer
Chief Engineer at Transmitter....Percy Smith

POLICIES

Hard liquor not permitted. Price mentions not permitted. Commercial talks not accepted.

REPRESENTATIVE

Jos. H. McGillvra

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CHNC

"THE VOICE OF LA BAIE DES CHALEURS"

NEW CARLISLE—EST. 1933

CANADIAN BROADCASTING CORP.

FREQUENCY: 960 Kc. POWER: 1,000 Watts. OWNED BY: Gaspesia Radio Broadcasting Co. OPERATED BY: Gaspesia Radio Broadcasting Co. BUSINESS ADDRESS: Main St. PHONE: 38. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Church Line Road. TIME ON THE AIR: (daily) 8:00 A.M. to 12:15 A.M. NEWS SERVICE: Canadian Press, British United Press.

Personnel

President.....Dr. Charles Dumont
Station and Commercial Manager.....Dr. Ches Houde
Advertising Manager.....V. Bernard
Chief Announcer.....C. S. Chapman
Musical Director.....Lionel Allard
Chief Engineer.....J. R. McGough

POLICIES

Accept beer and wine accounts; has no restrictions on foreign language programs. 100% bilingual (English and French).

REPRESENTATIVE

Joseph Hershey McGillvra
(N. Y. & Chicago)

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CBV

QUEBEC—EST. 1934

CBC

FREQUENCY: 950 Kc. POWER: 1000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Room 4002 Chateau Frontenac. PHONE: 5658. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Charlesbourg. TIME ON THE AIR: 12:00 noon to midnight. NEWS SERVICE: Canadian Press.

Personnel

Station Manager.....A. H. Houde
Chief Engineer.....Charles Frenette

POLICIES

Alcoholic beverage advertising not accepted. Governed by the policies of the Canadian Broadcasting Corp.

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CHRC

"THE VOICE OF OLD QUEBEC"

QUEBEC—EST. 1926

FREQUENCY: 580 Kc. POWER: 100 Watts. OWNED BY: CHRC, Limitee. OPERATED BY: CHRC, Limitee. BUSINESS ADDRESS: Victoria Hotel. PHONE: 2-8178. STUDIO ADDRESS: Victoria Hotel. TRANSMITTER LOCATION: Victoria Hotel. TIME ON THE AIR: (daily) 7:30 A.M. to midnight; (Sundays) 11:30 A.M. to midnight. NEWS SERVICE: Own News Service, British United Press. MAINTAINS ARTISTS' BUREAU. TRANSCRIPTION SERVICE: Lang-Worth and own disk dibrary of 12,000 selections.

Personnel

Station Manager.....J. N. Thivierge
Sales Manager.....J. A. Hardy
Artists Bureau Head.....A. Pelletier
Chief Announcer.....T. H. Burham
Publicity Director.....J. D. Boudreau
Musical Director.....Gaston Voyer
Chief Engineer.....Oscar Marcoux

POLICIES

None other than governmental regulations. Spot announcements are limited to 100 words and not accepted between 7:30 and 1:00 P.M.

Merchandising: Merchandising department in operation at convenience of sponsors.

REPRESENTATIVE

Joseph Hershey McGillvra

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CKCV

"LA VOIX DU CANADA FRANCAIS"

QUEBEC—EST. 1925

CANADIAN BROADCASTING CORPORATION

FREQUENCY: 1310 Kc. POWER: 100 Watts. OWNED BY: CKCV, Limited. OPERATED BY: CKCV, Limited. BUSINESS ADDRESS: 142 St. John St. PHONE: 2-1585. STUDIO ADDRESS: 142 St. John St. TRANSMITTER LOCATION: 254 Marguerite-Bourgeois Ave. TIME ON THE AIR: 7:45 A.M. to 11:30 P.M. NEWS SERVICE: Canadian Press News. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Commercial Manager.....Paul Lepage
Chief Announcer.....Gilles Duhamel
Station Manager .....Paul Lepage
Sales Manager .....Paul Lepage
Publicity Director.....Jean Nel
Musical Director.....Edwin Belanger
Chief Engineer.....Charles Frenette

POLICIES

Rules and regulations of the Canadian Broadcasting Corporation.

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CJBR

"THE VOICE OF THE LOWER ST. LAWRENCE"

RIMOUSKI—EST. 1937

Canadian Broadcasting Corp.
Quebec Regional Network

FREQUENCY: 1030 Kc. POWER: 1000 Watts. OWNED AND OPERATED BY: Lower St. Lawrence Power Co. BUSINESS AND STUDIO ADDRESS: 1 St. John St. PHONE: 119. TRANSMITTER LOCATION: Notre-Dame du Sacre Coeur. TIME ON THE AIR: Weekdays 8:00 A.M. to 11:30 P.M. Sundays, 12:00 noon to 11:30 P.M. NEWSPAPER AFFILIATION: Le Progres du Golfe.

Personnel

President.....J. A. Brillant
Manager .....G. A. Lavoie
Program Director.....P. E. Corbeil
Office Manager.....Lucien Bertrand

POLICIES

All continuities are subject to the approval of the station management and must comply with the rules and regulations of the Canadian Broadcasting Corp.

REPRESENTATIVE

Joseph Hershey McGillvra

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CKRN *

ROUYN

FREQUENCY: 1370 Kc. POWER: 100 Watts. OWNED BY: La Cie Radiodiffusion. OPERATED BY: Same. Business Address: Rouyn. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

*Construction permit has been granted for this station: no further information available at time of going to press.

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CHGB *

SAINTE ANNE DE LA POCATIERE

FREQUENCY: 1200 Kc. POWER: 100 Watts. OWNED BY: G. T. Desjardins. OPERATED BY: Same. BUSINESS ADDRESS: Sainte Anne de la Pocatiere. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

Personnel

General Manager.....G. H. Bouchard

*Construction permit has been granted; no further information was available at time of going to press.

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CHLT

"THE VOICE OF THE EASTERN TOWNSHIPS"

SHERBROOKE—EST. 1937

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED BY: La Tribune Ltd. OPERATED BY: La Tribune Ltd. BUSINESS ADDRESS: La Tribune Bldg. PHONE: 971. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Sherbrooke. TIME ON THE AIR: 8:00 A.M. to 11:00 P.M.; Sunday, 12:00 noon to 10:00 P.M. NEWSPAPER AFFILIATIONS: La Tribune. NEWS SERVICE: Canadian Press. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

President.....Hon. Jacob Nicol
Manager .....A. Gauthier
Chief Engineer .....C. Charlebois

POLICIES

Beer and wine advertising contracts accepted subject to CBC regulations.

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CHLN

THREE RIVERS

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: Le Nouvelliste. BUSINESS AND STUDIO ADDRESS: Chateau de Blois. TRANSMITTER LOCATION: Three Rivers. TIME ON THE AIR: Weekdays, 8:00 A.M. to 11:30 P.M. Sundays, 12:00 noon to 11:30 P.M. NEWSPAPER AFFILIATION: Le Nouvelliste. TRANSCRIPTION SERVICE: World Broadcasting System.

Personnel

Director .....George Bourassa

POLICIES

Advertising of alcoholic beverages excepting beer and wine not accepted.

Service of program department and announcers, French and English, in arranging and presentation of programs is available.

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SASKATCHEWAN

Population 939,000

Number of Families 240,770 — Number of Radio Homes 109,109

Retail Sales $189,181,000 — Auto Registrations 102,080

CHAB

"THE BRIGHT SPOT ON THE DIAL"

MOOSE JAW—EST. 1922

CBC

FREQUENCY: 1200 Kc. POWER 250 Watts, d.; 100 Watts, n. OWNED BY: CHAB, Limited. OPERATED BY: CHAB, Limited. BUSINESS ADDRESS: Grant Hall Hotel. PHONE: 2377, 2378, 2379. STUDIO ADDRESS: Grant Hall Hotel. TRANSMITTER LOCATION: Grant Hall Hotel. TIME ON THE AIR: 7:00 A.M. to 11:00 P.M.; Sunday, 8:15 A.M. to 11:00 P.M. NEWS SERVICE: British United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: Lang-Worth.

Personnel

Station Manager.....H. C. Buchanan
Sales Manager.....L. A. Bourgeois
Publicity Director.....Gordon Walker
Program Director.....J. S. Boyling
Chief Engineer.....A. E. Jacobson

POLICIES

Liquor advertising not accepted. Foreign language accounts not accepted.

Merchandising: All national accounts contracted for 26 programs or over are merchandised by the station. This includes personal contact, window display, press notices and spot announcements drawing attention to the series.

REPRESENTATIVE

All-Canada Radio Facilities, Ltd., Canada
Weed & Company, U. S. A.

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CHNB *

NORTH BATTLEFIELD

FREQUENCY: 1420 Kc. POWER: 100 Watts. OWNED BY: C. R. McIntosh. OPERATED BY: Same. BUSINESS ADDRESS: North Battlefield. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

* Construction permit has been granted; no further information available at time of going to press.

CKBI

"SERVING CANADA'S FASTEST GROWING COMMUNITY"

PRINCE ALBERT—EST. 1924

CBC

FREQUENCY: 1210 Kc. POWER: 100 Watts. OWNED AND OPERATED BY: R. E. Price and L. E. Moffatt. BUSINESS AND STUDIO ADDRESS: Sanderson Block. TRANSMITTER LOCATION: 27th St., West. TIME ON THE AIR: Week Days, 7:45 A.M. to 11:00 P.M. Sundays, 9:00 A.M. to 10:00 P.M. NEWS SERVICE: British United Press. TRANSCRIPTION SERVICE: Standard Radio, World Broadcasting System.

Personnel

Manager .....R. E. Price
Technical Director.....L. E. Moffatt

POLICIES

Merchandising: Free pre-publicity announcements, daily program resume, usual newspaper and radio magazine program listing, cooperation checking dealer supplies and display material.

REPRESENTATIVE

All Canada Radio Facilities
Weed & Co.

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CJRM

"THE VOICE OF SASKATCHEWAN"

REGINA—EST. 1926

CBC—GRAIN BELT NETWORK

FREQUENCY: 540 Kc. POWER: 1000 Watts. OWNED BY: James Richardson & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Saskatchewan Life Bldg. PHONE: 8424-6282. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Pilot Butte. TIME ON THE AIR: 7:00 A.M. to 11:30 P.M.; Sundays, 10:00 A.M. to 10:30 P.M. NEWS SERVICE: Transradio Press. TRANSCRIPTION SERVICE: World Broadcasting Service, Lang-Worth and Standard Radio.

Personnel

President .....James Richardson
Station & Commercial Mgr.....F. V. Scanlan
Chief Announcer .....D. E. (Don) Wright

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Mgr. Radio Division .H. R. McLaughlin
Sales Manager .....B. Pirie
Publicity Director .. ... N. Chamberlain
Musical Director .. ..S. Hillier
Chief Engineer ..... .A. W. (Bert) Hooper

POLICIES

No liquor advertising accepted. Foreign language programs accepted. Advertising content and policy subject to the rules and regulations of the Canadian Broadcasting Corporation. All advertising for food products and patent medicines subject to the approval of the Department of National Health and Pensions, Ottawa.

Station will co-operate with the agency or client in any merchandising tie-in or promotion.

REPRESENTATIVE

Joseph Hershey McGillvra

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CKCK

"THEY LISTEN TO CKCK"

REGINA—EST. 1922

CANADIAN BROADCASTING CORP.

FREQUENCY: 1010 Kc. POWER: 1000 watts. OWNED BY: Leader-Post, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: Leader Bldg. PHONE: 8525-6. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Boggy Creek. TIME ON THE AIR: (Daily) 7:00 A.M. to 12:30 A.M. NEWSPAPER AFFILIATION: Leader-Post, Ltd. NEWS SERVICES: British United Press. MAINTAINS ARTISTS BUREAU. TRANSCRIPTION SERVICE: NBC Thesaurus, C. P. MacGregor, Radio Producers, Inc., and Transco.

Personnel

Station Manager..... M. V. Chesnut
Commercial Manager.. .....A. J. Balfour
Artists Bureau Head . .. .. .W. A. Speers
Publicity Director... ... .D. McMillan
Musical Director... . .. .A. R. Smith
Chief Engineer... ... .. . .E. A. Strong

POLICIES

No liquor advertising. Usual Canadian restrictions.

Full time merchandising department employed for program exploitation, and for arranging window displays and theatre lobby displays.

REPRESENTATIVES

All-Canada Radio Facilities, Ltd. (Canada)
Weed & Co. (U.S.A.)

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CBK *

SASKATOON

CANADIAN BROADCASTING CORP.

FREQUENCY: 540 Kc. POWER: 50,000 Watts. OWNED BY: Canadian Broadcasting Corp. OPERATED BY: Same. BUSINESS ADDRESS: Saskatoon. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Same.

Personnel

General Manager.. .....Gladstone Murray

* Construction permit has been granted for this station; no further information available at time of going to press.

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CFQC

SASKATOON—EST. 1923

CANADIAN BROADCASTING CORP.

FREQUENCY: 840 Kc. POWER: 1000 watts. OWNED BY: A. A. Murphy & Sons, Ltd. OPERATED BY: Same. BUSINESS ADDRESS: 216 First Ave., N. PHONE: 5374-7282. STUDIO ADDRESS: 216 First Ave., N. TRANSMITTER LOCATION: Exhibition Grounds. TIME ON THE AIR: 7:00 A.M. to 12:00 midnight; Sunday, 10:00 A.M. to 11:00 P.M. NEWS SERVICES: Canadian Press, Christian Science Monitor. TRANSCRIPTION SERVICE: NBC Thesaurus, Standard Radio.

Personnel

President and Station Manager A. A. Murphy
Commercial Manager . .. .. Vernon Dallin
Chief Announcer.... .. ..C. Cairns
Chief Engineer .. .. S. Clifton

POLICIES

Liquor restrictions as per Canadian Broadcasting Corporation.

REPRESENTATIVE

Joseph Hershey McGillvra (USA only)
Jack Slater, Toronto & Montreal

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CJGX

YORKTON—EST. 1927

FREQUENCY: 1390 Kc. POWER: 100 Watts. OWNED BY: James Richardson & Sons, Ltd. OPERATED BY: James Richardson & Sons, Ltd. BUSINESS ADDRESS: Royal Alexandra Hotel. PHONE: Winnipeg 9-2266. STUDIO ADDRESS: Royal Alexandra Hotel. TRANSMITTER LOCATION: Yorkton. TIME ON THE AIR: 7:30 A.M. to 1:00 A.M., EST.

Personnel

Station Manager.....H. R. McLaughlin
Supervisor .. .. N. B. LeRoy

POLICIES

CBC policies apply.

REPRESENTATIVE

Joseph Hershey McGillvra

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CANADIAN STATIONS ☆ WITH NEWSPAPER ☆ AFFILIATIONS

ALBERTA

CFAC—Calgary. 1000 Watts; 930 Kc. Gordon S. Henry, manager.....CALGARY DAILY HERALD
CJCJ—Calgary. 100 Watts; 690 Kc. H. A. Webster, manager.....CALGARY ALBERTAN
CJCA—Edmondon. 1000 Watts; 730 Kc. Frank H. Elphicke, manager.....EDMONTON JOURNAL

BRITISH COLUMBIA

CFJC—Kamloops. 1000 Watts; 880 Kc. D. Homersham, manager.....KAMLOOPS SENTINEL
CKOV—Kelowna. 1000 Watts; 630 Kc. J. W. B. Browne, manager.....KELOWNA COURIER
CKCD—Vancouver. 100 Watts; 1010 Kc. W. G. Hassell, manager,
VANCOUVER DAILY PROVINCE
CKFC—Vancouver. 50 Watts; 1410 Kc. F. E. Rutland, manager.....VANCOUVER SUN
CKMO—Vancouver. 100 Watts; 1410 Kc. H. M. Cooke, manager....VANCOUVER NEWS HERALD

NEW BRUNSWICK

CKCW—Moncton. 100 Watts; 1370 Kc. F. A. Lynds, manager,
MONCTON TRANSCRIPT, MONCTON TIMES
CHSJ—Saint John. 100 Watts; 1120 Kc. L. W. Bewick, manager,
SAINT JOHN TELEGRAPH-JOURNAL, SAINT JOHN TIMES-GLOBE

NOVA SCOTIA

CHJC—Halifax. 1000 Watts; 1420 Kc. F. B. McCurdy, manager...HALIFAX CHRONICLE & STAR
CHNS—Halifax. 1000 Watts; 930 Kc. William C. Borrett, manager.....HALIFAX HERALD

ONTARIO

CFRC—Kingston. 100 Watts; 1510 Kc. James Annand, manager....KINGSTON WHIG-STANDARD
CJKL—Kirkland Lake. 100 Watts; 1310 Kc. Brian Shellon, manager.....TIMMINS PRESS
CFPL—London. 100 Watts; 730 Kc. Philip H. Morris, manager.....LONDON FREE PRESS
CFCH—North Bay. 100 Watts; 930 Kc. Tom Darling, manager.....TIMMINS PRESS
CFOS—Owen Sound. 100 Watts; 1370 Kc. Howard Fleming, manager..OWEN SOUND SUN-TIMES
CJIC—S. S. Marie. 100 Watts; 1500 Kc. J. G. Hyland, manager.....THE ALGOMAN WEEKLY
CKSO—Sudbury. 1000 Watts; 780 Kc. W. J. Woodill, manager.....SUDBURY SUN
CKGB—Timmins. 100 Watts; 1420 Kc. William Wren, manager.....TIMMINS DAILY PRESS

QUEBEC

CHLP—Montreal. 100 Watts; 1120 Kc. Marcel Lefebvre, manager.....MONTREAL LA PATRIE
CKAC—Montreal. 5000 Watts; 730 Kc. Phil Lalonde, manager.....MONTREAL LA PRESSE
CHLT—Sherbrooke. 100 Watts; 1210 Kc. A. Gauthier, manager.....SHERBROOKE LA TRIBUNE
CHLN—Three Rivers. 100 Watts; 1420 Kc. George Bourassa, manager,
THREE RIVERS LE NOUVELLISTE

SASKATCHEWAN

CHNB—North Battlefield. 100 Watts; 1420 Kc.....NORTH BATTLEFIELD NEWS
CKCK—Regina. 1000 Watts; 1010 Kc. M. V. Chesnut, manager.....REGINA LEADER-POST

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STATIONS OF CUBA

Reallocation as of November 1, 1938 under a decree of October 24 greatly revises the frequencies on which Cuban Stations are operating. The power designation is not explained as to whether stations are to be assigned a specific power rating at a later date or are to broadcast at reduced power at night.

Call Letters	Location	Frequency Kilocycles	Power Authorized Watts
CMAB	Pinar del Rio	1240	100-200
CMBC	Habana	1140	100-200
CMBD	Habana	550	100-200
CMBF	Habana	1560	5000
CMBG	Habana	690	100-200
CMBH	Guanabacoa	1600	5000
CMBQ	Habana	1320	5000
CMBS	Habana	1170	100-200
CMBX	Habana	1080	100-200
CMBY	Habana	1440	100-200
CMBZ	Habana	940	100-200
CMC	Habana	1530	100-200
CMCA	Habana	1350	100-200
CMCB	Habana	1230	100-200
CMCD	Regla	630	15000
CMCF	Guanabacoa	810	5000
CMCG	Habana	1290	100-200
CMCJ	Habana	1110	100-200
CMCK	Habana	970	5000
CMCM	Habana	850	100-200
CMCO	Habana	1200	100-200
CMCP	Habana	1050	100-200
CMCQ	Habana	1410	100-200
CMCR	Habana	1380	100-200
CMCU	Habana	780-1010	100-200
CMCW	Habana	1380	100-200
CMCX	Guanabacoa	1470	100-200
CMCY	Marianao	590	15000
CMGC	Matanzas	1400	200
CMGE	Cardenas	1370	100-200
CMGF	Matanzas	1120	100-200
CMGH	Matanzas	710-790	100-200
CMHA	Sagua la Grande	1090	100-200
CMHB	Sancti Spiritus	1240	100-200
CMHD	Caibarien	1270	100-200
CMHI	Santa Clara	1060	100-200
CMHJ	Cienfuegos	1160	100-200
CMHK	Cruces	1210	100-200

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Call Letters	Location	Frequency Kilocycles	Power Authorized Watts
CMHM	Cienfuegos	1450	100-200
CMHO	Sagua la Grande	870	100-200
CMHP	Placetas	1100	200
CMHT	Trinidad	920	200
CMHW	Santa Clara	680	100-200
CMHX	Cienfuegos	1480	100-200
CMJA	Camaguey	860	100-200
CMJC	Camaguey	1390	100-200
CMJE	Camaguey	1230	100-200
CMJF	Camaguey	930	100-200
CMJH	Ciego de Avila	1360	100-200
CMJI	Ciego de Avila	1130	100-200
CMJK	Camaguey	1290	100-200
CMJO	Ciego de Avila	1260	100-200
CMJP	Moron	1420	100-200
CMJW	Camaguey	1070	100-200
CMJX	Camaguey	660-740	100-200
CMK	Habana	780	100-200
CMKC	Santiago de Cuba	1250	100-200
CMKD	Santiago de Cuba	910	1000
CMKF	Holguin	1460	100-200
CMKG	Santiago de Cuba	1150	100-200
CMKL	Bayamo	950	100-200
CMKM	Manzanillo	1080	100-200
CMKO	Holguin	1280	100-200
CMKQ	Santiago de Cuba	1490	100-200
CMKR	Santiago de Cuba	1400	100-200
CMKS	Guatanamo	710	100-200
CMKW	Santiago de Cuba	770-830	100-200
CMKX	Santiago de Cuba	1190	100-200
CMKZ	Palma Soriano	1430	100-200
CMOA	Habana	910	100-200
CMOX	Habana	1500	100-200
CMQ	Habana	780-1010	25000
CMW	Habana	880	100-200
CMX	Habana	1260	100-200
CM9RT	Guines	1580	100-200
COCDA	Habana	6130	250
COCH	Habana	9437	1000
COCM	Habana	9833	1000
COCO	Habana	6010	1000
COCQ	Habana	9670-9740	1000
COCX	Habana	11650	1000
COGF	Matanzas	11800	1000
COJK	Camaguey	8664	1000
COKG	Santiago de Cuba	6200	1200

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STATIONS OF MEXICO

Since January 1, 1938 five new stations have been licensed to operate in Mexico and one super-power (150,000 watts) station located in Nuevo Laredo has suspended operations. It is noticeable that the authorized power of several, including two of the super-power transmitters, has been reduced considerably during 1938.

Call Letters	Location	Frequency Kilocycles	Power Authorized Watts
XEA	Guadalajara, Jalisco	1060	125
XEAA	Mexicali, Baja California	750	200
XEAB	Taluca, Mexico	1060	250
XEAC	Tijuana, Baja California	980	1000
XEAF	Nogales, Sonora	990	750
XEAG	Cordoba, Vera Cruz	1310	10
XEAJ	Mexico, Distrito Federal	1250	500
XEAL	Mexico, Distrito Federal	660	1000
XEAM	Matamoros, Tamaulipas	750	50
XEAO	Mexicala, Baja California	660	250
XEAP	Ciudad Obregon, Sonora	1340	50
XEAQ	Tijuana, Baja California	1090	1000
XEAS	Saltillo, Coahuila	1160	100
XEAT	Hidalgo del Parral, Chihuahua	1210	250
XEAW	Reynosa, Tamaulipas	960	100000
XEAZ	T. Calderon, Zacatecas	1230	200
XEB	Mexico, Distrito Federal	1030	10000
XEBA	Ciudad Guzman, Jalisco	1080	20
XEBC	Agua Caliente, Baja California	730	5000
XEBF	Jalapa, Vera Cruz	6090	100
XEBG	Tijuana, Baja California	820	1000
XEBH	Hermosillo, Sonora	930	500
XEBI	Aguascalientes, Aguascalientes	1000	50
XEBJ	Merida, Yucatan	1160	20
XEBK	Nuevo Laredo, Tamaulipas	1080	100
XEBL	Mazatlan, Sinaloa	1220	50
XEBM	Mazatlan, Sinaloa	15300	50
XEBO	Irapuato, Guanajuato	1310	25
XEBP	Durango, Durango	1150	250
XEBQ	Mazatlan, Sinaloa	6030	15
XEBR	Hermosillo, Sonora	11820	150
XEBS	Mexico, Distrito Federal	1340	200
XEBT	Mexico, Distrito Federal	6000	500
XEBU	Chihuahua, Chihuahua	1200	50
XEBX	Sabinas Coahuila	640	250
XEBZ	Mexico, Distrito Federal	810	100
XEC	Tijuana, Baja California	1150	100
XECL	Mexicali, Baja California	960	1000
XECR	Mexico, Distrito Federal	7380	20000
XECU	Guadalajara, Jalisco	6075	45
XECW	Mexico, Distrito Federal	1310	10
XECZ	San Luis Potosi, San Luis Potosi	1370	100
XED	Guadalajara, Jalisco	1160	500
XEDA	General Anaya, Distrito Federal	1220	200
XEDF	Nuevo Laredo, Tamaulipas	810	100
XEDH	Villa Acuna, Coahuila	1340	200
XEDP	Mexico, Distrito Federal	1080	----
XEDQ	Guadalajara, Jalisco	9520	100
XEDW	Minatitlan, Vera Cruz	1150	20
XEE	Durango, Durango	1210	50
XEF	Ciudad Juarez, Chihuahua	1450	100
XEFA	Tacuba, Distrito Federal	---	500
XEFB	Monterrey, Nuevo Leon	870	200
XEFC	Merida, Yucatan	550	100

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Call Letters	Location	Frequency Kilocycles	Power Authorized Watts
XEFE	Nuevo Laredo, Tamaulipas	980	250
XEFI	Chihuahua, Chihuahua	1440	250
XEFJ	Monterrey, Nuevo Leon	1230	100
XEFL	Tijuana, Baja California	1150	250
XEFM	Leon, Guanajuato	1160	20
XEFO	Mexico, Distrito Federal	940	5000
XEFQ	Cananeh, Sonora	1010	50
XEFT	Vera Cruz, Vera Cruz	9550	12
XEFV	Ciudad Juarez, Chihuahua	1210	100
XEFW	Tampico, Tamaulipas	1310	300
XEFZ	Mexico, Distrito Federal	1370	100
XEG	Monterrey, Nuevo Leon	1230	250
XEGW	Mexico, Distrito Federal	6110	250
XEH	Monterrey, Nuevo Leon	720	100
XEI	Morelia, Michoacan	1370	125
XEJ	Ciudad Juarez, Chihuahua	1020	1000
XEJP	Mexico, Distrito Federal	1130	100
XEJW	Mexico, Distrito Federal	870	500
XEK	Mexico, Distrito Federal	990	100
XEKL	Leon, Guanajuato	1240	500
XEL	Mexico, Distrito Federal	1100	250
XELA	Saltillo, Coahuila	1240	50
XELO	Tijuana, Baja California	580	10000
XELZ	Mexico, Distrito Federal	1370	100
XEME	Merida, Yucatan	1240	50
XEMO	Tijuana, Baja California	860	5000
XEMU	Piedras Negras, Coahuila	580	250
XEMX	Mexico, Distrito Federal	1280	100
XEN	Mexico, Distrito Federal	780	1000
XENC	Mexico, Distrito Federal	860	50
XEOK	Tijuana, Baja California	760	200
XEOO	Mexico, Distrito Federal	1150	100
XEP	Ciudad Juarez, Chihuahua	1160	500
XEPN	Piedras Negras, Coahuila	580730	50000
XERA	Villa Acuna, Coahuila	840	180000
XES	Tampico, Tamaulipas	990	250
XET	Monterrey, Nuevo Leon	690	5000
XETB	Torreon, Coahuila	1310	125
XETF	Vera Cruz, Vera Cruz	1220	12
XETH	Puebla, Puebla	1210	100
XETM	Villahermosa, Tab	11730	50
XETW	Tampico, Tamaulipas	6045	100
XEU	Vera Cruz, Vera Cruz	1010	250
XEUW	Vera Cruz, Vera Cruz	6020	20
XEUZ	Mexico, Distrito Federal	11880	100
XEW	Mexico, Distrito Federal	890	50000
XEWI	Mexico, Distrito Federal	11900, 6015	400
XEWB	Guadalajara, Jalisco	11710	15
XEWW	Mexico, Distrito Federal	9500, 15160	10000
XEX	Monterrey, Nuevo Leon	1310	125
XEXA	Mexico, Distrito Federal	11880, 6133	100
XEXB	Jalapa, Vera Cruz	1270	250
XEXC	Aguascalientes, Aguascalientes	810	350
XEXD	Jalapa, Vera Cruz	1340	350
XEXE	Texcoco, Mexico	1270	17
XEXH	San Luis Potosi, San Luis Potosi	1250	250
XEXM	Mexico, Distrito Federal	610	500
XEXP	Monterrey, Nuevo Leon	2500	30
XEXR	Mexico, Distrito Federal	11895, 6065	100
XEXS	Mexico, Distrito Federal	1310, 6200	100
		7380	20000
XEXX	Mexico, Distrito Federal	1170	1000
XEYO	Mexico, Distrito Federal	610	500
XEYP	Mexico, Distrito Federal	610	500
XEZ	Merida, Yucatan	630	500

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Stations
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•

F.C.C. Regulations

•

Research

•

History

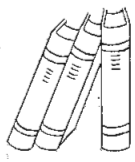
•

Facsimile Standards

•

Television Progress in

England Germany
France Italy
Japan Russia



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TELEVISION

BROADCASTING STATIONS

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public.

Group A 2000 to 2100 kc; *Group B*—42000 to 56000 kc; *Group C* 60000 to 86000 kc.; *Group D* -Any 6000 kc. frequency band above 110000 kc. excluding 400000 to 401000 kc

Licensee and Location	*Call Letters*	*Frequency (kc) or Group*	*POWER Visual*	*Aural*
Columbia Broadcasting System New York, N. Y.	W2XAX	B, C	50 w	(CP only)
Don Lee Broadcasting System Los Angeles, Calif.	W6XAO	B, C	1000 w	150 w
Allen B. DuMont Laboratories, Inc. Passaic, N. J.	W2XVT	B	50 w	50 w
Farnsworth Television, Inc., of Pa. Springfield, Pa.	W3XPF	B, C	250 w	1 kw
First National Television, Inc. Kansas City, Mo.	W9XAL	B, C	300 w	150 w
General Electric Co. Albany, N. Y.	W2XB	C	100 w	3000 w
General Electric Co. Bridgeport, Conn.	W1XA	C	100 w	3000 w
General Electric Co. Schenectady, N. Y.	W2XD	B	40 w	.
General Electric Co. Schenectady, N. Y.	W2XH	B	40 w	.
General Television Corp. Boston, Mass.	W1XG	B, C	500 w	
Kansas State College of A. & A. S. Manhattan, Kansas	W9XAK	A	125 w	125 w
National Broadcasting Co., Inc New York, N. Y.	W2XBS	B, C	12 kw	15 kw
National Broadcasting Co., Inc. Portable—Camden, N. J. New York, N. Y.	W2XBT	D (92000, 175000-180000)	400 w	100 w
Philco Radio & Television Corp. Philadelphia, Pa.	W3XE	B, C	10 kw	10 kw
Philco Radio & Television Corp Philadelphia, Pa.	W3XP	D (204000-210000)	15 w	.....
Purdue University West Lafayette, Ind.	W9XG	A	1500 w	
Radio Pictures, Inc. Long Island City, N. Y.	W2XDR	B, C	1 kw	500 w
RCA Mfg. Co., Inc. (Portable) Bldg. No. 8 of Camden Plant	W3XAD	D (124000 to 130000)	500 w	500 w
RCA Mfg. Co., Inc. Camden, N. J.	W3XEP	B, C	30 kw	30 kw
RCA Mfg. Co., Inc. Portable—Mobile	W10XX	B, C	50 w	
University of Iowa Iowa City, Iowa.	W9XK	A	100 w	
University of Iowa Iowa City, Iowa.	W9XUI	B, C	100 w	
Zenith Radio Corp. Chicago, Ill.	W9XZV	B, C	1000 w	1000 w

(*For additional information on television stations see page* 477)

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F. C. C. REGULATIONS

Applicable to Television

and

Facsimile Broadcasting Stations

As of January 1st, 1939

The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and Facsimile broadcast stations.

Television Broadcast Stations

The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcasting and one license will be issued for both visual and aural broadcast as hereinafter set out.

A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the television broadcast art.

2. That the program of research and experimentation will be conducted by qualified engineers.

3. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

4. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

Conditions of Licensing

(a) A licensee of a television broadcast station shall not make any charge, directly or indirectly, for the transmission of either aural or visual programs.

(b) In the case of experimental televising of the production of a commercial broadcast program, all commercial announcements not a part of the entertainment continuity shall be eliminated from the television broadcast except the mere statement of the name of the sponsor or product or the televising of the trade-mark, symbol, slogan or product of the sponsor; provided, however, that when the program transmission is incidental to the experiments being conducted and not featured, and subject to interruptions as the experiments may require, the commercial announcements may be broadcast aurally.

(b) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmission of the aural or visual program by a television broadcast station, nor shall commercial accounts be solicited by the licensee of another broadcast station or network, or by others acting in their behalf upon the representation that the commercial program will also be transmitted by a television broadcast station.

(d) The synchronized sound (aural) program of a television broadcast station may be broadcast by a regular broadcast station, provided:

1. That no announcements or references shall be made over the regular broadcast station regarding the operation of the television broadcast station,

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except the mere statement that the program being transmitted is the sound or aural program of a television broadcast station (identify by call letters).

2. That the call letter designation when identifying the television broadcast station shall be given on its assigned frequency only.

Frequencies Allotted

(a) The following groups of frequencies are allocated by bands for assignment to television broadcast stations on an experimental basis:

Group A
2000 to 2100 kc

Group B
42,000 to 56,000 kc

Group C
60,000 to 86,000 kc

Group D
Any 6,000 kc frequency band above 110,000 kc excluding 400,000 to 401,000 kc.

(b) A licensee of a television station for Group A shall carry forward a comprehensive program of experimentation to determine the secondary or rural coverage of the station, and shall suitably locate receiving equipment and other apparatus, and shall make the necessary measurements to determine the quality and characteristics of the secondary or sky-wave service area. Television transmission only will be authorized in this band, and each license will authorize the entire band. No aural broadcast will be authorized therein.

(c) A license for a television broadcast station in groups B, C or D will specify a frequency band wherein two adjacent carrier frequencies shall be selected, one for the visual and one for the aural broadcast. The lower carrier frequency shall be for visual broadcast and the higher carrier frequency for the aural broadcast.

(d) A licensee will be granted only one station in each frequency group for operation in the same service area.

(e) An application may be made for one frequency band (to include the visual and the aural carriers) in groups B, C and D. However, if it is desired to operate in more than one group, it will be necessary to make separate applications for a station in each group.

(f) Applicants shall specify the band width of the emissions required for the proposed transmission.

(g) Carrier frequencies shall be so selected and emissions controlled that no emission from any cause will result outside the frequency band authorized by the license.

(h) An aplicant shall select a frequency band in the group which is believed best suited for the experiments to be conducted and will cause the least or no interference to established stations.

Power Limitations

The power output rating of a television broadcast station shall not be in excess of that necessary to carry forward the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of television programs.

2. Comprehensive report of research and experimntation conducted.

3. Conclusions and program for further developments of the television broadcast service.

4. All developments and major changes in equipment.

5. Any other pertinent developments.

Facsimile Broadcast Stations

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

A license for a facsimile broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.

2. That the program of research and experimentation will be conducted by qualified engineers.

3. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

4. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

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Conditions of Licensing

(a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of another broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

Frequencies Allotted

(a) The following frequencies are allocated for assigneent to facsimile broadcast stations on an experimental basis provided no interference is caused to the television stations operating in the band 2000-2100 kilocycles:

2012 kc 2016 kc 2096 kc

(b) If the facsimile program of research and experimentation cannot be properly carried forward on the frequencies in subsection (a) of this rule due to the characteristics of these frequencies, applicants may request and be assigned any frequency specified in Rule 1073 on an experimental basis.

(c) Other frequencies under the jurisdiction of the Commission may be assigned for experimental operation of facsimile broadcast stations on an experimental basis provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

(d) Each facsimile broadcast station will be licensed for only one frequency except in subsection (b) of this rule more than one frequency may be licensed to one station if need therefor is shown.

(e) Each applicant shall specify the frequency or frequencies desired and the maximum modulating frequencies proposed to be employed.

(f) The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency assignments as shown by Rule 980, provided, however, where a more strict adherence to the assigned frequency is necessary to prevent interference, the Commission will specify the tolerance.

(g) A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with Rules 980 to 986, inclusive, and Rules 1030 to 1039, inclusive, excluding Rule 1035.

Power Limitations

The power output rating of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of facsimile programs.

2. Comprehensive report of research and experimentation conducted.

3. Conclusions and program for further developments of the facsimile broadcast service.

4. All developments and major changes in equipment.

5. Any other pertinent developments.

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TELEVISION, 1938-39

By

E. W. ENGSTROM

RCA Research Engineer

WHILE considerable progress was made in the television field during 1938 in all phases of television research and development, it is hoped that even greater strides will be made during the current year. Work will be continued along the same comprehensive lines in 1939 as in the past year. It is desirable to not only improve the efficiency of the present television system but also increase the knowledge of the propagation characteristics of ultra-short waves.

Advanced work in television research and development has been, and will continue to be, directed toward a more complete understanding of the higher radio frequencies. The procedure is to study the propagation of ultra-short waves so that, as more knowledge of their characteristics becomes available, their usefulness may be determined. At the same time, research in the field of electronics is conducted for the purpose of finding principles which can be applied in devices that will put to work the newly discovered frequencies.

One of the more important objectives in 1939 will be the further development of a system of radio relay utilizing centimeter waves, which might eventually be used in the establishment of networks of television stations. The RCA has made progress in this field of development, and believes that further advances will be made this year.

In the following review of television activities during 1938 will be found the complete workings of engineers and concerns who may this year see the many years' work culminated in success.

Television in 1938

The past year was marked by refinement of all parts of the system in a steady advance toward commercial television. Late in the year it was announced that a limited program service would be inaugurated in New York City with the opening of the 1939 World's Fair in that city, and that receivers would be offered for sale to the public at that time. Apparatus is available for sale to broadcasters for studio and transmitter service. Splendid progress was made through industry cooperation in establishing operating standards for a television system. Emphasis was placed on comprehensive field tests.

Studio Pickup Equipment

Steady progress has been made in the electrical and mechanical design of pickup equipment for studio use. The frequency bandwidth passed by the entire system has been widened and the circuit operation made more stable. The camera preamplifier and Iconoscope coupling circuits have been improved so that the signal to noise ratio has been increased.

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Operating technique has constantly improved so that more consistent performance is obtained. Much attention was given to the problems of program production.

Mobile Pickup Equipment

Mobile pickup equipment mounted in trucks has been put in experimental operation and has given satisfactory performance for preliminary tests. The equipment includes an ultra high frequency transmitter for relaying the picture signal to the television transmitter for broadcasting. Location pickups have been successfully accomplished over moderate distances and in one instance up to 27 miles.

Transmitters

Considerable improvement has been made in television transmitters. The modulating frequency characteristic has been widened. Circuits for inserting the direct current component in the transmitted signal have developed which, in addition to that function improve the overall stability of the transmitter. Experimental advances have been made in higher powers at the higher frequency television channels. A transmitter of nominal power output has been developed suitable for broadcast service.

In order to fully utilize a television frequency channel, it is desirable to attenuate most of one picture side band at the transmitter. A method for doing this was evolved and tested in laboratory and field with satisfactory results. This was suitable for carrier frequency operation at high power and included constant resistance circuits and phase correcting networks. Experimental work was also done on obtaining the same characteristic at a low level in combination with low level modulation.

Improvements were made in the mechanical designs and electrical characteristics of transmitting antennas. Antennas suitable for installation on the small space available on top of tall buildings have been designed. The directivity pattern has been improved for horizontally polarized antennas so that they have a circular pattern in the horizontal plane and directivity toward the horizon in the vertical plane, resulting in a substantial power gain. The selectivity of these structures has been improved so that they have uniform impedance over more than one 6 megacycle television channel.

Signal Propagation

Study was given to propagation characteristics of ultra short waves in the region of 40 megacycles to several hundred megacycles. Comparisons fo polarization of the radiated wave have been made indicating that a better signal to ignition interference ratio and less multipath interference is obtained with horizontal than vertical polarization.

Receivers

Advances were made in television receiver design resulting in improved performance and simplification of operation. Circuits permitting pre-set station selection have been developed, and the number of operating controls has been reduced. The frequency band width passed by the receivers has been increased to correspond with the increased effective frequency band made available by suppressing one side band at the transmitter. This results in more picture detail. Amplifier tubes of higher transconductance have been made available so that more gain and improved signal to noise ratios can be had, even with the increased band width. Screen material for Kinescopes has been developed so that pictures are bright and black and white.

Large Screen Pictures

Progress has been made in circuits and cathode ray tubes for producing large pictures by projection. Experimental apparatus of this type has been demonstrated to large groups with success.

Conclusion

Thus television entered in 1939, with hopes high. The entire world is anxiously awaiting the new phenomenon that is television. Will they be satisfied during 1939? We can only guess, but the fact remains that the work in research and development of television will continue until the correct answer is found.

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TELEVISION — a brief history

(Compiled by the National Broadcasting Company)

TELEVISION, like radio, began in the nineteenth century. Not only were its scientific foundations laid, but numerous attempts were actually made to transmit pictures by electrical means.

Television demanded, first of all, some means of translating light values into corresponding electrical values. Selenium was isolated by Berzelius, a Swedish chemist, in 1817, but the photo-electric property of this element was not discovered until fifty-six years later, and then quite by accident. A telegraph operator at the Valentia Cable Station in southwestern Ireland observed that some selenium resistances he was using became better conductors of electricity when exposed to bright sunlight. His observations were given scientific confirmation a short time later.

First Tele

To scientists this discovery revealed the possibility of converting light waves into electrical impulses. A picture—that is, a pattern of lights and shadows—might be converted into an electrical pattern. The electrical impulses might thereupon be transmitted over considerable distances and then reconverted to light values which would be assembled into a reproduction of the original image. Ayrton and Perry made one of the earliest proposals (1880) for transmitting pictures by electricity. G. R. Carey advanced another scheme the same year. Shelford Bidwell actually demonstrated the sending of outlines by wire in 1881 before the Physical Society in England.

The possibility of translating light values into their electrical counterparts, however, did not constitute a complete foundation for television. Maurice Leblanc, a Frenchman, in 1880 laid down the art's fundamental necessities. To send a moving picture, he held, it would be necessary to break it into elements and transmit these one at a time in a definite order. These would be joined together at the receiver in the same order.

Scanning Disk

Four years later, in 1884, Paul Nipkow patented the famous scanning disc which bears his name. The German physicist's invention was simply a circular sheet of metal near the edge of which was a series of small holes in the form of a spiral. The arrangement was such that if the disc revolved, the outermost hole would afford a view of a strip across the top of the subject. The second hole would give a view of the strip immediately under the first, and so on until the entire subject had been scanned in a series of lines.

Leblanc advanced the idea of using two mirrors for scanning, one to vibrate at a comparatively low speed for vertical scanning, the other to vibrate at a high-frequency for the horizontal scanning of each line. Weiller proposed the use of a mirror drum in still another method of scanning. These were the fundamentals of a few of the many schemes for "seeing by telegraphy" publicized in the 1880's. In each case the light from the televised subject was to be registered by a selenium cell.

About the turn of the century Karl Braun introduced the oscilloscope, a vacuum tube showing visually the variations of an alternating current. It was demonstrated that a magnetic field from a coil placed around the tube improved the sharpness of the fluorescent spot. Obviously, the cathode ray which produced the spot of light at the end of the tube could also be deflected by the same means, since the ray itself was an electric current. This led to the next important advance in television.

Braun Tube

In 1907 Boris Rosing, a Russian, patented a system in which the Braun tube was to be the instrument for reconstructing the image at the receiver. The tube's cathode-ray beam, composed of electrons, was to be modulated by the impulses sent

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from the transmitter. The modulated beam was to be made to scan the fluorescent surface placed at the end of the tube and thereby create a reproduction of the original image. Speaking before the Roentgen Society in 1911, A. A. Campbell Swinton outlined a method, publicized in a very rough form three years earlier, for television without the aid of a single moving mechanical part. Cathode ray tubes of suitable design were to be used at both transmitter and receiver.

Today all the most important television systems employ cathode ray tubes, in one form or another, at both receiver and transmitter and every moving mechanical part has been eliminated. In these respects, Campbell Swinton's scheme may be said to have been essentially the same as today's all-electronic television systems. With him, however, the method was purely theoretical. At the time neither he nor any of his contemporaries could realize their ambitions. The Braun tube was very imperfect. Besides, no means were available for strengthening the very weak impulses generated in the instrument used for registering and scanning the televised subject. A few more years and the World War put a temporary halt to experiment in television.

Mechanical Scanning

When scientists again took up the task of perfecting television in the early 1920's, radio contributed comparatively efficient amplifiers based on the three-electrode vacuum tube invented by Lee de Forest. Improvements had been made in the photo-electric cell and the scientific world was in the process of discovering photo-electric materials far more sensitive than selenium. This period—in which C. F. Jenkins, an American, John Logie Baird, an Englishman, and Denes von Mihaly, a Hungarian, played leading parts—was characterized by attempts to solve the problems of television by mechanical scanning. Jenkins gave a demonstration of his method in Washington in 1925. Baird showed his apparatus publicly in London the same year. On January 27, 1926, Baird transmitted better images in the presence of forty members of the Royal Institution in London. His television images were in 30 lines at the rate of 12½ complete pictures a second. There was, therefore, a decided flicker in the crude image. A year later the engineers of the Bell Telephone Laboratories gave a demonstration in which both sound and sight were transmitted synchronously by wire from Washington to New York. They also transmitted images by radio over a much shorter distance. Early in 1928 Baird successfully transmitted a low-definition picture across the Atlantic.

The time was one of intense activity in television experiment and confident predictions were made that the problems of the new art would soon be solved so that all might shortly see the events they were hearing about over radio. Picture definition gradually increased from 30 lines to 240 lines. Although steady advances were made in image clarity, observers still felt that none contained sufficient detail. Greater detail, of course, meant higher speeds in scanning. Reduction of the annoying flicker meant increasing the number of complete pictures per second.

In the laboratories, however, work was progressing on a new scanning method. In 1933 Dr. Vladimir K. Zworykin, of the Radio Corporation of America, announced his Iconoscope, a vacuum tube for translating a light image into electrical charges which were to be scanned by a suitably deflected cathode ray beam. About the same time Philo T. Farnsworth brought forward another scanning tube which he called the "image dissector." One or the other of these two tubes, both American in origin, is the basis of every all-electronic television system in use at the present time.

Tele Now

At the time of writing, television has reached a relatively high state of technical development and improvements are being made at a very rapid rate. Tentative standards proposed for American television stipulate an image of 441 lines at the rate of 30 complete pictures a second. Images are gaining in brilliance and, although they are still comparatively small as viewed in the home model receiver, experimenters in the field have hopes of increasing their dimensions. Dr. Zworykin and his associate, Dr. R. R. Law, last year demonstrated a tube which projected a television image approximately eight feet by ten in size.

Television broadcasting is still, in 1938, in its infancy. In the United States eighteen stations are licensed to broadcast on an experimental basis. The most important of these stations is operated in New York by the National Broadcasting Company, which maintains a small but complete staff to work on all phases of the new art. In Great Britain television has been established as a daily service to several thousand viewers in the London area by the British Broadcasting Corporation. Germany has announced a government service to begin before the end of 1938. The P. T. T. in France has newly completed a powerful transmitter in the Eiffel Tower.

—*Courtesy of the World Almanac.*

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Proposed Television Transmission Standards Submitted to the FCC for Approval by the Radio Manufacturers' Association

THE long-heralded proposed television transmission standards were submitted to the Federal Communications Commission by the Radio Manufacturers Association on September 12, 1938. They were submitted to the FCC with the approval of the RMA Board of Directors and also of the special RMA Television Committee of which A. F. Murray of Philadelphia (Philco) is chairman and were approved also by the RMA membership.

The proposed standards were presented to the FCC for approval in the present experimental development of television and the RMA is prepared to demonstrate that they are practical and in the public interest. Besides RMA engineering and executive facilities, a few television interests which are not technically among RMA membership participated in the preparation of the proposed standards.

The immediate action of the FCC engineering department before presenting the proposals to the Commission in session was to ask the RMA to answer three questions concerning them:

1. The names of all the members of the RMA who are actively engaged in the development of television and the extent of their activity, including, in addition, the names of any other interests, not members of the RMA, who have participated in the formulation of the standards.

2. Why it would be in the public interest to adopt the standards proposed by the RMA at this particular time, including a statement as to whether television stations, even though licensed on an experimental basis, should be required to abide by such standards.

3. Whether or not the RMA believed that the development of television has reached the stage where the Commission might call formal hearings with respect to the adoption of standards, in which event the RMA would be expected to present evidence showing that such standards are required at this particular time.

There have been many reasons put forth from various sources concerning the need for adoption of set standards of television transmission. Such adoption would assure the industry of two results: (1) a certain amount of stability on which not only the industry but also the potential owners of television receiving sets could rely; (2) a more definite yardstick for the future activities of those engaged in television experimentation and research.

The proposed television transmission standards as presented to the FCC are as follows:

T-101 **Television Channel Width**

The standard television channel shall not be less than 6 megacycles in width.

T-102 **Television and Sound Carrier Spacing**

It shall be standard to separate the sound and picture carriers by approximately 4.5 Mc. This standard shall go into effect just as soon as "single side band" operation at the transmitter is practicable. (The previous standard of approximately 3.25 Mc. shall be superseded.)

T-103 **Sound Carrier and Television Carrier Relation**

It shall be standard in a television channel to place the sound carrier at a higher frequency than the television carrier.

T-104 **Position of Sound Carrier**

It shall be standard to locate the sound carrier for a television channel 0.25 Mc. lower than the upper frequency limit of the channel.

T-105 **Polarity of Transmission**

It shall be standard for a decrease in

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initial light intensity to cause an increase in the radiated power. (See Standard M9-121.)

T-106 **Frame Frequency**

It shall be standard to use a frame frequency of 30 per second and a field frequency of 60 per second, interlaced.

T-107 **Number of Lines per Frame**

It shall be standard to use 441 lines per frame.

T-108 **Aspect Radio**

The standard picture aspect ratio shall be 4:3.

T-109 **Percentage of Television Signal Devoted to Synchronization**

If the peak amplitude of the radio frequency television signal is taken as 100 per cent, it shall be standard to use not less than 20 per cent nor more than 25 per cent of the total amplitude for synchronizing pulses.

T-110 **Method of Transmission**

It shall be standard in television transmission that black shall be represented by a definite carrier level independent of light and shade in the picture.

T-111 **Synchronizing**

The standard synchronizing signals shall be as shown on Drawing T-111.

T-112 **Transmitter Modulation Capability**

If the peak amplitude of the radio frequency television signal is taken as 100 per cent, it shall be standard for the signal amplitude to drop to 25 per cent or less of peak amplitude for maximum white.

T-113 **Transmitter Output Rating**

It shall be standard, in order to correspond as nearly as possible to equivalent rating of sound transmitters, that the power of television picture transmitters be nominally rated at the output terminals in peak power divided by four.

T-114 **Relative Radiated Power for Picture and for Sound**

It shall be standard to have the radiated power for the picture approximately the same as for sound.

FOR LATEST

TELEVISION DEVELOPMENTS

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RADIO DAILY

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CBS ENTERS TELEVISION

By

PETER C. GOLDMARK

Chief Television Engineer

NINETEEN THIRTY-NINE will find the Columbia Broadcasting System engaged in television on a major scale! That statement has been held in abeyance almost two years while CBS has been engaged in the construction and installation of a new 15-kilowatt television transmitter on the top floors of the Chrysler Building in New York City. Television studios are now nearing completion in the Grand Central Terminal, and according to the plans of the network, CBS will be presenting televised programs by early Summer.

While a great deal of supposition has been voiced by everyone as to what CBS plans to do in the television field, and how it will accomplish the same, the following account, the first authentic one, will explain the CBS set-up in its entirety.

The transmitter equipment weighs about 100,000 pounds and is to be located on the 73rd, 74th and 75th floors of the Chrysler Tower. This transmitter consumes about 300 kw. of electric power and represents the latest design in television and sound transmitters. The sound transmitter operates with a carrier of 7½ kw. on 55.75 Mgs., while the picture carrier will be between 50-55.25 Mgs.

The antenna is divided into two identical sections located one above the other just below the steel spire of the building.

The site was chosen in 1937 after careful study of the whole New York skyline had shown it to be the ideal location and capable of providing primary coverage within a radius of about 40 miles over a total area of about 4,800 square miles.

A space 280x60 feet square and 45 feet high on the third floor of the Grand Central Terminal is being reconstructed for the television studios. It is divided into a large Master Control Room, where all the equipment as well as the operators will be located, and into studio space.

There are several studio pickup and film channels available. A coaxial cable carries the picture signal from the studio to the Chrysler Building transmitter while special high fidelity lines will handle the audio signals.

The entire sound equipment, from the studio to the antenna, is capable of handling frequencies up to 10,000 cycles and more. Since high class television receivers will be equipped to reproduce such frequencies, it is hoped that not only the visual broadcasting but a much-improved sound broadcasting service will be inaugurated by the new station, which is licensed to operate under the call letters W2XAX.

When the new station goes on the air it will climax almost a decade of experimentation by CBS which, in 1931, broadcast the first regular schedule of television programs undertaken in this country, using a mechanical system with 60 lines.

CBS has been actively engaged in research and development work in the field of high definition television since the beginning of 1936. At first experiments were carried out on 343 lines, but they soon were continued on today's standard of 441 lines, 30 frames.

The new laboratories located in the CBS building at 485 Madison Avenue, have, in the last two years, developed a complete low power television transmitter suitable for the transmission of motion picture film, either 16 or 35 mm. Certain parts of this equipment will be used in connection with high power transmissions from the Chrysler Building.

Gilbert Seldes will direct the programs to be heard over the television transmitter, and it is believed that before the end of 1939, CBS will be one of the leaders in the television field.

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HISTORICAL RESUME OF THE DON LEE BROADCASTING SYSTEM TELEVISION STATION W6XAO

By

HARRY R. LUBCKE

Director of Television

THE television research activities of the Don Lee Broadcasting System started in 1930. On December 23, 1931, television station W6XAO went on the air on the ultra-high frequency of 44,500 kc. on a one-hour-per-day schedule. Transmissions have been made daily, except Sundays, since that time, thereby establishing W6XAO as the oldest television broadcasting station in the United States operating on the now universally utilized ultra-high frequencies. At this early date 80-line images from motion picture film were broadcast. Scheduled transmissions were also made on 49,400 and 66,750 kc. during 1932 and 1933.

In April, 1932, a self-synchronized cathode-ray television receiver was demonstrated under home receiving conditions. In order to give this equipment an unusual test and prove that a power line connection was not required for synchronization, on May 21, 1932, the receiver was taken aloft in a tri-motored transport airplane, and images were received from W6XAO while flying above the city of Los Angeles.

In 1933 motion picture scenes of the damage caused by the Long Beach-Los Angeles earthquake were broadcast, as were scenes of the Stanford - University of Southern California football game, within a few hours after its conclusion. Altogether a total of over eleven million feet of motion picture film have been telecast by W6XAO.

Research on high-definition television was started in 1934, and in 1935 W6XAO was broadcasting 300-line images.

Starting with an initial power of 150 watts, an increase to one kilowatt was made in the early part of 1938. With this power, image reception was possible at 20 to 30 miles from the transmitter in the cities of Long Beach and Pomona.

Throughout the period of operations, incidental to the telecasts, numerous inventions have been made and patented. Because of the early entry of W6XAO into the electronic television field, some of these are of fundamental importance.

Early in 1938, live subject pickup equipment was placed in operation. Since then program activities have gone forward until there is now one twice-a-week 15-minute comedy serial, now in its 27th episode, entitled, "Vine Street," one weekly dramatic serial entitled, "The Gibbons Family," and one weekly fantasy currently depicting, "Alice in Wonderland." In addition, educational features sponsored by the University of Southern California, vocal, instrumental, and orchestral musical numbers, excerpts from circus life, fashion and home economic demonstrations, and Hollywood news commentators are telecast.

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TELEVISION FOR THE HOME

By

SAMUEL M. SALTZMAN

President of the American Television Corporation

130 West 56th Street, N. Y. C.

A CHECKUP on the reams of published reports on television reveals that.

"Television Is Ready"

"Television Has a Long Way to Go"

"Video Art Just Around the Corner"

"Someone Has Moved the Corner!"

"Experts Concede Big Future for Television"

"Experts Minimize Television Progress"

and so on.

If the reader is confused he can't be blamed. But let us examine the facts. Nearly five years ago the same type of receiving set that works today was tested in Philadelphia and New York and found capable of picking up transmission from the Empire State Building.

1939 Picture

There have been few if any changes in those television receivers since 1934. At that time the best transmitted image was a 240-line picture. The present 441-line standard makes the 1939 version a clearly defined, detailed image of the televised subject. Otherwise, the only appreciable change in receiving sets for the home has been the elimination of two or three tuning knobs and the improvement of cabinet design. These two alterations have had little to do with the enjoyment of picture reception. In short, receiving sets for home use have been ready for many months.

Tele Programs

During those months broadcasters experimented with the transmission of motion pictures, live talent programs, newsreels and "spot" news events. Their show originated from studio and portable-mobile, or outdoor truck transmitters and were intended chiefly to test improvements in the process of sensitizing and synchronizing the broadcast. The size of the audience was negligible in the matter of the number of receiving sets in use. But great significance is attached to the fact that a great number of such broadcasts have been witnessed by thousands of visitors to the showrooms and laboratories of the American Television Corporation, pioneers in the job of preparing television for the average American home.

The manufacturers of Videor believes that a great audience can be built in the United States by merchandising television sets on a "Model T" basis, a plan that puts the new art within easy reach of the home instead of establishing it as a luxury.

Cathode Ray Tube

On this point, the size of the televised pictures has an important bearing. The

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image is seen on the broad end of the cone-shaped cathode ray tube, or kinescope. A tube five inches in diameter gets its power and tuning support from about fifteen other smaller tubes in the receiver chassis. The larger the kinescope, the more intricate and costly the supporting circuit. The proportionate difference in the cost of a set providing a 10 or 12-inch picture is so considerable that its ultimate retail price would be prohibitive for several years to come. But the audiences attending ATC television shows have seen remarkable achievements of video engineering in the use of a 5-inch kinescope, whose image is more than two newspaper columns in width.

Imagine a better-than-two-column picture in your morning newspaper printed on good stock and covered by the finest of "dotted" screens—imagine the characters in such a picture lighting up, becoming active, moving about, talking, expressing themselves in movement and gesture equivalent in clarity to that depicted on the motion picture screen. The entire pictorial basis of your education, in school books, magazines, newspapers and periodicals is in pictures no smaller and no larger than those featured on the ATC Videor screen. By way of emphasis, it is important to repeat that such a screen size permits the virtues of clear definition, vivid detail and reasonable cost.

Picture Tuning

Next to picture size, inquiries often concern picture tuning. Videor is equipped for simple tuning to which radio users have become accustomed. One knob tunes in stations. For some time to come, this tuner will be used infrequently because two or more broadcasters will probably alternate in the use of the same wave length. A second knob achieves precision tuning, and a third functions to bring more light or shade into the subject and serves as the switch that turns the picture on and off.

Nothing will ever completely replace the theatre for amusement and entertainment away from the home, the newspaper for its reportorial account of the news of the world, or the stadium for its sports thrills. But America takes its miracles in stride. It knows television has passed the conversational stage. It is becoming better acquainted with the actual or projected contributions of RCA, General Electric, Farnsworth, Philco, Zenith and others in the preparation for living picture transmissions. It knows that over 50,000 daily marvel at television reception in London that boasts growing quality as well as frequency. It knows that millions have been spent in successful experimentation. It knows the World's Fair will signal the beginning of permanent public telecasting. It knows that the natural and wholesome competitive spirit that motivates existing radio networks and industrial sponsors will spur television progress.

Tele Sponsors

It is obvious that broadcasters need sponsors; sponsors need audiences; and audiences want programs. But which comes first? The American Television Corporation believes the audience is the first requisite. The audience can be built with reliable equipment. Videor has demonstrated its reliability to thousands of observers in the past year. Regular programs announced in advance would allow dealers to demonstrate the products of ATC and other manufacturers. The same industry-building programs would make the sets useful in the home as sight-and-sound units and in the consequent creation of an audience. With a pioneer audience thus established, sponsors would be offered the most powerful direct selling medium ever devised, and their sponsorship would provide television with its vital bloodsteam. No medium better than television will place an advertiser face to face with his customer.

By the same token, public education will be served. Satisfactory tests have been already made of blackboard lectures by a university professor, fashion display by leading designers, defense tactics by the War Department, scientific instruction by filmed demonstration, etc. Experimental audience reactions have been watched closely for some time to determine the kind of program that will be demanded. Radio broadcasters throughout the country have conducted market research to determine the extent of local interest in television and the requirements for becoming a part of the eventual network of public transmitters.

Pioneer Audience

The pioneer audience in television will be participants in one of the most far-reaching and fascinating of all scientific advances. They will witness thrilling progress in the months to come and see history in the making. They will be in at the birth of an art that someone once said had to be born full-grown.

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FACSIMILE and THE WORLD'S FAIR 1939

By

DR. JOHN S. YOUNG

Radio and Television Director

New York World's Fair

THE New York World's Fair will emphasize the growing importance of a new type of transmission which has gained wide popularity within the past few months. This new transmission, known as Facsimile, is now in use in the major markets of the United States on an experimental basis but leading authorities of the broadcasting industry prophesy that facsimile will thoroughly be made available to the general public. Therefore, leading manufacturers of facsimile have provided for special displays available to the millions of visitors expected at the Fair.

Facsimile broadcasting, the new medium which flashes pictures, drawings and text directly into the home by radio, will be demonstrated to the public by the Radio Corporation of America in its exhibit building at the New York World's Fair. Two types of this new radio system, which was developed by Charles J. Young, RCA research engineer, after many years of experiment with various types of facsimile systems including the ones now in use for transmission of weather maps to ships at sea and for sending photographs and text across the seas, will be shown.

Facsimile scanning apparatus of the type now being tested by broadcasters will be set up in the main front hall of the RCA building. This will include high-speed facsimile which transmits and reproduces material at the rate of one $8\frac{1}{2}$ x 12 inch sheet every minute, and the type which transmits and reproduces graphic material at the rate of one $8\frac{1}{2}$ x 12 inch sheet every eighteen minutes. The equipment to be used in the slower type facsimile demonstration is the same as that now being used by the St. Louis Post-Dispatch in transmitting a daily facsimile newspaper on an experimental basis.

WOR and the Mutual Broadcasting System have extensive plans for facsimile broadcasting during the operation of the Fair, according to word received from Mr. Alfred J McCosker, Chairman of the Board of MBS. They will operate two of the leading facsimile systems—the RCA equipment on WOR, and the Finch development on W2XUP. Transmissions will be sent out on 710 kilocycles after 1:30 a.m. by WOR, and during the day between 2 and 4 p.m. on 25.7 megacycles by W2XUP. WOR'S "Radio Print" is attracting wide attention.

Many other stations throughout the country are using facsimile. It is because of the interest shown in this new medium that officials of the New York World's Fair in cooperation with the above mentioned firm will emphasize facsimile this Summer.

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TELEVISION STATIONS

IN THE UNITED STATES
LOCATION — PERSONNEL — FACILITIES

W2XAX

NEW YORK CITY

FREQUENCY: Sight 51.25 Mcs. SOUND, 55.75 Mcs. POWER: Sight, 15,000 Watts (measured at peak of synchronizing pulses); Sound, 7,500 Watts. OWNED AND OPERATED BY: Columbia Broadcasting System. BUSINESS ADDRESS: 485 Madison Ave. PHONE: WIckersham 2-2000. STUDIO ADDRESS: Under construction in the Grand Central Palace Bldg. TRANSMITTER AND ANTENNA LOCATION: Chrysler Bldg. (Construction to be completed by Spring of 1939).

Personnel

Chief Engineer.....Dr. Peter C. Goldmark
Assistant Chief Engineer.....John N. Dyer
Director of Television Programs..Gilbert Seldes

FACILITIES

At present W2XAX is operated with a video power of 50 watts, at 485 Madison Avenue. Later in the Spring transmissions will be continued from the Chrysler Building on high power.

The television transmitter will be installed on the 73rd, 74th and 75th floors of the Chrysler Building. The equipment is designed to handle a video signal with a band width from 30 cycles to approximately 4.25 megacycles. Signals of either positive or negative polarity, as desired, will be radiated. The so-called DC type of picture transmission will be utilized which means that black components in the picture are referred to an absolute and constant value corresponding to a certain degree of modulation of the final carrier. The transmitter is capable of radiating about 12 kw. of power corresponding to the maximum white in the picture, or about 15 kw. corresponding to the peak of the synchronizing pulses. The total input power is about 300 kw. including auxiliary equipment.

The audio transmitter is capable of handling a frequency range from 30 to 15,000 cycles.

The video and audio input and monitoring equipment will be located in a shielded room on the 74th floor where the transmitters are also situated. On the 73rd floor transformers, reactors, motor generators and water cooling equipment will be placed, while the air conditioning equipment will be on the 75th floor.

The antenna consists of two pairs of dipoles horizontally oriented parallel to the building surface, the dipoles being located above each other and about ½ wavelength apart. The structure is repeated on all four sides of the building. The audio antenna is of similar construction yet will possibly consist of only one set of dipoles in order to keep the power of the audio transmitter the same as that of the video and audio carriers to their respective radiators. All antennas will be electrically heated from inside and thermostatically controlled so that detuning due to ice formation will be prevented.

A coaxial cable will carry the video signals from the studio in Grand Central Terminal Building to the transmitter at the Chrysler Building.

The Grand Central Studio, which is 270 feet long and 60 feet wide, has a main control room on the east side of the studio running across practically the full width of the studio. There will be an adequate number of cameras and telecine channels for both film and studio programs.

W6XAO

LOS ANGELES—EST. 1931

FREQUENCY: Sight, 45,000 Kc. Sound, 54,000 Kc. POWER: Sight, 150 Watts; Sound, 150 Watts. OWNED AND OPERATED BY: Don Lee Broadcasting System. BUSINESS ADDRESS: Don Lee Bldg., Seventh & Bixel Sts. PHONE: VAndike 7111. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: Nightly (except Sundays and holidays), Monday, 7:00 to 8:00 P.M.; Tuesday, 7:00 to 8:00 P.M.; Wednesday, 11:00 to 12:00 A.M. and 6:45 to 8:00 P.M.; Thursday, 7:00 to 8:00 P.M.; Friday, 6:45 to 8:00 P.M., and Saturday, 7:00 to 8:00 P.M. Other times experimentally, which are announced on regular schedules.

Personnel

Director of Television.....Harry R. Lubcke
Assistant Director of Television Wilbur E. Thorp
Television Engineer.....William S. Klein
Television Engineer.....Harold W. Jury
Television Producer.....Jaime del Valle
Assistant Producer.....Elbert Walker
Lighting Supervisor.....Lee M. Cannon
Sound Monitor Man.....Richard Brace
Makeup.....A. M. Haberman

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FACILITIES

SYSTEM IN USE: High-definition cathode-ray. Film equipment for broadcasting newsreels, shorts, and test items.

Mosaic live-pickup camera equipment for studio pickup.

PATENTS: United States and foreign patents covering film and live pickup, amplification, scanning sources, synchronization, receivers and cathode-ray tubes of Harry R. Lubcke are used in the work. The methods and equipment of the Don Lee System, though of the present high-definition cathode-ray type, are considerably different from those of other television organizations. Within the past year the sale of several of the above patents has been made to another major television organization in the United States. License thereunder has been retained by the Don Lee Broadcasting System.

DEVELOPMENTS OF 1937-1938: "Vine Street" believed to be the first television serial, is televised twice weekly on Tuesdays and Fridays; since November 1, 1938.

"The Tramp," "Swell," "Fire Sale," fifteen-minute plays written and produced especially for television have been given.

"Sports Bullseyes," a regular Mutual-Don Lee Broadcasting System program, has been televised twice weekly since June 3, 1938.

"Happy Homes" by Norma Young, with household demonstrations has been televised since July 6, 1938 on Wednesdays.

"The Television Trio," a swing ensemble, and numerous feminine vocal soloists have been consistently televised.

"U.S.C. on Parade," a University of Southern California program, written and produced by the members of the University especially for television is staged weekly on Thursdays, employs an average of twelve performers, and was started on November 10, 1938.

A clown act by "Jo-Jo" and his troupe is a weekly feature on Wednesday nights.

Hollywood commentators, including George Fisher of Mutual Broadcasting System, and others have been televised weekly.

News and strange fact commentators have been seen and heard nightly since June, 1938.

RECEIVERS: A few hundred receivers are estimated to be in operation in Los Angeles, Hollywood, Inglewood, West Hollywood, North Hollywood, Burbank, Glendale, Pasadena, Long Beach, and Pomona. The greatest distance of public reception is recorded at the city of Pomona which is thirty miles airline east of W6XAO and behind a range of hills. Three separately owned receivers are in operation in this city.

PUBLIC DEMONSTRATIONS: Public demonstrations of the Don Lee television transmissions are held weekly by an independent, non-profit organization known as the Hollywood Television Society. The Don Lee public demonstrations, inaugurated in 1936, are currently held at intervals for small groups.

W2XVT

PASSAIC, N. J.—EST. 1938

FREQUENCY: 42,000 to 56,000 Mcs. POWER: 50 Watts (Sight and Sound). OWNED AND OPERATED BY: Allen B. DuMont Laboratories, Inc. BUSINESS ADDRESS: 2 Main Ave. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same.

FACILITIES

The transmitter is being used to test out the features of the DuMont Television System which does away with the necessity of the standardization of the number of pictures per second or lines per picture. This system requires approximately one-half the frequency band over that required by conventional systems now in use. The features of this system are the transmission of the actual scanning voltages and their amplification at the receiver.

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W3XPF

SPRINGFIELD, PA.

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86,000 Kc. POWER: Sight, 250 Watts; Sound, 1000 Watts. OWNED AND OPERATED BY: Farnsworth Television, Inc. BUSINESS AND STUDIO ADDRESS: Springfield, Pa. TRANSMITTER AND ANTENNA LOCATION: Same.

FACILITIES

A new type of television film projector was demonstrated in Philadelphia in March before a group which found pictures possessing contrast and definition. The Farnsworth innovation is a film projector of the continuous type rather than intermittent, which is in general use. Harry S. Bamford of the Farnsworth laboratory developed the projector.

Film travels at a constant speed through the new projector and the picture itself is focused on the cathode area of a dissector tube. Company executives link the projector with the high fidelity dissector tube and describe them as contributions "making it possible to reproduce film with a higher degree of excellence than is usually obtained."

The projector employs two lens disks to secure continuous projection. Each disk carries a total of 24 lenses and rotate in opposite directions. At any instant, however, two lenses are "active in conjunction with each other" due to overlapping.

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W9XAL

KANSAS CITY, MO.—EST. 1932

FREQUENCY: Sight, 42000 to 56000 Kc. and 60000 to 86000 Kc.; Sound, same. POWER: Sight, 300 Watts; Sound, 150 Watts. OWNED AND OPERATED BY: First National Television

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Inc. BUSINESS ADDRESS: 22nd floor, Fidelity Bldg., Ninth and Walnut Sts. STUDIO LOCATION: Same. TRANSMITTER LOCATION: 34th floor, Fidelity Bldg.

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W2XB

ALBANY—EST. 1939

FREQUENCY: 60,000 to 86,000 Kc. POWER: Sight, 10,000 Watts; Sound, 3000 Watts. OWNED AND OPERATED BY: General Electric Co. BUSINESS, STUDIO, TRANSMITTER AND ANTENNA LOCATIONS: Albany. TIME ON THE AIR: No stated schedule.

FACILITIES

G.E. will use a system similar to the RCA-NBC equipment but contemplates several entirely new variations. This will include positive modulation so-called "waves-shaped" separation and synchronizing signals as contracted to amplitude separation. It is an all-electric system designed to produce a 411 line definition, 30 frames per second, 60 fields per second with an aspect ratio of 4 to 3. General Electric hopes to develop high power transmission at television frequencies and proper modulation of the television carrier signal. It also expects to improve vacuum tubes which will exhibit more favorable characteristics, develop wide band output coupling circuits without sacrificing plate efficiency and increase transmission fidelity by expanding the frequency range up to 4 megacycles. Simultaneous operation of stations at Albany and Bridgeport on the same frequency is expected to increase knowledge of diurnal and seasonal signal strength variations and determination of the amount of interference permissible, necessary geographic separation and effect of directional antennas.

This transmitter is expected upon completion to provide a high signal level to Albany, Troy and Schenectady.

Receivers: Two types of television receivers which have been developed by General Electric will be placed throughout the Schenectady-Albany-Troy area for experimental use. The G.E. receivers represent typical home units in the upper and lower price brackets. One, which is the more simple, is a table-model receiver with a cathode ray picture tube of five-inch diameter and includes the sound accompaniment. The second is of a more de luxe nature and employs a cathode-ray picture tube of twelve-inch diameter. It also includes the sound accompaniment.

Pictures are viewed in a mirror on the under surface of the lid, which is raised at an angle when viewing.

W1XA

BRIDGEPORT—EST. 1939

FREQUENCY: 60,000 to 86,000 Kc. POWER: Sight, 10,000 Watts; Sound, 3000 Watts. OWNED AND OPERATED BY: General Electric Co. BUSINESS, STUDIO, TRANSMITTER AND ANTENNA LOCATIONS: Bridgeport. TIME ON THE AIR: No stated schedule.

FACILITIES

This station will, on completion, serve as a locally controlled source of signal for the development of a satisfactory television receiving set. For further information concerning system used, facilities, etc., see information listed under W2XB, Albany, N. Y. (above).

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W2XD - W2XH

SCHENECTADY—EST. 1939

FREQUENCY: 42,000 to 56,000 Kc. POWER: 40 Watts (Sight, only). OWNED AND OPERATED BY: General Electric Co. BUSINESS AND STUDIO ADDRESS: Schenectady. TRANSMITTER AND ANTENNA LOCATION: Indian Ladder, Heidelberg Hills, N. Y. TIME ON THE AIR: No stated schedule.

FACILITIES

These stations, on completion, will be used for the most part in connection with experimental work in the laboratory and to supplement the experimental public service television programs of the G.E.'s Albany and Bridgeport transmitters. One of the Schenectady transmitters will serve as a relay visual station to transmit programs from the studio to the transmitter on a sharply directive beam obviating the necessity of a coaxial cable. For further information concerning system used for these stations, facilities, etc., see information listed under W2XB, Albany, N. Y. (above).

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W1XG

BOSTON

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86,000 Kc. POWER: 500 Watts (visual). OWNED AND OPERATED BY: General Television Corp. BUSINESS ADDRESS: 70 Brookline Ave.

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W9XAK

MANHATTAN, KANS.—EST. 1932

FREQUENCY: 2000 to 2100 Kc. POWER: 125 Watts, Sound and Sight. OWNED AND OPERATED BY: Kansas State College of Agriculture and Applied Science. BUSINESS ADDRESS: Department of Electrical Engineering, Kansas State College. PHONE: 3-7182. STUDIO AND TRANSMITTER LOCATION: Same.

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Personnel

Head of the Dept. of Electrical Engineering R. G. Kloeffler
Chief Operator ..... M. W. Horrell

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W2XBS

NEW YORK CITY—EST. 1928

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 12000 Watts; Sound, 15000 Watts. OWNED AND OPERATED BY: National Broadcasting Co. BUSINESS ADDRESS: 30 Rockefeller Plaza. STUDIO ADDRESS: Same. TRANSMITTER LOCATION: Empire State Bldg. TIME ON THE AIR: Limited service after April 30, 1939.

Personnel

Chief Engineer ..... O. B. Hanson

FACILITIES

This station uses the RCA television system. Broadcasts were experimental up to the present, having been made to a number of experimental receivers at the homes of NBC and RCA officials and technical personnel. With the introduction of limited service, it is believed that general interest will be spurred and that television cannot be considered entirely experimental; nevertheless NBC will continue further experimentation not only in its scheduled television broadcasts but also in connection with its research program.

Signals of this station have been satisfactorily received within a radius of approximately 60 miles.

Besides this station the National Broadcasting Co. has been granted a Construction Permit for W2XBT, mobile television station which is licensed to operate on 92,000 Kc. and from 175,000 to 180,000 Kc. with a power of 400 Watts for sight transmission and 100 Watts for sound transmission.

HISTORY

Experimental television station W2XBS was originally installed at the RCA Technical and Test Laboratory, Van Cortlandt Park, New York City. The first construction permit was granted on April 4, 1928 and the first temporary license was issued in June, 1928. From time to time various station permits allowed television experimental transmission on 4800 Kc., 2300 to 3300 Kc., 2050 to 2150 Kc., 2000 to 2100 Kc. and 2100 to 2200 Kc. The first permanent license was issued on December 1, 1928 with an assigned frequency band of 2100 to 2200 Kc. In the latter part of 1928 the station was moved to the RCA Photophone Building, 411 Fifth Avenue. On June 27, 1930, it was moved to the Times Square Studio of the National Broadcasting Company, where on July 7, 1930 it passed from RCA to NBC management.

In 1931 NBC television was carried on from W2XBS's present location on the top of the Empire State Building.

During 1936 and 1937 NBC operated with the new high definition standards, demonstrating television to groups representing diverse interests, such as:

a. Political
b. Motion Picture
c. Foreign (political and commercial)
d. Press
e. Advertisers (manufacturers)
f. Advertising agencies
g. Artists (talent and musicians)
h. Naval and Military
i. Educational
j. Financiers, Bankers
k. Retailers
l. Radio Station men
m. Trade associations
n. Institutional (4H Club, Atlanta School of Air winners, etc.)

The technical standards of transmission from W2XBS have been and are expected to continue to be those recommended by the Radio Manufacturers Association.

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W3XE

PHILADELPHIA—EST. 1931

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 10000 Watts; Sound, 10000 Watts. OWNED AND OPERATED BY: Philco Radio & Television Corp. BUSINESS ADDRESS: Tioga and "C" Sts. STUDIO AND TRANSMITTER LOCATION: Same. TIME ON THE AIR: No stated schedule.

Personnel

Engineer in Charge ..... Albert F. Murray

FACILITIES

This station uses the Philco Television System. Reception which is heard in the homes of the company's engineers has been reported from points 12 miles from the transmitter.

This station which is used for experimentation and research in connection with television development radiates signals in accordance with the proposed RMA Television Standards. It employs the newly developed modulation system and is operating in the 50-56 Mc. channel.

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W3XP

PHILADELPHIA—EST. 1938

FREQUENCY: 204,000 to 210,000 Kc. POWER: 15 Watts (Sight and sound). OWNED AND OPERATED BY: Philco Radio & Television Corp. BUSINESS ADDRESS: Tioga and "C" Sts. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same. TIME ON THE AIR: No stated schedule.

Personnel

Engineer in Charge ..... Albert F. Murray

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FACILITIES

This station uses the Philco transmission line modulation system. It is used principally for a survey in Philadelphia of the possibilities of broadcasting at frequencies above 200 Mcs. The transmitter radiates signals in accordance with the proposed RMA television standards.

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W9XG

LAFAYETTE, IND.—EST. 1932

FREQUENCY: 2000 to 2100 Kc. POWER: 1500 Watts. OWNED AND OPERATED BY: Purdue University. BUSINESS ADDRESS: Electric Bldg., Purdue University. PHONES: 6475, 2917. TRANSMITTER LOCATION: West Lafayette. TIME ON THE AIR: Tuesday, at 7:30 P.M. Thursday, at 8:00 P.M.

Personnel

Head of School of Electrical Engineering
C. Francis Harding

R. H. George — H. J. Heim

FACILITIES

This station uses a television system that has been developed at Purdue University.

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W2XDR

LONG ISLAND CITY, N. Y.

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 1000 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: Radio Pictures, Inc.

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W3XAD

CAMDEN, N. J.—EST. 1931

FREQUENCY: 124000 to 130000 Kc. POWER: Sight, 500 Watts; Sound, 500 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSINESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Portable Laboratories in Camden, N. J. TIME ON THE AIR: No stated schedule.

FACILITIES

This station is an experimental portable unit and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 1, November, 1934).

Several experimental television receivers have been set up within a 2 or 3 mile radius for experimental purposes.

The frequency band occupied by this transmitter is 2.5 mc. on each side of the carrier. This band width is determined by measuring the overall frequency characteristics of the system.

W3XEP

CAMDEN, N. J.—EST. 1935

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86000 Kc. POWER: Sight, 30000 Watts; Sound, 30000 Watts. OWNED AND OPERATED BY: RCA Manufacturing Co. BUSINESS ADDRESS: RCA Frequency Bureau, 30 Rockefeller Plaza, New York City. TRANSMITTER LOCATION: Camden, N. J. TIME ON THE AIR: No stated schedule.

FACILITIES

This station is experimental and no one system is strictly adhered to; a complete description of the basic method used in transmission is given in the Proceeding of the Institute of Radio Engineers (Vol. 22, No. 11, November, 1934).

Several experimental television receivers have been set up within 2 or 3 miles of each other. The receivers are a part of the equipment used in television research.

The frequency band occupied by the transmitter is 2.5 mc. on each side of the carrier.

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W10XX

PORTABLE—MOBILE

FREQUENCY: 42,000 to 56,000 Kc. and 60,000 to 86,000 Kc. POWER: Sight, 50 Watts; Sound, 50 Watts. OWNED AND OPERATED BY: RCA Mfg. Co. TIME ON THE AIR: No stated schedule.

FACILITIES

This station is a portable unit used in conjunction with other television transmitter operated by the RCA Mfg. Co.

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W9XK

IOWA CITY

FREQUENCY: 2000 to 2100 Kc. (Sight only). POWER: 100 Watts (Sight only). OWNED AND OPERATED BY: University of Iowa.

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W9XUI

IOWA CITY

FREQUENCY: 42000 to 56000 Kc. and 60000 to 86,000 Kc. (Sight only). POWER: 100 Watts (Sight only). OWNED AND OPERATED BY: University of Iowa.

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W9XZV

CHICAGO, ILL.—EST. 1938

FREQUENCY: 42,000 to 56,000 Kc. and 60,000 to 86,000 Kc. POWER: 1000 Watts (Sight and Sound). OWNED AND OPERATED BY: Zenith Radio Corp. BUSINESS ADDRESS: 6001 Dickens Ave. PHONE: BErkshire 7500. STUDIO ADDRESS: Same. TRANSMITTER AND ANTENNA LOCATION: Same. TIME ON THE AIR: Experimental, no stated schedule.

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EXPERIMENTAL FACSIMILE BROADCAST STATIONS

The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public. Licenses are authorized on an experimental basis and no charge may be made for the transmission of programs.

Licensee and Location	*Call Letters*	*Frequency Kilocycles*	*Power Watts*	*Emission*
Bamberger Broadcasting Service New York, N. Y.	W2XUP	31600, 35600 38600, 41000	100	A2
The Evening News Association Detroit, Mich.	W8XTY	31600, 35600 38600, 41000	150	A2 & Special (C.P. only)
The Pulitzer Publishing Co. St Louis, Mo.	W9XZY	31600, 35600 38600, 41000	100	A2
Radio Air Service Corp. Cleveland, Ohio	W8XE	31600, 35600 38600, 41000	50	A2
Radio Pictures, Inc. Long Island City, N. Y	W2XR	1614, 2012, 2398, 23100, 41000 86000-400000	1000	A3 & A4
Sparks-Withington Co. Jackson, Mich.	W8XUF	31600, 35600 38600, 41000	100	A2
Star Times Publishing Co. St. Louis, Mo.	W9XSP	31600, 35600 38600, 41000	100	A2
The Yankee Network, Inc. Sargents Purchase, N. H.	W1XMX	41000	500	A2
W. G. H. Finch Laboratories, Inc.* New York, N. Y.	W2XBF	31600, 35600 38600, 41000	1000	A2, A3 & Special

* Licensee is primarily a facsimile experimenter but, due to the fact that both voice and facsimile programs will be transmitted, the FCC classifies station as an Experimental Broadcast Station.

RADIO BROADCAST STATIONS GRANTED SPECIAL TEMPORARY EXPERIMENTAL AUTHORIZATIONS FOR TRANSMISSION OF FACSIMILE SIGNALS

Call Letters	*Licensee and Location*	*Frequency Kilocycles*	*Power Authorized Watts*
KFBK	McClatchy Broadcasting Co. Sacramento, Calif.	1490	10000
KMJ	McClatchy Broadcasting Co. Fresno, Calif.	580	1000
WBEN	WBEN, Inc. Buffalo, N. Y.	900	1000
WGN	WGN, Inc. Chicago, Ill.	720	50000
WHK	Radio Air Service Corp. Cleveland, Ohio	1390	1000
WHO	Central Broadcasting Co. Des Moines, Iowa	1000	50000
WLW	Crosley Radio Corp. Cincinnati, Ohio	700	50000
WOR	Bamberger Broadcasting Service Newark, N. J.	710	50000
WSM	National Life & Accident Insurance Co. Nashville, Tenn.	650	50000

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TELEVISION ☆ ABROAD ☆

Foreign television in 1938 emerged from the laboratory and entered the studio with regular transmissions for public reception service. The result has been to bring closer to a listening and seeing public a new and potential force in educational and social life as well as the entertainment world.

ENGLAND

The year of 1938 marked the completion of one year of public television service in Great Britain. Discounting a large percentage of the published reports as extravagant or prejudiced, still it cannot be doubted that, as far as the public service television is concerned, England has made the most notable progress and led the world with the beginning of 1939. The official first anniversary of British public television service was celebrated on November 2, 1937. A more important date, however, was February 5, 1938, which marked one year's operation of telecasting under the accepted Marconi-E. M. I. system of television.

The British have made much progress in the television art during 1938. Upwards of 250 people were and are now engaged at Alexandra Palace (BBC television headquarters) in telecasting a minimum of two hours daily for general public reception and one additional hour for trade demonstration purposes. Beginning on April 3, Sunday programs lasting one hour were also introduced. The daily transmissions are regularly scheduled to last one hour: from 3 to 4 p.m. and from 9 to 10 p.m. These regular programs have extended more times than not, so that complete programs could be presented. The extension of the hourly schedules, although not official, has been due in part to pressure from manufacturers of receiving sets who have claimed that restricted hours of transmission have lessened the demand for sets.

Program Production

The British supremacy in television is admittedly on the program production side. Successful transmissions of both indoor and outdoor (special events) subjects have been made during 1938. Mention may be made of the televising of the whole first act of a performance of "The Melody That Got Lost" which was playing at the time at the Phoenix Theater in London. In connection with this transmission all the stage property used at the theater for the play was transported to the studios at Alexandra Palace. Following this transmission, the BBC televised a Rugby football match for the first time (in March). Viewers were able to see the entire match. Three cameras were used for the television transmission; views of the whole field and also sections in close-up were shown on the screens of the receiving sets tuned to this program. Other successful telecasts during 1938 included the start of a river boat race by the BBC mobile unit, the Trooping of the Colour, tennis matches at Wimbledon, the world swimming championship, a cricket match, etc. These transmissions have been reported favorably not only by the British press but also foreign observers who are mostly of the opinion that great strides have been made by the BBC in television program technique (especially outdoors) despite the curtailed amount of money available for this experimentation. In addition to the above mentioned programs, the regular television schedule during 1938 has included talks, opera, dances, orchestral music, variety, etc.

Expansion of Studios

In connection with the activities of English television it was announced early in 1938 that the studios at Alexandra Palace were to be enlarged and provided with better furnishings. This work was started in June and when finished will afford the BBC with two studios with completely modern equipment and cameras. (The new studio is to be equipped with cameras of the new Emitron type which give sharper and clearer definition and more depth to the picture.)

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The fact that British television experimentation is carried on with the use of public funds has caused demands from other parts of England (other than London) to be included in the benefits of television. At the present time studies are being made to make this possible by either the use of cabled service or by the establishing of individual stations in other centers of population.

At least 17 British companies are manufacturing television receivers. No official statistics are available regarding the number of sets in use but in view of the limited area which can be effectively supplied with programs from Alexandra Palace and the relatively high cost of receiving sets it is thought that comparatively few are owned privately, the majority being in the hands of retailers for advertising purposes and hotels, bars, cafes and dance halls for the amusement of their patrons. Nevertheless it might be stated that of the reported figures of from 2,000 to over 10,000 sets, the larger figures is very likely the more reliable. The government has tried to give impetus to the sales of receiving sets by guaranteeing satisfactory reception from existing models for the next three years. Manufacturers are also assisting in attempting to increase the number of sets in use by their reductions of the prices for receivers. Prices have been reduced during the past year and sets are now selling for from 65 to 80 guineas as compared with prices of 120 to 195 guineas formerly. The General Electric, Ltd., has a set to be attached to a short wave receiver that retails for 35 guineas. The average size of the screen used in these receivers is approximately 8 by 12 inches depending on the price.

FRANCE

The most significant progress in French television during the past year has been the inauguration of daily service, two and one-half hours daily, from the world's most powerful television transmitter located atop the Eiffel Tower in Paris. This transmitter is operating with a power of 25,000 watts, which is more powerful than English, German or American television stations. The results, if reports are to be believed, justify the high wattage; signals of the Eiffel transmitter have been viewed at Brighton, England, 180 miles distant.

Television Companies

Little knowledge of actual progress in France has been forthcoming. It is known, however, that three companies are actively engaged in television experimentation: (1) Compagnie des Compteurs (2) Gramont Compagnie (3) La Radio-Industrie. Practically all television in France at present employs mechanical scanning at the transmitter although some electronic scanning is being done in connection with laboratory work. Besides the Eiffel transmitter, the French Ministry of Posts, Telephones and Telegraphs completed during 1938 the construction of a special television studio in Paris which feeds its daily schedule through the use of a coaxial cable to the transmitter.

French television transmission for the general public is accomplished entirely by mechanical scanning, using a 180-line disc scanner and a transmission speed of 25 pictures per second, the direction of the scanning being from left to right, top to bottom. Nevertheless, various receiving sets in use are equipped with a cathode ray tube of the conventional type used in the electronic system and giving a picture approximately 5 by 7 inches on the fluorescent screen. Observers have reported that although flickers result because of the comparatively low scanning speed, the pictures are surprisingly clear considering that only 180 lines are used. Experiments use both direct pickup and film as television subjects. French technical workers are continuing to concentrate on increasing the technical limits of perfection in pictures, using a relatively small number of lines rather than attempting to increase the number of lines used for scanning. The one possible exception is the Gramont Co., which operates a 240-line scanning disc at its transmitter, using an interlaced system which transmits 25 pictures per second. Advertised prices for television receiving sets in France range from 995 francs to 1,825 francs, the latter price being for a deluxe model. Console sets run as high as 7,500 francs.

GERMANY

German experimental transmissions are being conducted from a transmitter on the Amerika-Haus in Berlin. Power used is between 15,000 and 20,000 watts, or approximately the same as the wattage used in London, which is rated at 17,000 watts. The definition in German experiments is very similar to that used in the United States, 441 lines and a frame frequency of 25 per second. Besides the Berlin transmitter, two other transmit-

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ters are planned: one on the Brocken in central Germany and one in the Taunus Mountains in the west, all to be connected with co-axial cables. Studios are designed for six-camera operation.

Two companies are carrying on the television research: (1) Telefunken Co. (2) Fernseh Co. Laboratory experiments are being conducted with cathode ray tubes at both the transmitter and receiver. However, all public demonstrations are still based on mechanical scanning at the transmitter and a standard cathode receiving tube at the receiver. German experiments are highly developed as to refining the equipment at the transmission end by means of carefully ground disc scanners of the lens type. Great attention is placed on mechanical precision in the construction equipment.

Large Screen Reception

Experimentation in Germany during the past year has included a demonstration of enlarged television pictures. Fernseh A. G., which has a cross-licensing agreement with Farnsworth in U. S., demonstrated television reception on a screen 12 foot by 10 foot. German researchers have also attempted 700-line definition with the use of 26-inch cathode ray tubes in their efforts to gain television supremacy for their country. As far as general public reception is concerned, the cost of receivers have limited the public acceptance of television. The cost of receivers range between $175 and $1,000, with $320 as an average. Some manufacturers claim to produce television receivers at less than 500 marks but purchase of such receivers is difficult.

The Post Office is in charge of television developments and is making constant experiments. Although extensive progress has been claimed, little of this has been reflected in either private receivers or transmissions, indicating that the reported progress is probably more in the field of military developments.

At the recent Radio Show table television sets were exhibited with a frame size of 17x20 cm., which are intended as supplementary apparatus to regular radio receivers. Small television sets have been developed which incorporate both television and sound or sound only. The frames in these are very small. There are also receivers projecting pictures on a screen by means of the "Braun'sche tube giving 40x50 cm. views. So far regular production of television sets has not been undertaken.

Public television service in Berlin was announced for October, 1938, but has been postponed indefinitely because of labor shortage and other considerations. The transmitter in these demonstrations is designed to operate on a frequency of 44 megacycles for pictures and 44.7 megacycles for sound. The "observing" studios are furnished with receiving sets that accommodate 8 to 10 people each; one room is fitted out with a larger screen which allows approximately 100 people to view television images simultaneously from any point in the room.

JAPAN

According to articles appearing in Tokyo newspapers in September, the Japan Broadcasting Association expects to begin public television broadcasts early this year, following the removal of JOAK to its new "Radio City" quarters. A television studio is being provided on the third floor of the new building and permission has been secured to erect a 328-foot experimental antenna, which will be second only to the 1,017-foot tower used for radio broadcasting at Kawaguchi. The new antenna will be erected adjacent to JOAK's transmitter and aerial for sound broadcasting. In addition to this activity, a site for another antenna has been acquired next to the Association's television research laboratory and a large television studio is nearing completion at that point.

Preparations for preliminary experimental telecasts are already under way. A committee of experts has approved the use of the iconoscope, employing a cathode tube, instead of the mechanical scanning disc and has settled upon a standard of 441 scanning lines per unit, the same as used in experiments in the United States. Actual research is being carried on by a staff of men under Dr. Kenjiro Takayanagi, former professor at Hamamatsu Higher Technical School. Experimenters have made a concession in their demands for the use of a 20,000 watt transmitter and the first television broadcasts, according to latest plans, will employ 1,000 watts at the transmitter. Laboratory research workers of the Japan Broadcasting Association have already completed testing television street vans and the use of a mobile unit will undoubtedly play a large part in future experimentation. Possibility for chain broadcasting is also being considered through the use of coaxial cable especially designed for television transmission.

Use of Mobile Unit

Professor Takayanagi, whose work is being financed by the semi-official Japan

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Broadcasting Association, places special emphasis on mobile telecasting and as early as 1937 has had equipped four automobiles for experimentation: one carries the iconoscope; another, the image transmitter; the third, a sound transmitter; and fourth, receiving apparatus. The first three cars can be rushed to the scene of the action to be transmitted, while the fourth car is free to travel to any location which is convenient for receiving. The mobile unit, according to Takayanagi, is useful for news reporting and also for purposes of entertainment. Success of public television in Japan as in other countries, is dependent on reducing the price of receiving sets to popular levels; the present teelvision receivers retail at 1,000 yen.

ITALY

With only a passing reference to those owning present-day receiving sets, the press in large headlines has proclaimed the early initiation of television transmission in Italy, asserting that the studio of E.I.A.R. is so complete that it is only necessary to give the finishing touches. The press also unhesitatingly stated that the equipment for the regular transmission of motion picture films is complete to the last detail: . . . "The entire transmission plant which consists of all equipment that is most up-to-date in the field of television" is actually being tested.

Continuing, the press reports that conservative estimates place the number of Italians who regularly follow the program (radio) of E.I.A.R. at 5,000,000. This figure, it is claimed, will be greatly increased when during the coming year the 50 television transmitting stations are installed.

The press is silent as to the use which the 50 television transmitting stations will be put and no indication is given as to how the service offered by such stations is to be utilized. Unless the present Italian receiving sets can be so adapted as to bring the new services into the homes of owners of such sets, the proposed 50 transmission stations will operate for a very favored few.

Inquiry at the leading dealers indicates that unless the unforseen takes place, television, as the practical result of the present experiments, will not be available to the masses for another 18 months. Transmission will be on a 5 meter band, and it is reported that enthusiasts will have to make an outlay of between 2,500 and 3,000 lire for a set which will enable them to enjoy television, it being claimed that no addition or alteration to ordinary receiving sets can be made so that they may be used for televisions. Dealers are neither enthusiastic nor optimistic.

RUSSIA

Little news concerning television has been forthcoming from Russia. However, it is known that there is some television experimentation in the Soviet. Early in 1938 a successful test was made of a new television station in Moscow by showing, on a screen 14x19 centimeters, a band marching along a street; the sound of the band-music accompanied the picture.

The Moscow television center, begun in October, 1936, is equipped with transmitters and equipment of American manufacture; the studio has an area of 280 square meters and is brilliantly decorated. At present there are only 10 receiving sets in operation. Plans for placing receivers in clubs and homes have been made but stress at the present time is being placed on choice and types of transmitters. Evidence of this fact is found in a newspaper item which reported an experimental program in which images and sounds received on special recorders were sent out by 4 television transmitters, one of them of Soviet manufacture. Reception was reported as reasonably satisfactory.

NETHERLANDS

There is only one company engaged in Television experimentation in the Netherlands. That firm is known as the Philips Co. (Full name: N. V. Philips, Gloeilampenfrabicken, Einhoven).

Dutch experiments in television are largely based on the American system known as the RCA or Zworykin system which is available to Philips through their patent agreements. Scanning ranges from 180, 240, 360, 375 or 405 scanning lines. Present development allows the scanning of 25 pictures per second as well as the inter-laced system of scanning. Experiments are being carried on in the transmission of live talent as well as the use of film projection. Dr. Van der Pol is directing the research in the Netherlands.

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IMPROVEMENTS IN LIGHTING

By
J. G. SALTZMAN

EXPERIMENTS in television lighting are being conducted by J. G. Saltzman, Inc., lighting equipment firm which has pioneered in many other improvements in the broad field of photographic lighting equipment. With the increased demand for better photographs, as evidenced by the large number of photographic magazines as well as the increased use of photos in general magazines, photographers have devoted increasing care to the selection of their lighting equipment.

The Saltzman firm has aided them considerably through its development of improved lighting equipment. A special type of enlarging machine as well as overhead vertical, counterbalanced and mobile lighting equipment have been notable advances in the field.

Special portable high power lamps for color work as well as portable counter-balanced camera stands have been other improvements that have marked the consistent advances of this firm. Experiments resulted in the Trans-Lux system of background lights. The firm has also made special equipment for the U. S. government as well as CBS and NBC's photographic studios and outstanding commercial photographers.

After marked success in these various phases of developing lighting equipment—usually built to individual orders—the lighting company is conducting extensive experiments in developing suitable television lighting apparatus. Lighting will be one of the vital factors in successful television. The firm is cooperating with General Electric and American Television Corp. engineers in developing this equipment.

Television's special lighting requirements, such as apparatus for shooting sport scenes, including boxing and wrestling, as well as other television material, will require utmost flexibility of equipment. It must be easy to handle and easy to operate in order that the television "eye" will catch all the important details necessary in furnishing good television programs. Slow-moving, cumbersome lighting equipment would be of little use. The Saltzman company's success in developing modern, easy-to-handle and accurate equipment for photographers is now being applied to television to aid this newest of industries to furnish outstanding entertainment.

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the beauty shop—recordings

my boss—recordings

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radio producers—artists representatives—publicity

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☆ BACKSTAGE ☆

RADIO PRODUCTION DURING 1938

By

NORMAN S. WEISER

NINETEEN THIRTY-EIGHT, from a production viewpoint, was truly "radio's greatest year," surpassing anything in the history of broadcasting to date, and setting a high mark for the industry to shoot at during 1939. For the first time, the three major networks, CBS, MBS and NBC, exceeded the $70,000,000 mark in combined gross billings for a 12-month period. NBC, with its Red and Blue networks, also chalked up the highest single network billings of any one year by surpassing the $40,000,000 mark. Television lived up to advance notices, creating the greatest stir in the industry, and promising to become an actuality before 1939 has run its course.

Program production in Hollywood continued to flourish, with the wealth of "name" material available growing day by day. The Screen Actors Guild brought the closest alignment of motion pictures and radio into being when it entered the radio picture late in 1938 under the sponsorship of Gulf Oil, thereby making every actor, producer, writer and technician available for air appearances. CBS and NBC both completed construction of new radio centers in Los Angeles and held gala openings for all to view the new facilities that proved to be the acme in radio production and operation.

Networks continued their expansion programs insofar as the addition of affiliates was concerned. NBC added 25 outlets, bringing their total network to 168 stations; CBS, with 10 additions, brought its total number of affiliates to 117, and MBS, youngest of the three coast-to-coast chains, added 35 stations, including the entire Texas State Network, to bring its total number of affiliates to 110.

Unions became a recognized part of radio during the past year, affecting production from numerous different angles. The AFM concluded negotiations with radio stations, American Federation of Radio Artists concluded negotiations with the networks regarding the work of sustaining artists, then opened negotiations with the AAAA regarding artists appearances on commercial broadcasts, ACA held its annual convention in New York City, and announced that by the summer of 1939 more than 100 stations would be signed up. AGRAP continued to operate quietly and efficiently in behalf of the announcers and producers comprising its membership.

Perhaps the most noticeable cycle to come to radio during 1939 was the classical music series. Toscanini and the NBC Symphony proved to be a definite success, while CBS made plans to sell its New York Philharmonic series as a $1,000,000 cooperatively sponsored show. Audience participation series also flourished, with "Information Please" and Kay Kyser's College pacing the field. Orson Welles made radio history with his realistic production of the "Men From Mars" broadcast over CBS, and the entire radio industry took a bow on its coverage of the European Crisis, the greatest mass production job in the history of broadcasting. Script shows maintained their huge listening audiences, and the usual demands to cut "blood and thunder" from the children's programs were heard throughout the year.

While the old adage, "there is always room for improvement" still holds true, as proven during the course of 1938, the broadcasting industry has already reached a high plane of perfection. Just what major developments will occur during 1939 no one can determine at this date, but one thing is certain, television will be on exhibition, to either rise or fall, by its actions during the ensuing year.

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RULES AND REGULATIONS OF FEDERAL COMMUNICATIONS COMMISSION REGARDING OPERATION OF RADIO BROADCAST STATIONS

GENERAL

Except Sundays, the licensee of each broadcast station shall maintain a minimum regular operating schedule of two-thirds of the hours that it is authorized to operate during each broadcast day, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the inspector in charge shall be notified in writing immediately after the emergency develops.

If the minimum operating schedule herein required is not adhered to, the licensee may, after hearing, be required to share time with other stations, or be limited to operation during daytime or during specified hours.

A licensee of an unlimited time station may operate the station on any schedule of hours during the broadcast day and the experimental period, provided the minimum regular schedule is maintained during the broadcast day.

Share-Time Stations

If the license of a sharing time station specifies the hours of operation, the schedule so specified shall be adhered to until otherwise ordered by the Commission.

If the licenses of sharing time stations do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this order the file mark of the Commission will be affixed thereto, 1 copy will be retained by the Commission, 1 copy forwarded to the inspector in charge, and 1 copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

Departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the inspector in charge.

If the licensees of sharing time stations are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with application for renewal of license. Upon receipt of such statement the Commission will designate the application for a hearing, and, pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

Limited Time Stations

If the licensee of a broadcast station is required to cease operation of the station at the time of sunset at some point within the United States, the license will specify the hour of the day during each month of the license period when operation of such station shall cease.

The licensee of a limited time station that is authorized to resume operation at the time the unlimited time station on the same frequency ceases operation, shall, with each application for renewal of license, file in triplicate a copy of his regular operating schedule, signed and approved by the licensee of the unlimited time station. Upon receipt of such operating schedule, properly executed, the Commission will affix its file mark, retain 1 copy, forward 1 copy to the inspector in charge, and return 1 copy to the licensee of the limited time station, who shall post it with the station license, and it shall be considered as a part thereof.

If the licensees of the limited time and

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unlimited time stations are unable to agree upon a definite time for resumption of operation by the limited time station, the Commission shall be so notified by the licensee of the limited time station. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

Any broadcast station, other than a day or limited time station, that is licensed for operation part time on a channel on which the entire available broadcast time (i.e., the broadcast day) has not been designated for use in the same geographical area, may operate only during the hours specified in the license.

Material Term of License Violations

In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

In all cases where specific hours of operation are fixed in the license any deviation or departure therefrom, except as authorized by the Commission, shall be considered as a violation of the material terms of the license.

Completion of Construction

Upon completion of construction of a broadcast station in exact accord with the terms of the construction permit, and prior to the filing of application for license, the permittee is authorized to test the equipment between the hours of 1 a.m. and 6 a.m., local standard time, for a period not to exceed 10 days: *Provided,* That the Commission and the inspector in charge are notified two days in advance of the beginning of such equipment tests: *And provided further,* That the Commission may cancel or change the period and, or date of the beginning of such authority as may appear to be in the public interest, convenience, and necessity.

When construction is completed in exact accord with the terms of the construction permit, and after an application for station license has been filed with the Commission, showing the transmitter to be in satisfactory operating condition, the permittee is authorized to conduct program tests in exact accord with the equipment, power, frequency, and hours of operation specified in the construction permit, for a period not to exceed 30 days: *Provided,* That the Commission and the inspector in charge of the proper district are notified two days in advance of the beginning of such program tests: *And provided further,* That the Commission may cancel or change the period and, or date, of the beginning of such authority as may appear to be in the public interest, convenience and necessity.

Time Changes

If local time is changed from standard time to daylight-saving time at the location of all stations sharing time on the same frequency, the hours of operation of all such stations on that frequency shall be understood to refer to daylight-saving time, and not standard time, as long as daylight-saving time is observed. This provision shall govern when the time is changed by provision of law or general observance of daylight-saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however,* That when the license specifies average time of sunset, local standard time shall be used.

Where the local time is not changed from standard time to daylight-saving time at the location of all stations sharing time on the same frequency, the hours of operation on this frequency shall be understood to have reference to standard time, and not daylight-saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight-saving time is observed at the location of some of these stations.

The time of operation of any broadcast station which does not share time with other stations on the same frequency shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is made by the Commission.

Station License

The station license shall be posted in a conspicuous place in the room in which the transmitter is located, and the license of the station operator shall be posted in a conspicuous place in a room occupied by the operator while on duty.

The licensee of each station shall keep a licensed operator or operators of the grade specified by the secretary of the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located.

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charge of the transmitter may, at the discretion of the licensee, be employed for additional operator's duties commensurate with the grade of operator's license which he holds.

Logs

The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

A. Program

a. An entry of the time each station and call announcement is made, with an indication of the type of announcement.

b. An entry briefly describing each program broadcast, such as "music", "drama", "speech", etc., with the time of the beginning and ending. If a mechanical reproduction is used, that fact shall be noted, together with an indication whether announcement thereof was made. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

B. Operating

a. An entry of the time the station begins to supply power to the antenna, and the time it stops.

b. An entry of the time the program begins and ends.

c. An entry of each interruption to the carrier wave, its cause and duration.

d. An entry of the following each 30 minutes:

(1) Operating constants of last radio stage (total plate current and plate voltage).

(2) Antenna current.

(3) Frequency check.

(4) Temperature of crystal control chamber.

Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, and who shall sign the log when starting duty and again when going off duty. The logs shall be made available upon request by authorized Government representatives.

The exact form of logs is not prescribed, but they shall be kept in an orderly manner, and in such detail that the information required is readily available. Key letters or abbreviations may be used if the explanation of each is given plainly in the log.

Call Letter Announcements

Each licensee of a broadcast station shall announce the call letters and location as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech; and in such cases the announcement of the call letters and location shall be made as soon as possible.

Mechanical Reproduction

Each broadcast program consisting of a mechanical reproduction, or a series of mechanical reproductions, shall be announced in the manner and to the extent set out below:

1. A mechanical reproduction, or a series thereof, of longer duration than fifteen minutes, shall be identified by appropriate announcement at the beginning of the program, at each fifteen minute interval, and at the conclusion of the program; provided, however, that the identifying announcement at each fifteen minute interval is waived in case of a mechanical reproduction consisting of a single, continuous, uninterrupted speech, play, symphony, concert or operatic production of longer duration than fifteen minutes;

2. A mechanical reproduction, or a series thereof, of a longer duration than five minutes and not in excess of fifteen minutes, shall be identified by an appropriate announcement at the beginning and end of the program;

3. A single mechanical reproduction of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof;

4. In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration), or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

5. The exact form of the identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood by the listening public. The use of the applicable identifying words such as "a

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record", "a recording", "a recorded program", "a mechanical reproduction", "a transcription", "an electrical transcription", will be considered sufficient to meet the requirements hereof. The identifying words shall accurately describe the type of mechanical reproduction used, i.e., where a transcription is used it shall be announced as a "transcription" or an "electrical transcription" and where a phonograph record is used it shall be announced as a "record" or a "recording".

Rebroadcast Programs

The licensee of any broadcast station, may, without authority of the Commission, rebroadcast a program of another broadcast station upon authority of the licensee of the station that originates the program: *Provided,* That no broadcast station shall rebroadcast a program of an experimental relay broadcast station or of any station operating in any other service without express authority of the Commission. The Commission will not consider any application for such authorization unless it is accompanied by the written consent of the originating station. (A licensee of an experimental relay broadcast station may authorize the rebroadcast of the programs of such station by any station outside the limits of the North American Continent without permission from the Commission. No licensee shall authorize any station within the limits of the North American Continent to rebroadcast the programs of an experimental relay broadcast station without express authority of the Commission, which authority will be granted only after a satisfactory showing that no wire or other facilities exist for reaching the area served by such proposed rebroadcast.)

Political Broadcasting

No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate. The following definitions shall apply for the purpose of this rule: a. 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state or national, to be determined according to the applicable local laws. b. 'Other candidates for that office' means all other legally qualified candidates for the same public office.

The rates, if any, charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discriminations in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the *exclusion of other legally qualified candidates* for the same public office.

Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

Distress Signals

Any violation of this section of the act shall be sufficient grounds for the revocation or denial of a broadcast license. Each station licensee shall give absolute priority to radio communications or signals relating to ships or aircraft in distress, and shall cease transmitting upon such frequencies and at such times, when such transmissions may, in any way, interfere with the reception of radio distress signals or traffic relating thereto.

No station licensee shall resume operations until the need for distress traffic no longer exists, or it is determined that the station will not interfere with distress traffic as it is then being routed and the operation of the station shall again be discontinued if the routing of distress traffic is so changed that the station will interfere. The status of distress traffic may be ascertained by communication with Government and commercial stations. The Commission may hereafter require the licensees of certain stations to keep an effective continuous watch on the distress frequency, 500 kilocycles (410 kilocycles in the Great Lakes area).

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Actual Case History

Thanksgiving Eve, 1938... Major Network "On The Spot"... Client with new program needs listeners' coincidental check in Miami. Wants tabulated information Saturday morning. Network and agency find only Ross Federal has resident trained representatives enough to complete job on time. Saturday morning finds completed survey on executives' desk in New York ▶ Astonishing to the network executives, the speed of this survey was and is just every day work to Ross Federal. Within easy reach of every community, town, village and city, there are trained bonded representatives ready to go into action at a moment's notice ▶ That explains why industry as a whole depends on Ross Federal studies for accurate research of consumer markets. Don't wait until the last minute to find out about this vast organization. Get in touch with a Ross Federal representative today. He will tell you of the many ways you can profitably employ research in your business.

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TELEVISION PRODUCTION

By
C. W. FARRIER
Television Coordinator of the National Broadcasting Company

AS TELEVISION inherited the microphone from radio, the camera from motion pictures and the actor from the stage, so television production requires a knowledge of production in radio, motion pictures and the theater. Yet, before it can claim general acceptance, it must be recognized as a unique and individual medium of entertainment. To do this, it must have a production technique of its own.

Although, in years to come, television may be to the radio what talking pictures are to the silents, for the present television will continue to lean heavily upon radio, not only for immediate financial support, but also for guidance in presenting entertainment without direct cost to its audience.

Tele Director

The extent to which television production is being developed from the three older mediums is personified in the television director. Encompassing the knowledge of the stage, movie and radio director, he must not only interpret the play to the audience through stage management; he must also be the central control and intelligence over all studio activities that contribute to a finished production on what is at present a 7½ by 10 inch screen.

When a script is being considered for television production, it is the director who, with the aid of the engineer in charge of studio operations, sketches a plan for the mechanics of production activity. The director confers with the scene designer; the director instructs the sight and sound men in preparing titles, miniature models and off-stage noises; the director chooses the cast, and finally it is he who correlates all parts into the finished production.

Three Phases

Following the traditional routine of the theater, the television director takes the first step of actual production by calling the cast together for discussion. Then he "walks" the play, timing each scene according to motivation and plot.

In the second phase of production, he rehearses cast and camera crew together. Until a few years ago, the bulk and immobility of the television camera prevented the use of more than one on a set. Today three cameras are almost a necessity and, when more elaborate productions are undertaken, five cameras will not be uncommon. At NBC we use Camera No. 1 for long and dolly shots, Camera No. 2 for close-ups and Camera No. 3 interchangeably.

Like the motion picture director, the television director must be skilled in manipulating the camera. Pointless emphasis, a predominance of long shots over short ones, static images and poor composition are the result of slovenly camera direction. With skillful direction the transition from camera to camera, from long shot to close-up, is smooth, and the dramatic value of the scene is conveyed to the audience without the aid of sound.

In the third phase of production, the television director emulates the radio director by taking his place with the engineers in the control room.

There he can see his cast and crew at work, watch the players' images reflected on the monitoring screen and, by telephoning an assistant in the studio, correlate the production into its final form. This, of course, includes editing, which must be done during shooting; it can not be deliberated later in a cutting room.

Staging

The theory of television production by which every director is guided may be

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Charlotte Greenwood
Harry Richman
Norma Terris
George Murphy
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Georgie Tapps
Patricia Ellis
Hal Leroy
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Nick Long, Jr.
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All instruction is given under the supervision of Ned Wayburn who staged and helped to create over 600 dramatic and musical productions here and in Europe, including fifteen years of ZIEGFELD SHOWS (ALL "SMASH" HITS). SEE "WHO'S WHO IN THE THEATRE" for part of his record as a Theatrical Producer.

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divided into three principles: conservation of time and space, continuity of motion and mobility of drama.

In the television play, as in the screen play, there are no intermissions during which to shift scenery; scene-shifting and editing must be accomplished by switching from one camera to another. Therefore the television director, to observe the first principle, must plan his sets so that all but the simplest can be built in advance and televised within the confines of a small studio.

In order to attain continuity of motion, the director of a television play inserts motion picture sequences, still pictures, scale models and titles in alternation with the live action in the studio. Thus, in its continuity, television most closely resembles sound broadcasting. The continuity of the stage drama can be broken, of course, by one or more intermissions; the continuity of motion pictures is only apparent, since shooting may have required weeks or months. But in television, drama once begun must progress steadily to climax and conclusion.

The television director also must realize that the third principle — mobility of drama—implies far more than the mobility to which we are accustomed in the theater or on the screen. Mobility is achieved on the stage by action. In motion pictures mobility may also be achieved through a diversification of camera shots. Television requires an amplification of both.

Television Films

Recently certain Hollywood companies have conferred with NBC in the preparation of a series of motion pictures for television broadcasting. The question naturally arises: How does motion picture technique as we know it differ from television technique?

Although television technique in its use of the camera is basically that developed by the motion picture, television must employ the dynamic principle of mobility more consistently and more intensively than it is now employed in screen plays.

In our experiments at Radio City with practically every type of commercial motion picture we found that none was entirely satisfactory for television production.

Designed as they were for large audiences, they relied for their appeal on the large audience's more prolonged reaction to emotion. But the small home audience emotional peaks are comparatively low. Hence, the tempo of films ideally suited for exhibition in a theater is far too slow for television.

Tele Mobility

Realizing the necessity for television mobility, NBC maintains that, for the sake of good television production, a director seldom can afford to allow one scene to last longer than thirty seconds without cutting to another angle. Often there are as many as five camera changes within a minute. As an appeal to the eye is three to ten times more effective than an appeal to the ear, so the eye tires that much more quickly than the ear. To illustrate: assume that Harpo Marx is playing for a television broadcast. The picture is varied by long and medium shots, close-ups of his facial expressions, a close-up of his fingers flying over the harp strings. These shots could be broadcast in little more than a minute; repetition would soon become monotonous. From this we can conclude that even a variety show, no matter how exhilaratingly paced for radio, would prove too slow for television.

One of the primary results of our experience in television porgramming has been to reduce the fifteen-minute unit of radio to ten minues. Ten minutes has been found adequate to express one idea in television, and to this extent—but only to this extent—have we borrowed timing from the motion picture. This does not mean that all television programs will be restricted to ten minutes; their length will depend on the complexity of the ideas to be dramatized.

Because of its close relationship, motion picture technique logically can be more easily adapted to television production than can radio technique. However, I do not believe that programs recorded on film, even if produced for broadcasting, will ever replace the live-talent drama. Rather the television show on film may be compared to the radio show on wax. The technique is there, but the spontaneity and timeliness are lacking.

Non-Competitive

In a word, then, television will compete artistically neither with the motion picture nor with the legitimate stage. Because of physical limitations, neither will it, for a decade to come, be able to command the nation-wide audience of sound broadcasting. It has borrowed heavily of production methods from the entertainment world, it is true, but before it can meet with public acceptance and approval its own standard of entertainment first must be developed. That is what we in television are trying to do, and at the present time we can not say how close we are to our goal. But until we have reached it, we must be the first to admit our indebtedness to the stage, the screen and the radio.

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FEDERAL TRADE COMMISSION
Review of
COMMERCIAL CONTINUITIES

THROUGH its Radio and Periodical Division, the Federal Trade Commission reviews commercial radio broadcast continuities submitted by national and regional networks and producers of electrical transcription recordings. The procedure in handling continuities is discussed in another article concerning the activities of the Commission in the legal section of this volume.

In its examination of advertising, the Commission's only purpose is to prevent false and misleading representations. It does not undertake to dictate what an advertiser shall say, but rather indicates what he may not say under the law. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices held to be unfair methods of competition or unfair or deceptive acts or practices in interstate commerce.

It is not the policy of the Commission to indicate its opinion, or give legal advice upon any assumed or given state of facts, but its findings, after full investigation and hearings, are expressed only in the manner provided by the statutes which it administers, and in the manner provided by its rules of practice and procedure adopted pursuant thereto.

The Federal Trade Commission receives many requests from radio stations and others for advice and information concerning certain advertisers and their products. In many cases, the Commission cannot give the information requested, either because the same or a like matter is under investigation for a future decision, or because the Commission is not fully advised of all the facts, and in view of the large volume of work arising in the regular course of its procedure requiring corrective action, it would obviously be impracticable for it to act as advertising counsel with respect to unpublished or prospective advertising.

Experience over 23 years with many thousands of advertisements in the entire field of trade, has enabled the Commission and its staff to standardize, for their own guidance, some types of advertising commonly observed.

Types of Advertising Commonly Observed

Claims based upon false statements or misleading exaggerations.

Claims ambiguous in wording which may mislead.

Claims indirectly misrepresenting a product through distortion of detail.

Claims of an illogical nature and contrary to common sense.

Claims holding out the prospect of excessive profits or earnings.

Misleading price claims.

Contests of a dubious nature, and omission or concealment of any essential factor of a contest.

Lotteries and contests depending upon chance and lottery in their development.

Representing that various articles are given "free," i.e., creating a false impression that something additional is being given without charge, when in fact its cost is fully covered in the price of the main article advertised.

Statements tending to disparage competitors.

Pseudo-scientific claims which cannot be supported and assertions that distort the true meaning or application of statements made by accredited professional and scientific authorities; false advertisement of foods, drugs, devices or cosmetics where the use of the same may be injurious to health because of results from such use under the conditions prescribed in the advertisement, or from customary and usual use; also where the false advertising is with in-

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No Radio Station can do without Dictograph

• **Dictograph Telephone Systems are closely interwoven with the business life of the nation. For these reasons:**

• **Flip-Finger Action:** No fiddling with dials—a flip of the finger and your connection is completed.

• **Split-Second Contact:** Heavy traffic at the switch-board can't slow you up—you contact the voice you want when you want it.

• **Complete Privacy:** Speaking of switch-boards, a Dictograph Telephone System "short-circuits" your chair-man of the board, the operator. It's a completely effective cure for Office-Rumoritis.

• **If Your Staff is More than You:** A Dictograph Telephone System is just as necessary, just as practical in a two-room office as a honeycombed corporation. You'll realize the truth of this when you—

• **Get the Facts!** They're contained in Booklet 22 which bristles with practical reasons-why. Write for it *today!*

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THE ORIGINAL LOUD-SPEAKING TELEPHONE

A Division of Dictograph Products Co., Inc., 580 Fifth Ave., New York, N. Y.

Branches in Principal Cities

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tent to defraud or mislead. Closely related to this group are direct and inferential claims of remedy, relief or cure when such claims are false. Testimonials are considered as a direct representation by the advertiser as to the truth of the contents thereof.

Only Commercial Announcements Required

Only the commercial portions of programs or continuities are required by the Federal Trade Commission for its review of advertising by radio broadcast.

The term "commercial" includes all announcements, statements or assertions tending to or intended to create a demand for or to induce the purchase of any article of commerce, whether such commercial script opens, is interspersed with, or concludes a program.

Those portions of a program are deemed non-commercial and copies are not required, which are of a purely entertaining, informative, civic or political, educational or religious nature. Examples of non-commercial script are music, addresses, lectures, political speeches, sermons, discussions of current events, etc.

The criterion of a commercial station is whether its broadcasting is paid for by some sponsor, either as a sales lead or otherwise. Those stations which do not charge for their broadcasting services, and do not advertise their owners' commodities for sale, have been listed as non-commercial and excused from reporting.

Copies of spot announcements by or for local merchants are desired, as these often refer to articles of commerce moved interstate; and, in any event, every radio broadcast or transmission of intelligence may be an interstate matter.

Whenever the commercial announcements appended to or given in connection with a transcription program (electrical or otherwise) are read or delivered by an announcer in a local station, copies of such announcements are to be reported.

Chain programs transmitted over networks are reported directly to the Commission by the network headquarters, and need not be reported by the individual stations, except in cases of originating key stations, supplying commercial programs for cooperative networks, which may not have established headquarters.

Where commercial broadcasts are given extemporaneously, it is desired that typewritten reports be submitted of any portions construable as promotional sales effort, or likely to induce the purchase of commodities.

The Commission requests that an English translation be submitted for commercial continuities which were broadcast in any foreign language.

Only one copy of a commercial announcement need be reported, although same may have been broadcast several times during the 15-day specified broadcast period requested.

However, when continuity returns are rendered for subsequent Commission requests, additional copy should be submitted, even though some broadcasts may be identical to those rendered in response to a prior request.

Obviously, new Commission actions, orders and stipulations would require specimens of actual recent broadcasts in order to check for compliance.

No standard form of report is needed. The carbon copies sent in by the stations serve the purpose.

It is essential, however, and the Commission specifically requests, that the call letters of the station and also the date of the broadcast be printed, stamped or written upon each sheet of continuity submitted.

The name and address of the advertiser should also be indicated where it does not clearly appear.

Recent Amendments

New duties and responsibilities, as well as added powers, were conferred upon the Federal Trade Commission by the Wheeler-Lea amendment of March 21, 1938. Certain additional sections were added to the earlier Act, specifically applying to food, drugs, devices and cosmetics. These sections specifically make it unlawful for anyone to disseminate or cause to be disseminated, any false advertisement by the United States mails, or in commerce by any means for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase of such commodities. Such sections also make it unlawful to disseminate any false advertisement by any means for the purpose of inducing, or which is likely to induce, directly or indirectly the purchase in commerce of food, drugs, devices or cosmetics.

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PROGRAM PRODUCERS AND TRANSCRIPTIONS

The following list of program producers and transcription firms was compiled by Radio Daily through questionnaires and personal contact. Producers of both live and recorded shows are included in the listing.

A. A. Recording Studios

3543 Broadway, New York, N. Y. Phone, EDgecombe 4-7600. President, Leslie C. Boyd; Vice-President, Richard J. Maher; Engineers: Fred Donals, Robert Ellis. SERVICES OFFERED: Recordings, transcriptions, studio or location air checks, audition records.

•

Advertisers Recording Service, Inc.

113 West 57th Street, New York, N. Y. Phone, CIrcle 6-6540. President, Jean V. Grombach; Treasurer, D. L. Provost. SERVICES OFFERED: Instantaneous direct cut acetate recordings.

•

Aerogram Corporation

1611 Cosmo St., Hollywood, Cal. Phone, Hillside 7211. General Manager, G. Curtis Bird. BRANCH OFFICE: 30 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-0650. Manager, W. H. Voeller; Assistant Manager, Seymour Mann. REGIONAL REPRESENTATIVES: Jones & Hawley, 228 N. LaSalle St., Chicago, Ill. Phone, State 5096. F. R. Jones, A. V. Bamford, Jones & Hawley, 1635 E. 25th St., Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley. SERVICES OFFERED: Transcribed programs built on order, transcribed syndicated programs, program merchandising, production, scripts, television film program sales representatives, air checks studio rental, all types of recording.

•

Air Features, Inc.

247 Park Ave., New York. Phone, WIckersham 2-0077.

Akers-Humphrey Productions, Inc.

1611 Cosmo St., Hollywood, Calif. Phone, Hillside 7211. President, Jerry Akers; Vice President, Albert P. Lapic; Secretary, Malcolm Eagle; Treasurer, C. S. Humphrey. SERVICE OFFERED: Commercial transcriptions or live talent shows for agencies, stations or advertisers.

•

Alton Alexander

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-4943. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs.

•

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto, Ont., Canada. Phone, Elgin 2464. TRANSCRIPTION PERSONNEL: R. E. McGuire, M. A. McLean, F. W. Cannon. SERVICES OFFERED: Transcriptions.

•

Allied Phonograph & Record Mfg. Co.

1041 N. Las Palmas, Los Angeles, Calif. Phone, Hollywood 5107. President, L. I. Goldberg. SERVICES OFFERED: Phonograph records, electrical transcriptions, portable electric phonographs.

•

American Artists League

10622 Kimberley Ave., Cleveland, Ohio. Phone, Potomac 1718. President, Jerome Siegel; Manager, Frank Shuster. SERVICES OFFERED: Serial scripts.

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An entirely new and exclusive method of electrically transcribing radio programs.

Each "Monitrol" transcription contains:

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Automatic equalization,

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Every radio station is equipped to use "Monitrol" electrical transcriptions.

EMPIRE BROADCASTING CORP.

480 Lexington Avenue New York

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American Foundation For the Blind, Inc.

15 West 16th St., New York, N. Y. Phone, CHelsea 3-2821. Chief Engineer, J. O. Kleber. SERVICES OFFERED: Recording of long-playing phonograph records of books and plays.

•

American Record Corp.

(A Subsidiary of the Columbia Broadcasting System)

1776 Broadway, New York, N. Y. Phone, CIrcle 5-7300. President, Edward Wallerstein. Associate Recording Director, J. H. Hammond, Jr., SUBSIDIARY COMPANIES: Brunswick Record Co., 215 West Ohio St., Chicago, Ill. Phone, Superior 5382. Manager, S. J. Hein; American Record Co. of Calif., 6624 Romaine St., Hollywood, Calif. Phone, Granite 4134. Manager, G. W. Yates. SERVICES OFFERED: Manufacture and distribution of home phonograph records.

•

Armand & L'Estelle

410 South Michigan Ave., Chicago, Ill. Phone, Harrison 3435. Owner-Manager, Estelle A. Lutz; Musical Director, Armand H. Buisseret. SERVICES OFFERED: Scripts, live talent, program production.

•

Associated Broadcasting Co., Ltd.

Hermant Bldg., Toronto, Ont., Canada. Phone, Elgin 3345. President, E. A. Byworth; Sales Manager, E. L. Weaver; Transcription Director, J. C. Tobin; Recording Engineer, A. S. Toby. BRANCH OFFICE: Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. Vice-president, M. Maxwell; Secretary-Treasurer, W. A. Eversfield; French Director, J. O. Denis; Script Director, B. J. Gossman. SERVICES OFFERED: Scripts, casting, production, direction and recording (lateral cut acetate).

•

Associated Cinema Studios

1357 No. Gordon St., Hollywood, Cal. Phone, Hempstead 2131. Manager, Frank W. Parkett. SERVICES OFFERED: Transcriptions, recordings, aircheck, production.

•

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, Bryant 9-0847. President, M. E. Tompkins. SERVICES OFFERED: Transcriptions, library, production, scripts, recording facilities, both vertical and lateral.

Associated Radio Features, Inc.

540 N. Michigan Ave., Chicago, Ill. Phone, Superior 8636. President-General Manager, Stuart Haydon. SERVICES OFFERED: Custom-built shows, live and transcribed, talent, production.

•

Associated Radio Writers, Inc.

137 Newbury St., Boston, Mass. Phone, COMmonwealth 2385. President, Ralph L. Rogers; Treasurer, James A. Arne; Secretary, Marianne Berrie; Production Director, Allen R. Worley. SERVICES OFFERED: Script syndicate, live talent production and direction.

•

Associated Transcriptions of Hollywood

6604 Melrose Ave., Hollywood, Cal. Phone, Walnut 4736. Executives, Manager Thorus E. LaCroix. SERVICES OFFERED: Electrical Transcriptions, off-the air recordings, phonograph recordings, custom-built transcriptions, production, scripts, recording equipment, discs, etc.

•

Audio-Scriptions, Inc.

1619 Broadway, New York, N. Y. Phone, Circle 7-7690. Manager, Ezekiel Rabinowitz. SERVICES OFFERED: Recordings at the studio; "Clipping Bureau of the Air" (100,000 items available on 12 in. aluminum records).

•

Authors & Artists, Inc.

630 Fifth Ave., New York, N. Y. Phone, CIrcle 5-8133. President, A. Coster Schermerhorn; Vice-President, Norman H. White; Secretary-Treasurer, B. Robert Rodner. SERVICES OFFERED: Program ideas and production, scripts.

•

Ayers-Prescott

1270 Sixth Avenue, New York, N. Y. Phone, COlumbus 5-2482. Program Director, S. Kirby Ayers; Artists Bureau Manager, Robert J. Prescott; Production Director, Erich Don Pam. SERVICES OFFERED: Program production, talent.

•

Joseph M. Barnett

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-3425. SERVICES OFFERED: Scripts, production.

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Baldwin Recording Studios, Inc.

17 West 46th St., New York, N. Y. Phone, BRyant 9-8592. President, C. Paul Baldwin; Secretary-Treasurer, Ernie Valle; Vice-President, Paul P. Wrigley. SERVICES OFFERED: Transcriptions; studio; remote control and off-the-air recordings; foreign language program transcription specialists.

•

Walter Biddick Co.

Chamber of Commerce Bldg., Los Angeles, Cal. Phone, Richmond 6184. Manager, Ted N. Turner. BRANCH OFFICES: Exchange Bldg., Seattle, Wash. Phone, Main 6440. Russ Bldg., San Francisco, Cal. Phone, Sutter 5415. SERVICES OFFERED: Transcriptions, production, scripts, talent.

•

Joseph Bloom

19 West 44th St., New York, N. Y. Phone, VAnderbilt 3-8950. President, Joseph Bloom. SERVICES OFFERED: Program production.

•

E. V. Brinckerhoff & Co., Inc.

29 West 57th St., New York, N. Y. Phone, Plaza 3-3015. President, E. V. Brinckerhoff; Vice-President, E. P. Kampf; Secretary, F. V. Meeker. SERVICES OFFERED: Complete electrical transcription services. Operate own recording studios.

•

Broadcast Producers of N. Y., Inc.

501 Madison Ave., New York, N. Y. Phone, Eldorado 5-9300. General Manager, George W. Dan Junas; Sales Manager, Louis Measam. SERVICES OFFERED: Dramatized 1-2-3 and 5 minute spot announcements; audition, off-the-air, custom and live show recording for spot advertisers; foreign language spots, domestic and abroad.

•

Broadcasters Mutual Transcription Service, Inc.

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President, J. Frank Eschen; Vice-President, James M. Althouse; Secretary, E. H. Harmon; Treasurer, Charles E. Harrison. REPRESENTATIVES: Walter Biddick Co., 568 Chamber of Commerce Bldg., Los Angeles, Calif.; Charles Michelson, 545 Fifth Ave., New York, N. Y.; Radioaids, Inc., 1041 North Las Palmas, Hollywood, Calif.; Organisacao "Mercurio" Caixa Postal 3133, Rio de Janeiro, Brazil; Broadcasting Programme Service, 12 Rue Able-Ferry, Paris, France. SERVICES OFFERED: Transcribed productions and scripts, talent, and program service.

•

Callahan Radio Programs

221 Markham Bldg., Los Angeles, Calif. Phone, Hollywood 3442. Production Manager, Robert E. Callahan; Business Manager, John L. Chandler. SERVICES OFFERED: Custom-made and ready-built transcribed and live talent programs.

•

Chase & Ludlam

30 Rockefeller Plaza. New York, N. Y. Phone, CIrcle 7-4366. Partners: Frank Chase and George Ludlam. SERVICES OFFERED: Scripts, program production of live talent and custom-built transcribed shows.

•

Champion Recording Corporation

17 West 60th St., New York, N. Y. Phone, COlumbus 5-4445. President-Secretary, Joy J. Pierri; Vice-President, Joseph Victoria; Treasurer, Omar Champion. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, studio recording.

•

The Bruce Chapman Co.

145 West 41st St., New York, N. Y. Phone, WIsconsin 7-2179. President, Bruce Chapman. SERVICES OFFERED: Production, scripts.

•

Chicago Recording Studios

64 E. Jackson Blvd., Chicago, Ill. Phone, WEbster 7288. SERVICES OFFERED: Recording, transcriptions, production.

•

Chicago Tribune-New York News Syndicate

220 East 42nd St., New York, N. Y. Phone, MUrray Hill 2-1234. General Manager, Arthur W. Crawford. BRANCH OFFICE: c-o Chicago Tribune, Tribune Tower, Chicago, Ill. SERVICES OFFERED: Newspaper features for radio production.

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EVERY MEMBER OF YOUR STAFF HANDLING TRANSCRIPTIONS SHOULD HAVE A COPY WITH OUR COMPLIMENTS

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3—Tips from the Control Room. Balance—Levels—Blending Effects—Background Adaptation, etc. . . . How to Team Production Man, Control Operator and Recording Engineer . .

4—STUDIO SUGGESTIONS: Solving Rehearsal Problems Under AFRA . . Rehearsal Hints That Assure a Perfect Dress . . Microphone Uses and Limitations . . . Voice Balancing Faetors . . . Orchestral Balancing Ideas . . . Dramatic and Character Projection Principles . . . Achieving Announcement Sincerity . . Tricks of Timing and Cuing for Unity of Impression . Psychology of Sound Effects and Their Production . . . Conducting and Analyzing Rehearsals and Dress Recordings . . . Translating Scripts for Efficient Production . . Recording the Completed Show.

5—Secrets of Successful Arrangements for Transcription Auditioning . . . Matters of Playback Equipment, Needles, Handling, etc.

6—Uses of Transcription Libraries . . . Foreign Language Markets . . . Leasing Transcriptions . . . Sales Promotion and Industrial Recording . . . Air Trailers . . . Premium Records . . . Spot Testing . . . Care, Handling, Filing and Shipping Records.

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Ted Collins Corporation

1819 Broadway, New York, N. Y. Phone, CIrcle 7-0094. President and Program Director, J. M. Collins; Director of Public Relations, William P. Maloney; Producer, Sylvan Taplinger; Musical Director, Jack Miller; Choral Director, Ted Straeter. SERVICES OFFERED. Program building and producing.

•

The Compo Company Limited

131 18th Ave., Lachine, Montreal, Canada. Phone, Dexter 0905. President, H. S. Berliner; Secretary-Treasurer and Manager, E. M. Kirke Boyd; Chief Engineer, S. Ste Eve. SERVICES OFFERED: Custom-built acetate recordings processed and pressed.

•

J. Ralph Corbett, Inc.

Carew Tower, Cincinnati, Ohio. Phone, Parkway 1463. President, J. Ralph Corbett. BRANCH OFFICES: 520 No. Michigan, Chicago, Ill. Phone, Delaware 3265; Graybar Bldg., New York, N. Y., Phone, MOhawk 4-4528. SERVICES OFFERED: Production, talent, merchandising and sale promotion service.

•

D'Arcy Laboratories

421 S. Wabash, Chicago, Ill. Phone, WEbster 0914. President, E. W. D'Arcy. SERVICES OFFERED: Transcriptions, recordings, mobile recordings, pick-up service, sound-effects.

•

Decca Records, Inc.

50 West 57th St., New York, N. Y. Phone, Columbus 5-5662. President, Jack Kapp; Vice-President and Sales Manager, E. F. Stevens, Jr.; Manager Transcription Division. C. D. MacKinnon. BRANCH OFFICES: Boston, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, St. Paul, Houston, Atlanta, Memphis, New Orleans, Dallas, Los Angeles, San Francisco and Seattle. SERVICE OFFERED: Custom-built electrical transcriptions, records.

•

Harry S. Dube

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-7035. Manager, J. Knight. SERVICES OFFERED: Scripts, production, talent.

Earnshaw Radio Productions

443 Western Pacific Bldg., Los Angeles, Calif. President, Harry A. Earnshaw; Secretary-Treasurer, H. L. Earnshaw; Vice-President and Sales Manager, Fenton W. Earnshaw. BRANCH OFFICES: 545 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-3376. Manager, Charles Michelson; Fisher Bldg., Detroit, Mich. Manager, Arthur W. Sutton; 171 McDermott Ave., Winnipeg, Canada. SERVICES OFFERED: Custom Built transcribed or live shows, transcribed and live features for local, regional and national release. Script service for sponsors.

•

Eccles Disc Recordings

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 5257. Owner, Conroy Douglass; Manager, C. R. Alford. SERVICES OFFERED: Transcriptions, air check recordings.

•

Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood, Cal. Owner and Manager, Bert B. Gottschalk. SERVICES OFFERED: "Air-Chek" service; recordings, electrical transcriptions, recording equipment.

•

W. M. Ellsworth

75 East Wacker Drive, Chicago, Ill. Phone, Central 0942. President, W. M. Ellsworth. SERVICES OFFERED: Transcriptions, Custom Jobs.

•

Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. President-Treasurer, Gerald A. Kelleher; Vice-President in Charge of Sales, George Podeyn: Vice-President and Chief Engineer, Eugene L. Bresson; Vice-President, William Hall; Secretary, William Hanley; Assistant Secretary, J. Howard Capron. SERVICES OFFERED: Syndicated transcribed programs, custom-built transcriptions, production, scripts, talent and complete recording facilities.

•

Fanchon & Marco

30 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-5630. Radio Director, Samuel Shayon; Publicity, Dorothy Haas. SERVICES OFFERED: Production, talent.

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Federal Transcribed Programs, Inc.

101 Park Ave., New York, N. Y. Phone, CAledonia 5-7530. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

•

Fields Brothers Radio Corporation

(Roger Laswell Corp.)

515-517 Equitable Bldg., Hollywood, Calif. Phone, Hollywood 7305. President, Leo Fields; Executive Vice-President, Harry David Fields; Secretary, E. B. Hazelton. SERVICES OFFERED: Producers of custom-built radio shows, live and transcribed.

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Irving Fogel & Associates

1041 N. Las Palmas, Hollywood, Calif. Phone, Hollywood 5107. President, Irving Fogel; Vice-President, M. B. Grabhorn. REPRESENTATIVES: D. S. Grow, 100 Adelaide St., W., Toronto, Ont., Canada; M. M. Pitcher, 127 Seventh Ave., E. Calgary, Alberta, Canada; Herbert Rosen, 12, Rue Abel Ferry, Paris, France. SERVICES OFFERED: Production of live and transcribed radio presentations, foreign syndication of radio scripts.

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Frankay Recording Studios

156 West 44th St., New York, N. Y. Phone, LOngacre 5-0242. SERVICES OFFERED: Transcription, off-the-air recordings.

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Gags, Inc.

48 West 48th St., New York, N. Y. Phone, BRyant 9-0919. General Manager, Murray T. Bloom. SERVICES OFFERED: Scripts, program material.

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General Broadcasting System

500 Buhl Bldg., Detroit, Mich. Phone, Cherry 0400. President, Donald C. Jones; Sales Manager, Raymond C. Leonard; Program Director, Richard Borden. BRANCH OFFICE: Buckley Bldg., Cleveland, Ohio. Phone, Prospect 4735. SERVICES OFFERED: Custom-built transcriptions, production, script, recording, talent.

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Ghostwriters Bureau

17 East 49th St., New York, N. Y. Phone, WIckersham 2-8996. Director, Fred Baer. SERVICES OFFERED: Writing service.

Harry S. Goodman Advertising Agency

420 Madison Ave., New York, N. Y. Phone, WI. 2-3338. BRANCH OFFICE: 134 N. La Salle St., Chicago, Ill. Phone, Randolph 5263. Manager, H. Knuth. SERVICES OFFERED: Program production for live talent and transcribed shows.

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Max Graf Productions

1040 Geary St., San Francisco, Calif. Phone, Ordway 3671. General Manager, Max Graf. REPRESENTATIVES: Press-Radio Features Inc., 360 N. Michigan Ave., Chicago. Phone, Randolph 9333. Paul Weichelt. SERVICES OFFERED: Special transcriptions syndicated features.

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Jean V. Grombach, Inc.

113 West 57th St., New York, N. Y. Phone, CIrcle 6-6540. President, Jean V. Grombach; Treasurer, D. L. Provost; Chief Recording Engineer, Chet Boggs; Chief Control Engineer, Harold Chapman; Sales Manager, Frank McDonnell. REPRESENTATIVES: 8 Newberry St., Boston, Mass. Manager, James Murley, 6200 Franklin Ave., Los Angeles, Cal. Manager, Emil Seidel, 50 New Bond St., London, England, Manager, Leslie Kettles. Rue de Lorette, Paris, France. Manager, Andre Oulmann. SERVICES OFFERED: Production, recording, manufacture and distribution of electrical transcriptions, wax recordings for rebroadcast purposes.

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Grombach Productions, Inc.

113 West 57th Street, New York, N. Y. Phone, Circle 6-6540. President, Jean V. Grombach; Treasurer, D. L. Provost; Senior Production Director, Ted Sills; Assistant Director, M. Kearney. REPRESENTATIVES: 8 Newberry St., Boston, Mass. Manager, James Murley. 6200 ranklin St., Los Angeles, Cal. Manager, Emil Seidel. 50 New Bond Street, London, England. Manager, Leslie Kettles. Rue de Lorette, Paris, France. Manager Andre Oulmann. SERVICES OFFERED: Program Creation and Production, Scripts, Direction, Casting, for live talent and transcribed shows.

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Grow & Pitcher Broadcasting Agencies

100 Adelaide St., West, Toronto, Ont., Canada. Phone, Waverly 2036 and 2846. General Manager, D. Spencer

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Grow; Vice President, Stewart L. Grow; Sales Manager, Claude Bissell; Transcription Supervisor, David Fenn. BRANCH OFFICE: 127 Seventh Ave., East, Calgary, Alberta, Canada. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Custom - built transcriptions, syndicated transcriptions, studio recordings, air checks, production, talent.

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Guild Productions, Inc.

3910 Carnegie Ave., Cleveland, Ohio. Phone, HEnderson 3320. President, William A. D. Millson; General Manager, F. Reynolds; Sales Manager, E. F. Taggert; Recording Director, J. K. Vaughan. SERVICES OFFERED: Production of Recorded and Live Talent Programs, Scripts, Talent, Recording Service.

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Sam Hammer Radio Productions

2 West 45th St., New York, N. Y. Phone, MUrray Hill 2-0174. Owner, Sam Hammer; Vice President in Charge of Production, Floyd Buckley; Vice President in Charge of Script Department, Augustus Barrat; Women's Program Director, Eve VeVerka; Secretary and Recording Manager, Jose Yovin; Treasurer, C. F. Comly. SERVICE OFFERED: Program Production.

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Ted Hammerstein

1564 Broadway, New York, N. Y. Phone, LOngacre 5-9609. SERVICES OFFERED: Program production.

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Hansen Associates

420 Lexington Ave., New York, N. Y. Phone, LExington 2-5457. General Manager, Robert R. Hansen; Business Manager, Harry P. R. Hansen. SERVICES OFFERED: Transcribed features, scripts, production, live and transcribed.

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Harris Radio Productions

1014 First National Bank Bldg., Salt Lake City, Utah. Phone, Wasatch 1373. R. T. Harris, R. L. Brainard. SERVICES OFFERED: Prepared programs.

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Sam Hayes

2001 Garth Ave., Los Angeles, Calif. Phone, GRanite 5191. SERVICES OFFERED: Production of radio commentator programs, scripts.

Heffelfinger Radio Productions

522 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-1379. Manager Radio Division, C. H. Pearson; Production Manager, Gene Stafford; Program Producer, George Vandel. BRANCH OFFICE: 924 Second Ave., S., Minneapolish, Minn. Phone. Bridgeport 4730. SERVICES OFFERED: Production of live and transcribed programs.

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Hispano Broadcasting Co.

100 E. First St., Los Angeles, Calif. Phone, MIchigan 4433. Manager, Tony Sein. SERVICES OFFERED: Spanish programs, live and transcribed.

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Hollywood Radio Productions

729 N. Western Ave., Hollywood, Calif. Phone, GRanite 6790. General Manager, E. R. Hood; Assistant Manager, C. C. McDonald; Secretary-Treasurer, Caroline Olsen. SERVICES OFFERED: Production of live and transcribed programs, scripts.

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Hollywood Recording Co.

Cinema Bldg., 1731 North Highland Ave., Hollywood, Calif. Phone, HIllside 3097, GLadstone 2191. President, John Hirsch; Associate Recording, Harry Smith. SERVICES OFFERED: Line check and off-the-air recordings, transcriptions, production.

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Hollywood Transcript Co.

1558 Vine St., Hollywood, Calif. Phone, Hollywood 7734. President, Daniel O'Brien; Sales Manager, Maurice Ford; Production Manager, Paul Kahl. SERVICES OFFERED: Records, airchecks, electrical transciption programs, live talent, program production.

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Intercontinental Audio-Video Corp.

9 Rockefeller Plaza, New York, N. Y. Phone, CIrcle 7-4560. President, Mark H. Hawley; Secretary-Treasurer, Winton L. Miller, Jr. SERVICES OFFERED: Electrical transcriptions of programs and spot announcements, auditions, program production.

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Archdale Jones

342 Madison Ave., Suite 342, New York, N. Y. Phone, MUrray Hill 6-3240. Producer and Director, Archdale J. Jones; Associate Producer, Viola Burgess. SERVICES OFFERED: Creation and production of programs, live and transcribed.

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Archie Josephson Enterprises, Inc.

6624 Romaine St., Hollywood, Calif. Phone, GRanite 4134. President-General Manager, Archie Josephson. SERVICES OFFERED: Transcribed programs.

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Kasper-Gordon Studios, Inc.

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Manager, Robert W. Graham; Recording Manager, E. N. Buzzell. SERVICES OFFERED: Custom Built Transcriptions, Syndicated Transcriptions, Studio Recordings, Air-Checks, Program production and talent.

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Jesse L. Kaufman, Inc.

22 West 48th St., New York, N. Y. Phone, PEnnsylvania 6-2409. President, Jesse L. Kaufman; Production Manager, Charles A. Schenck, Jr.; Musical Director, William F. Wirges. SERVICES OFFERED: Program production.

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James B. Keysor Co., Inc.

57 Richards St., Salt Lake City, Utah. Phone, Wasatch 2552. President, J. B. Keysor. SERVICES OFFERED: Transcriptions, recordings.

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Lang-Worth Feature Programs, Inc. and Langlois & Wentworth, Inc.

420 Madison Ave., New York, N. Y. Phone, Eldorado 5-1620. R. C. Wentworth; C. O. Langlois; Neal Hopkins; W. O'Keefe. SERVICES OFFERED: Program Library, Five minutes transcribed programs and one-minute transcribed shows for sponsors.

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Leading Attractions, Inc.

519 Madison Ave., New York, N. Y. Phone, PLaza 3-8093. Director and Production, Aaron B. Steiner. SERVICES OFFERED: Production of live talent and transcribed programs.

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Lippe & Lazarus Productions

364 South Cloverdale Ave., Hollywood, Calif. Phone, York 2901. General Manager, M. M. Lippe. SERVICES OFFERED: Transcriptions, custom-built programs, scripts, talent.

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Phillips H. Lord, Inc.

501 Madison Ave., New York, N. Y. Phone, WIckersham 2-2211. President, Phillips H. Lord. SERVICES OFFERED: Production of live talent programs.

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C. P. MacGregor

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; M. J. Mara. SERVICES OFFERED: Musical and Dramatic library, transcriptions.

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Harry Martin Enterprises

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 3842. President, Harry Martin. SERVICES OFFERED: Program production, scripts, transcriptions, script exchange.

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R. U. McIntosh and Associates, Inc.

10558 Camarillo St., N. Hollywood, Calif. Phone, STanley 7-1035. President, R. U. McIntosh; Vice-President, Agnetta Peterson; Secretary-Treasurer, M. M. McIntosh. REPRESENTATIVES: Clifford Ogden, 1629 C St., Lincoln, Nebr.; William Carlson, 128 N. Gardiner Ave., Rockford, Ill.; Thomas H. Blanton, Fabens, Texas. SERVICES OFFERED: Transcriptions, production of programs and recordings.

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Mertens & Price, Inc.

3923 W. Sixth St., Los Angeles, Calif. Phone, Drexel 1118. President, Fred C. Mertens; Secretary-Treasurer, George Logan Price; Service Manager, B. M. Fink. REPRESENTATIVES: Charles Michelson, 545 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-3376; Harold S. Chamberlain & Associates, 681 Endicott Bldg., St. Paul, Minn. Phone, Garfield 4895; C. N. Mullican Co.,

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Realty Bldg., Louisville, Ky. Phone, Jackson 5834; All-Canada Broadcasting System, Calgary, Alberta; All-Canada Broadcasting System, Winnipeg, Canada; All-Canada Broadcasting System, Victory Bldg., Toronto, Ontario; 923 Dominion Square Bldg., Montreal; Adyar House, 29 Bligh St., Sydney, Australia; 12 Rue Abel-Ferry, Paris, France. SERVICES OFFERED: Transcribed programs, custom-built transcribed or live shows, script service, talent service, merchandising and copy service.

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Metropolitan Broadcasting Service Limited

MacLean Tower Bldg., Toronto, Ont., Canada. Phone, Adelaide 0393. President, Ken Soble; General Manager, A. A. Shaberman; Sales Manager, Paul Morris; Program Director, "Doc" Lindsey. SERVICES OFFERED: Program production, talent.

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Charles Michelson

545 Fifth Ave., New York, N. Y. Phone, Murray Hill 2-3376. President, Charles Michelson. Representative for: Speedy-Q Sound Effect Records, Earnshaw Radio Production. SERVICES OFFERED: Transcribed program representative, sound effect record library, portable transcription playback machines.

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Michelson & Sternberg, Inc.

116 Broad St., New York, N. Y. Phone, BOwling Green 9-8925. President, A. Michelson. SERVICES OFFERED: Transcription exporters.

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Mid-West Recordings, Inc.

24 South 7th St., Minneapolis, Minn. Phone, At. 4461. President, H. D. Field; Secretary-General Manager, L. M. Knopp; Treasurer, D. E. Field; Chief Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom built programs, complete transcription service, programs, scripts, talent, production, syndicated programs.

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George Miller Productions, Inc.

1456 Penobscot Bldg., Detroit, Mich. Phone, Cadillac 2604. President, George Miller. SERVICES OFFERED: Production of programs, live and transcribed.

Raymond R. Morgan Co.

6362 Hollywood Blvd., Hollywood, Cal. Phone, Hempstead 4194. President, Raymond E. Morgan; Manager, R. E. Messer. SERVICES OFFERED: Production, transcriptions.

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Music Corporation of America

745 Fifth Ave., New York, N. Y. Phone, WIckersham 2-8900. Executive Vice-President, William R. Goodheart; Vice-President, David A. Werblin; Vice-President, Willard Alexander; Vice-President-Radio Director, Harold Hackett. BRANCH OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Manager, Charles Miller; Vice-President, W. H. Stein; 9730 Burton Way, Beverly Hills, Calif. Phone, Bradshaw 23211. President, J. C. Stein. Manager, Taft Schreiber. In Charge of Radio, Walter Johnson; 111 Sutter St., San Francisco, Calif. Phone, Exbrook 8922. Manager, Lyle Thayer; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone, 2-1448. Manager, Norman Steppe; 918 Rhodes Haverty Bldg., Atlanta, Ga. Manager, George Walker; 16 Old Bond Street, London, England. Phone, Regent 6506. Manager, Earl Bailey. SERVICES OFFERED: Production, talent.

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Robert S. Nash Co.

5437 Lisette Ave., St. Louis, Mo. Phone, Flanders 4758. President, Robert S. Nash. SERVICES OFFERED: Transcriptions.

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National Broadcasting Company Electrical Transcription Service

Radio City, New York, N. Y. Phone, Circle 7-8300. Manager, C. Lloyd Egner; Assistant Manager, Frank E. Chizzini; Production Manager, Reginald Thomas. BRANCH OFFICE: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Maurice Wetzel. SERVICES OFFERED: NBC Thesaurus Program Library, custom built programs, simultaneous recordings of network and studio programs, recording service for clients and agencies, syndicated recorded programs, reference or audition recordings.

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National Radio Advertising Agency

Hollywood Center Bldg., Hollywood, Calif. Phone, HEmpstead 1551. Presi-

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dent, Harry Jacobs; Vice-President, D. D. Crawford. SERVICES OFFERED: Producers and distributors of transcribed programs.

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National Transcription Features

2 East 45th St., New York, N. Y. Manager, George H. Field. SERVICES OFFERED: Electrical transcriptions, production.

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Lilian Okun, Inc.

1501 Broadway, New York, N. Y. Phone, CHickering 4-3651. President, Lilian Okun; Script Director, Phylis Frederic; Assistant Producer, Mildred Schrom. SERVICES OFFERED: Program production, live and transcribed, talent, publicity, scripts.

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Pan American Broadcasting Co.

330 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-0811. Manager, A. Alexander. REPRESENTATIVES: F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. SERVICES OFFERED: Transcriptions, program production, script service, talent bookings.

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Donna Parker Productions

540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 2277. SERVICES OFFERED: Production, talent.

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Harold E. (Hal) Pearce

White Henry Stuart Bldg., Seattle, Wash. Phone, Main 6626. Manager, Hal E. Pearce. SERVICES OFFERED: Transcription company representatives, air-check, scripts.

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Peck Radio Production

3275 Wilshire Blvd., Los Angeles, Calif. Phone, Fi. 8131. President, William M. Peck; Secretary, Thorbe Deakers; Program Director, Clinton Jones. SERVICES OFFERED: Production.

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Peterson Radio Production Co.

1457 Broadway, New York, N. Y. Phone, Wisconsin 7-0069. President, Donald Peterson; Production and Public Relations, Gilbert Braun; Script Manager, Ruth Travers. SERVICES OFFERED: Program planning, writing, producing and transcribing. Publicity, special sound effects.

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Premier Radio Enterprises Inc.

530 Mart Bldg., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-President, Wilson Dalzell; Secretary, Jerome M. Yawitz. SERVICES OFFERED: Producing and recording of custom-built transcriptions, phonograph records, artist bureau, national and regional broadcasts, wax and film recording, slide film.

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Playcrafters

207 East Ave., Bridgeton, N. J. Director, Jack B. Plumley; Assistant Director, Forrest Hoyt. SERVICES OFFERED: Scripts.

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Press Radio Features, Inc.

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 9333. President, F. W. Hemingway; Secretary, Paul C. Weichelt. SERVICES OFFERED: Transcriptions, distributors of transcribed programs.

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Radiad Service

3140 W. Walton, Chicago, Ill. Phone, NEvada 6262. Manager, Edward L. Foertsch.

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Radiocrafters

56 West 45th St., New York, N. Y. Phone, MUrray Hill 2-2103. President, Chester H. Miller; Treasurer, Merwin Jennings; Secretary, Glenn H. Pickett; Vice-President, Wilfred M. Scherer. SERVICES OFFERED: Production of live talent programs.

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Radio Attractions, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-4483. President, Herbert R. Ebenstein; Treasurer, George W. Brant; Sales Manager, Philip A. Fuss; Director of Publicity and Exploitation, Howard Carnow. SERVICES OFFERED: Feature transcribed programs.

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Radio Events, Inc.

535 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-3487. President, Joseph M. Koehler. SERVICES OFFERED: Production, scripts, casting.

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Radio Features, Inc.

6404 Hollywood Blvd., Hollywood, Calif. General Manager, B. M. Melton. SERVICES OFFERED: Syndicated transcription programs.

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Radio Producers of Hollywood

930 N. Western Ave., Hollywood, Calif. Phone, Hollywood 6288. OWNER: Lou R. Winston.

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Radio Program Associates

40 East 49th St., New York, N. Y. Phone, Eldorado 5-4227. President, Bernard Zisser. SERVICES OFFERED: Custom jobs, transcriptions, supervision, distribution, live shows including script, production and merchandising.

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Radio Programme Producers

1440 St. Catherine St., West, Montreal, Que., Canada. Phone, Marquette 1184. Director of English Programs, Ivan F. Tyler; Director of French Programs, Paul L'Anglais. SERVICES OFFERED: Production, scripts, talent.

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Radio Recorders, Inc.

932 North Western Ave., Hollywood, Cal. Phone, Hollywood 3917. President, F. H. Winter; Vice-President, J. C. Brundage; Secretary, L. D. Minkler; Treasurer, Ernest Dummel; Sales and Production Manager, J. J. Sameth. SERVICES OFFERED: Transcriptions, recording service.

Radio Recording Studios

1619 Broadway, New York, N. Y. Phone, COlumbus 5-9037. Manager, A. Moran. SERVICES OFFERED: Off-the-air recordings, recordings at the studio, electrical transcriptions.

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Radio Recording Studios

4701 N. Winchester Ave., Chicago, Ill. Phone, Edgewater 6461. Owner-Manager, Myron Bachman. SERVICES OFFERED: Off-the-air recordings, instantaneous recordings.

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Radio-Rundfunk Corporation

207-11 East 84th St., New York, N. Y. Phone, Rhinelander 4-9609. President, Herbert F. Oettgen; Treasurer and Secretary, Wm. C. Foerster. SERVICES OFFERED: Transcriptions, production, foreign news service.

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Radioscript Productions Co.

1775 Broadway, New York, N. Y. Phone, CIrcle 7-2849. President, Maury Ascher; Manager, Stanley M. Ascher. SERVICES OFFERED: Production.

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Radioscriptions, Inc.

726 11th St., N.W., Washington, D. C. Phone, REpublic 0861. President, E. G. Sharpless; Treasurer, B. P. Sharpless; General Manager, R. J. Coar. SERVICES OFFERED: Phonograph recordings, custom transcription, studio construction, manufacturers' representatives.

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Radio Transcription Co. of America, Ltd.

Hollywood Blvd. at Cosmo St., Hollywood, Calif. Phone, Hollywood 3545. President and General Manager, Charles

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C. Pyle. BRANCH OFFICES: 666 Lake Shore Drive, Chicago, Ill. Manager, J. M. Hayes. SERVICES OFFERED: "Readibuilt" and custom-built transcribed programs produced and distributed.

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RCA Manufacturing Co.

155 East 24th St., New York, N. Y. Phone, Bogardus 4-6200. BRANCH OFFICES: 445 Lake Shore Drive, Chicago, Ill. Phone, Delaware 4774; 1016 North Sycamore Ave., Hollywood, Calif.; Front and Cooper Sts., Camden, N. J.

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Rec-Art Studios

1120 S. Main St., Los Angeles, Calif. Phone, PRospect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings, transcriptions, production, building of live and transcribed programs.

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Recordings, Inc.

5505 Melrose Ave., Hollywood, Calif. Phone, Hillside 6138. President, E. Avery; Secretary-Treasurer, L. H. Pfeiffer. SERVICES OFFERED: Electrical transcriptions, phonograph and private recordings.

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Reeves Sound Studios, Inc.

1600 Broadway, New York, N. Y. Phone, Circle 6-6686. President and Manager, Hazard E. Reeves. SERVICES OFFERED: Recording, transcription, phonographs.

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Robinson Recording Laboratories

9th & Chestnut Sts., Philadelphia, Pa. Phone, Walnut 6800. Director, W. P. Robinson. SERVICES OFFERED: Production and recording of transcriptions, casting, direction.

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Rocke Productions, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-7630. President-Treasurer, Ben Rocke; Vice-President-Production Manager, Ernest E. Chappell; Sales Manager, Norman S. Livingston; Secretary, Rachel Palis. SERVICES OFFERED: Syndicated programs, production of live talent programs, talent.

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Norman Ross

605 North Michigan Avenue, Chicago, Ill. Phone, Superior 2168. SERVICES OFFERED: Scripts, casting, production.

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Roth & Berdun Recording Studios

4464 Cass Ave., Detroit, Mich. Phone, Temple 12552. Charles Roth; Cecil Berdun; George O. Allen. BRANCH OFFICE: 623½ Adams St., Toledo, Ohio. Phone, Main 4444. Manager, Buddy Roth. SERVICES OFFERED: Transcriptions, off-the-air and studio recordings.

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Seattle Recording Studios, Inc.

Seattle, Wash. Phone, El. 1492. Manager, Orin B. Johnston; Sales Manager, Adolph F. Linden. SERVICES OFFERED: Custom jobs, libraries, individual jobs, educational productions, transcriptions.

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Selviair Broadcasting System, Inc.

75 East Wacker Drive, Chicago, Ill. Phone, Randolph 8877. President, Arthur A. Kohn; Secretary-Treasurer, Irving Rocklin; Account Executive, Walter Zivi; Production Manager, Edna Glover Handleman. SERVICES OFFERED. Creating and producing of transcriptions and special program features.

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George Shackley Productions

130 West 42nd St., New York, N. Y. Phone, LOngacre 5-8005. President, George Shackley; Program Director, Lillian Stewart; Publicity Director, Gilbert Braun. SERVICES OFFERED: Musical and script programs, transcriptions.

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Stephen Slesinger, Inc.

250 Park Ave., New York, N. Y. Phone, Eldorado 5-2544. President, Stephen Slesinger. SERVICE OFFERED: Exclusive radio representatives for NEA comics and news features.

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Sound Masters, Inc.

1560 Broadway, New York, N. Y. Phone, BRyant 9-0680. Program Director, Teddy Bergman; Vice-President, Harold E. Wondsel. SERVICES OFFERED: Program production.

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Henry Souvaine, Inc.

1270 Sixth Ave., New York, N. Y. CIrcle 7-5666. SERVICES OFFERED: Production of live talent and transcribed programs, talent.

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Speak-O-Phone Recording & Equipment Co.

23 West 60th St., New York, N. Y. Phone, Columbus 5-1350. Secretary-Treasurer, R. L. Lee; General Sales Manager, C. A. Austin. BRANCH OFFICES: 2912 Maple Ave., Dallas, Tex. Phone, 2-1556. Manager, M. R. Chapman. 124 Market St., Philadelphia, Pa. Phone, Main 3104. Manager, Jerry Elkins. 134 No. La Salle St., Chicago, Ill. Phone, State 2646. Manager, Henry A. Kaufman. Ochsner Bldg., Sacramento, Cal. Phone, Capital 2248. SERVICES OFFERED: Custom recordings, radio checks, transcriptions, recording equipment.

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Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. Phone, HOllywood 0188. President, Gerald King; Don Allen. BRANCH OFFICES: 180 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, M. M. Blink: Alex Sherwood. RKO Bldg., New York, N. Y. Phone, CIrcle 5-4895. Manager, Robert McCullough. Dallas, Texas, Manager, Herbert Denny; White-Henry-Stuart Bldg., Seattle, Wash. Manager, Hal Pearce. SERVICES OFFERED: Library, sound effects library, transcriptions.

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Douglas Storer Productions

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-7672. President, Douglas Storer. SERVICES OFFERED: Program production.

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Edwin Strong, Inc.

71 W. 45th St., New York, N. Y. Phone, BRyant 9-5758. President Edwin Strong; Secretary-Treasurer, M. E. Strong; Chief Engineer, C. D. Sherer. SERVICES OFFERED: Air-check recordings, off-the-air and direct wire acetate transcriptions.

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Studio & Artists Recording

6107 Columbia Square, Hollywood, Calif. Phone, Hillside 8241. President, Willard E. Robbins; Chief Engineer, Ray McPherson; Production Manager, Wallace McClain.

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T-W Radio Productions

551 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-4111. Manager, L. Stern. SERVICES OFFERED: Live programs, production, talent, transcribed shows.

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Technisonic Recording Laboratories

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President-General Manager, James M. Althouse; Secretary-Treasurer, Charles E. Harrison. SERVICES OFFERED: Transcriptions, recording service, air checks, transcribed productions, talent.

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Tested Radio Features, Inc.

122 East 42nd St., Chanin Bldg., New York, N. Y. Phone, MUrray Hill 5-3813. President-General Manager, Phillip Fuhrmann. SERVICES OFFERED: Sydnicated programs, live and transcribed.

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Titan Production Co., Inc.

1040 Geary St., San Francisco, Cal. Phone, Ordway 2671. Manager, Louis Graf. SERVICES OFFERED: Transcriptions, library.

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Transamerican Broadcasting & Television Corp.

521 Fifth Ave., New York, N. Y. Phone, MUrray Hill 6-2370. President, John L. Clark; Executive Vice-President, E. J. Rosenberg; Vice-President, C. P. Jaeger. Executive Program Director, Don Becker; Associate Producers: Harry W. Hoff, Chick Vincent. BRANCH OFFICES: 333 No. Michigan Ave., Chicago, Ill. Phone, State 0366. Manager, D. C. Mower; 5833 Fernwood Ave., Hollywood, Calif. Phone, Hollywood 5315. Manager, William V. Ray. SERVICES OFFERED: Talent, transcriptions, production.

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Transcribed Radio Shows, Inc.

2 West 47th St., New York, N. Y. Phone, LOngacre 5-3440. President, M. E. Moore, SERVICES OFFERED: Custom-built and syndicated transcribed programs.

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Transcriptions, Inc.

56 West 45th St., New York, N. Y. Phone, Murray Hill 2-2103. President, Chester H. Miller; Treasurer, Merwin Jennings; Glenn H. Pickett, Secretary; Vice-President, Wilfred M. Scherer. SERVICES OFFERED: Custom jobs, air-checks, studio recording, programs built for live broadcasts, studio rental.

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Transradio News Features, Inc.

9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-4560. President, W. G. Quisenberry. BRANCH OFFICES: 20 North Wacker Drive, Chicago, Ill. Manager, Rex Goad. 1622 Chestnut St., Philadelphia, Pa. Manager, Harold Parr. 357 So. Hill St., Los Angeles, Cal. Manager, J. B. Copeland. National Press Building, Washington, D. C. Manager, Wallace Werble. SERVICES OFFERED: Transcriptions, program building.

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Twentieth Century Radio Productions

1611 Cosmos St., Hollywood, Cal. Phone, Hillside 7211. General Manager, Archie Josephson. SERVICES OFFERED: Transcriptions.

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United States Recording Co.

Rialto Theater Building, Washington, D. C. Phone, District 1640. President, R. C. Miller; Commercial Manager, Joseph Tait; Chief Engineer, Earl A. Merryman. SERVICES OFFERED: Custom transcriptions, scripts, talent.

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Universal Radio Features

200 Bush St., San Francisco, Calif. Phone, SUtter 6780. President-Managing Director, Richard F. Guggenheim; Production Manager, Ronald Guy Patrick. SERVICES OFFERED: Production, talent.

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Universal Radio Programs, Inc.

545 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-0648. Vice President, L. N. Marks; Production Manager, Marvin Scherer; Research Director, M. J. Sacks. SERVICES OFFERED: Production of live talent shows.

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Universal Radio Productions

180 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, L. M. Rush. SERVICES OFFERED: Transcriptions, program counsel, off-the-air recordings.

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Universal Recording Co., Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 5-4895. General Manager, Lester Troob. SERVICES OFFERED: Transcriptions; off-the-air; off-the-line and studio.

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Thomas J. Valentino

729 7th Ave., New York, N. Y. Phone, Bryant 9-5543. Production Manager, Thomas J. Valentino; Treasurer, Wm. Rubenstein; Secretary, N. Cevedo. SERVICES OFFERED: Custom jobs, library, recording, sound effects library.

•

Viking Radio Productions

11 West 42nd St., New York, N. Y. Phone, PEnnsylvania 6-1137. President, Allan Wilson. REPRESENTATIVES: A. V. Bamford, 203 N. Wabash Ave., Chicago, Ill.; Walter Biddick Co., Chamber of Commerce Bldg., Los Angeles, Calif.; Walter Biddick Co., Russ Bldg., San Francisco, Calif.; Walter Biddick Co., Exchange Bldg., Seattle, Wash. Ronald Dawson, 524 Kenyon St., Washington, D. C. SERVICES OFFERED: Transcribed programs for syndication, custom-built transcribed program, scripts, live program production.

•

J. Franklyn Viola & Co.

152 West 42nd Street, New York, N. Y. Phone, CHickering 4-3250. Manager J. Franklyn Viola. SERVICES OFFERED: Scripts, production.

•

Wells Feature Syndicate

6331 Hollywood Blvd. (P. O. Box 2025), Hollywood, Calif. Phone, GLadstone 9110. Manager, Allan W. Wells. BRANCH OFFICE: Balderas 32, Mexico City, Mexico. SERVICES OFFERED: Scripts, production.

•

Witte Radio Productions

740 S. Broadway, Los Angeles, Calif. Phone, VAndike 5436. Owner-Manager, I. O. Witte. SERVICES OFFERED: Transcribed shows, scripts.

Leonard F. Winston

11 West 42nd St., New York, N. Y. Phone, PEnnsylvania 6-8933. President and Manager, Leonard F. Winston. SERVICES OFFERED: Production of live talent programs, scripts.

•

Wolf Associates, Inc.

1270 Sixth Ave., New York, N. Y. Phone, COlumbus 5-1621. General Manager, Ed Wolf; Production Manager, Jack Rubin; Sales Manager, William Koblenzer. Directors: Carlo de Angelo, Basil Loughrane. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, Gladstone 0676. SERVICES OFFERED: Production, talent.

•

Wor Electrical Transcription and Recording Service

1440 Broadway, New York, N. Y. Phone, Pennsylvania 6-8383. Manager of Transcription Division, Ray S. Lyon. SERVICES OFFERED: Electrical transcription producing, talent, production, off-the-line transcription, air-check, recordings, off-the-air recording, pressings, portable recording.

•

World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, WIckersham 2-2100. President, P. L. Deutsch; Vice-President in Charge of World Transcription Service, A. J. Kendrick; Vice-President in Charge of Sales, Norton Cotterill; Station Relations Manager, A. B. Sambrook; Program Director, Charles Gaines; Sales Promotion Manager, Sam J. Henry, Jr.; Chief Engineer, Charles Lauda. BRANCH OFFICES: 301 East Erie St., Chicago, Ill. Phone, Superior 9114. Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Cal. Phone, Hollywood 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglas 3310. Manager, C. C. Langevin; 320 Mortgage Bldg., Atlanta, Ga. Phone, Walnut 1562. Manager, John Pitts; Wardman Park Hotel, Washington, D. C. Phone, Columbia 2000. Resident Manager, Harold A. LaFount. SERVICES OFFERED: Custom-built recordings, processing, pressing, shipping, transcription library, production, scripts, talent, world program service, national group "transcription network."

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MANAGERS and AGENTS

Addresses and Telephone Numbers of Those Who Handle Talent in New York, Los Angeles and Chicago

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Associated Radio Artists
1650 Broadway.....CIrcle 7-4452

Authors & Artists, Inc.
630 Fifth Ave.....CIrcle 5-8133

Ayers-Prescott
RKO Bldg.....COlumbus 5-2482

Barnett, Joseph M.
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Batchelor Enterprises, Inc.
1270 Sixth Ave.....COlumbus 5-6773

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Bertell, Jack, Inc.
1501 Broadway.....CHickering 4-3364

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1501 Broadway.....CHickering 4-3393

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19 West 44th St.....VAnderbilt 3-8950

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353 W. 56th St.....CIrcle 6-1290

Briscoe & Goldsmith, Inc.
522 Fifth Ave.....VAnderbilt 3-8683

Brown, Chamberlain
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Collins, Ted
1819 Broadway.....CIrcle 7-0004

Columbia Artists, Inc.
485 Madison Ave.....WIckersham 2-2000

Columbia Concerts Corp.
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Consolidated Radio Artists, Inc.
30 Rockefeller Plaza.....COlumbus 5-3580

Curtis & Allen
1270 Sixth Ave.....CIrcle 7-4124

Dube, Harry S.
1270 Sixth Ave.....COlumbus 5-7035

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113 W. 57th St.....CIrcle 7-6900

Fanchon & Marco, Inc.
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Field, Moses & Jones, Inc.
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1564 Broadway.....BRyant 9-0766

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Waldorf-Astoria Hotel.....PLaza 3-9005

Gernannt, William
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Haensel & Jones
113 W. 57th St.....CIrcle 7-6900

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Hanna, Mark
654 Madison Ave.....REgent 4-6250

Harris & Steele
1270 Sixth Ave.....CIrcle 7-3715

Hesse & McCaffrey
501 Madison Ave.....ELdorado 5-1076

Irwin, Lou, Inc.
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Kaufman, Jesse L., Inc.
22 W. 48th St.....PEnnsylvania 6-2400

Lavin, Jack
Park Central Hotel.....CIrcle 7-8000

Leading Attractions, Inc.
515 Madison Ave.....PLaza 3-8093

Lipset, Ben B., Inc.
607 Fifth Ave.....PLaza 3-6268

Lyons, A. & S., Inc.
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Mandel, Jack
1564 Broadway.....LOngacre 5-8176

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1650 Broadway.....CIrcle 7-2829

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Morris, William, Agency
1270 Sixth Ave.....CIrcle 7-2160

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National Radio Artists
1650 Broadway.....CIrcle 7-3071

NBC Artists Service
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1270 6th Ave . . .CIrcle 7-4943

Wilson, Powell & Hayward, Inc.
444 Madison Ave . . . . PLaza 5-5480

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OXford 4585

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9181 Wilshire Blvd (Beverly Hills)
OXford 3131

Beyer-MacArthur & Co.
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British American Film Agency
9010 Sunset Blvd CRestview 5285

Charney, William
9615 Brighton Way (Beverly Hills)
OXford 6101

Coburn Agency
5904 Santa Monica Blvd HOllywood 3677

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6411 Sunset Blvd HOllywood 6305

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8741 Wilshire Blvd .CRestview 5-7414

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6777 Hollywood Blvd GRanite 2159

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Bezack Associated Booking Office
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Columbia Concerts Corp.
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75 E. Wacker Drive .....FRAnklin 1144

Consolidated Radio Artists, Inc.
32 W. Randolph St. .....FRAnklin 8300

Edwards, Gus
38 S. Dearborn Ave. .....STAte 4690

Ellsworth, W. M.
75 East Wacker Drive..... .CENtral 0942

Glaser, Marcus
54 W. Randolph St. .....FRAnklin 4406

Gordoni, Lillian
1258 S. Michigan Ave.....CALumet 6979

Gumbiner Theatrical Enterprises
310 S. Michigan Ave. .....WABash 9758

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54 W. Randolph St. .....STAte 2147

Jacky & Thorndycke
520 N. Michigan Blvd.....DELaware 3262

Kalcheim, Jack, Agency
32 W. Randolph St. .....DEArborn 7064

Levin, W. Biggie
612 N. Michigan Ave. .....SUPerior 0506

Morris, William, Agency
203 N. Wabash Ave. .....STAte 3632

Morse, Edward M.
190 N. State St. .....STAte 7419

Morse, Sidney P.
32 W. Randolph St. .....FRanklin 5396

Music Corporation of America
430 N. Michigan Ave. .....DELaware 1100

NBC Artists Service
Merchandise Mart .....SUPerior 8300

National Artists Bureau
20 N. Wacker Drive.....CENtral 8653

North, Stanley
310 S. Michigan Ave.....WABash 5595

Parker, Donna
540 N. Michigan Ave..... DELaware 2277

Pearlman, Bernard
75 E. Wacker Drive..... .FRAnklin 1144

Rockwell-O'Keefe, Inc.
32 W. Randolph St. .....STAte 6288

Schuster, Milton
36 W. Randolph St. .....DEArborn 3633

WLS Artists Bureau
1230 W. Washington Blvd....HAYmarket 7500

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NEWS SERVICES

Associated Press

50 Rockefeller Plaza

Phone: CIrcle 6-4111

Executive: Charles Butterfield

•

Christian Science Monitor

1 Norway Street, Boston, Mass.

Phone: Commonwealth 4330

Executives: Volney D. Hurd, Director of Broadcasting; Albert D. Hughes, Radio Editor

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International News Service

235 East 45th Street, New York City, N. Y.

Phone: MUrray Hill 2-0131

Executives: Joseph V. Connolly, President; Barry Faris, INS Editor-in-Chief; Leo Dolan, News Editor; Louis Allwell, Radio Editor.

•

Press Radio Bureau

551 Fifth Avenue, New York City, N. Y.

Phone: MUrray Hill 2-5670

Executive: James W. Barrett, Editor.

•

Radio News Association

342 Madison Avenue, New York City, N. Y.

Phone: MUrray Hill 2-3332

Executive: Frederick M. Harmon, President.

NEA Service, Inc.

461 Eighth Ave., New York City, N. Y.

Phone: MEdallion 3-5160

Executive: Don Sutton, Manager.

Exclusive Representative: Stephen Slesinger, Inc., 250 Park Ave., New York, N. Y.; Phone, ELdorado 5-2544.

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Transradio Press Service, Inc.

342 Madison Avenue, New York City, N. Y.

Phone: MUrray Hill 2-4053-4

Executive: Herbert Moore, President; Dixon Stewart, Editor.

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Transradio News Features, Inc.

9 Rockefeller Plaza, New York City, N. Y.

Phone: CIrcle 7-4560

Executive: W. G. Quisenberry, President.

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United Press Associations

220 East 42nd Street, New York City, N. Y.

Phone: MUrray Hill 2-0400

Executives: Hugh Baillie, President; E. M. Williams, General Sales Manager; Webb Artz, Radio News Manager; A. F. Harrison, Radio Sales Manager.

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F. C. C. Regulations Regarding Announcement of Call Letters of Broadcast Stations

As of January 1st, 1939

"Each licensee of a broadcast station shall announce the call letters and allocation as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech, play, symphony concert or operatic production of longer duration than 30 minutes; and in such cases the announcement of the call letters and location shall be made as soon as possible."

The Commission announces the following interpretation of the second sentence which reads: "In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour."

Call Letters of stations need not be announced within *exactly* 30 minutes or less of the previous announcement but shall be made as near thereto as practicable. During variety-show programs, baseball game broadcasts, etc., of an hour or more in duration, the call letter announcements shall be made on the hour and half hour within a 5-minute period thereof. That is, the half hour announcement shall be made between 25 and 35 minutes after the hour, and likewise the hour announcement shall be within 5 minutes of the hour.

The interpretation given above in no way affects the waiver clause given in the last sentence of this rule.

FCC Rules and Regulations Regarding Political Broadcasting

As of July 1st, 1938

"**Rule 36a 1.** No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate.

"**Rule 36a 2.** The following definitions shall apply for the purposes of Rule 36a 1:

(a) 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws.

(b) 'Other candidates for that office' means all other legally qualified candidates for the same public office.

"**Rule 36a 3.** The rates, if any, charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the **exclusion of other legally qualified candidates** for the same public office.

"**Rule 36a 4.** Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted."

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SCRIPT LIBRARIES

Associated Radio Writers, Inc.

137 Newbury St., Boston, Mass. Phone, Commonwealth 2385. President, Ralph L. Rogers; Treasurer, James A. Arne; Secretary, Marianne Berrie; Production Director, Allen R. Worley.

Gags, Inc.

48 West 48th St., New York, N. Y. Phone, BRyant 9-0919. General Manager, Murray T. Bloom.

Harry Martin Enterprises

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 3842. President, Harry Martin.

NEA Features, Inc.

REPRESENTATIVE: Stephen Slesinger, Inc., 250 Park Ave., New York, N. Y. Phone, ELdorado 5-2544.

Radio Events, Inc.

535 Fifth Avenue, New York, N. Y. Phone, MUrray Hill 6-3487. Manager, Joseph M. Koehler.

Radio Writers Laboratory

Conestoga Bank Bldg., Lancaster, Pa. Phone, 2-1387. Manager, M. S. Miller; Script Editor, Paul Rodenhauser.

Souvaine, Henry, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-5666.

Star Radio Programs, Inc.

250 Park Ave., New York, N. Y. Phone, PLaza 3-4991. Executive Vice President, Daniel C. Studin; Sales Manager, William C. Gartland; Manager, John C. Treacy; Continuity Supervisor, Burke Boyce; Director of Women's Programs, Gay Lee. REPRESENTATIVES: All-Canada Radio Facilities, Toronto, Ont. (Offices also in Montreal, Winnipeg, Calgary and Vancouver.

T-W Radio Productions

551 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-4111. Manager, L. Stern.

Universal Radio Programs, Inc.

545 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-0648. Vice President, L. N. Marks; Production Manager, Marvin Scherer; Research Director, M. J. Sacks.

World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, WIsconsin 2-2100. President, P. L. Deutsch; Vice President, Norton Cotterill; Charles Gaines; Garrett Hollihan. BRANCH OFFICES: Chicago; Hollywood; Atlanta; San Francisco; Washington, D. C.

Karl Zonzer Script Service

1105 S. National Ave. (P. O. Box 200 S. Station), Springfield, Mo. Phone, 6630. Manager and Script Director, Fred McGhee, Jr.; Associate Director, Lane E. Davis.

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TAPE TRANSMISSION

A HISTORY

IN 1906 a young man by the name of McCarthy was experimenting in San Francisco with wireless phone. He was backed by Mr. Hale of Hale Bros. Department Store. Considerable publicity appeared in the San Francisco papers regarding a demonstration conducted between the Cliff House and Hale Bros.' Store. It was this publicity which aroused the interest of James A. Miller, who, at that time, was a student at Palo Alto. As a result, he constructed the first radio station in Palo Alto in 1907 and later a larger one in 1908.

It is hard to conceive that at that date 99 per cent of the people were definitely antagonistic toward radio broadcasting for entertainment. It was accepted half-heartedly for ship messages but that was all.

Preliminary Work

McCarthy was killed in a street car accident in 1908, and by a strange coincidence his work was referred to the head of the Electrical Engineering Department of Stanford University, with whom James A. Miller had spent much time trying to put across his ideas regarding the great future possibilities of radio broadcasting. C. E. Elwell, one of James A. Miller's friends and associates, was hired to make an investigation of McCarthy's work and McCarthy's equipment finally came to Palo Alto. After one year, Mr. Elwell reported that McCarthy's equipment was not suitable and the work was discontinued. In the meantime, however, he heard of the work of Messrs. Poulson and Pedersen in Denmark and made a trip to Denmark, where he made arrangements for their patents and equipment. This was the start of the Federal Telegraph Company in Palo Alto which is now the Mackey Radio.

Messrs. Poulsen and Pedersen had two methods of recording, one the photographic oscillograph and the other the magnetic recorder which they patented in 1898 and called the telegraphone.

First Transmission

In 1917 when the United States took over the German Radio Station at Sayville, Long Island, Miller was appointed consulting engineer for the rebuilding of the station. Then followed the 500,000 watt station at Annapolis, Maryland. Later, the United States Government contracted Miller for two years to serve as consulting engineer for the United States on the construction of the Lafayette Radio Station at Bordeaux, France. This station delivered 1,250,000 watts and is today the largest ever constructed. It was here in 1919 that the first message was transmitted around the world, it being received by a French warship dispatched to a point exactly opposite Bordeaux. The long distance continuous record was also established

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at the same time by Mr. James A. Miller. It consisted of twenty-four hours continuous communication between Bordeaux, France, and San Francisco, California, without losing contact at any time.

By 1924 radio broadcasting for entertainment was well on its way, and on account of the original work of McCarthy, a wireless station was maintained by Hale Bros. Department Store in San Francisco and by 1924 was well known as Station KPO, 500 watts, Class B. A Class B station was the best and by order of the Federal Radio Commission could not use recorded music. The Class B rating was given on a basis of quality and therefore the quality could not be impaired by using records. At this time, however, James A. Miller arranged the first electrical transcription program on a Class B station by special permission, on KPO, due to great improvement in disc recording with special quality for radio reproduction.

However, the need for a better recording system was still apparent, so James A. Miller spent a year trying to perfect and adapt the magnetic wire telegraphone to radio broadcasting but found it unsatisfactory.

Tape Transmission

Mr. Miller then went to Europe where in spite of the fact that most of the engineers gave an unfavorable report, he was able to convince Dr. Holst, head of the Philips Laboratorium, Eindhoven, Holland, of the merits of the tape system. Through this an arrangement was made with the Philips Company to assist with the development. Next in line was the J. Walter Thompson Advertising Agency in London, who built a studio using the new equipment with complete success. For the first time in history it became possible to put programs on the air from a recording that was indistinguishable from the original. From here it sped to Norway, France, Switzerland and Australia, being known throughout Europe as the Philips-Miller system.

In the meantime, Mr. Miller returned to America to start operations in the American market. The doubters here have been numerous but the progress marches on and the converts increase. In Europe the converts started with Mengelberg, Huberman, Thibault, quickly followed by all the other leading artists.

Conclusion

In America, the few artists who have heard Millertape transmission consider it superior to any other type of recording in quality. These include Leopold Stokowski, Lawrence Tibbett and John Charles Thomas and there is no doubt that the time is short when the list of converts in America will be as long as that in Europe.

Radio stations from coast to coast are being equipped with the Miller Broadcasting System transmission apparatus and Miller Broadcasting System engineers are constantly traveling from station to station instructing the station's engineers in the proper operation of the Millertape transmission playing machines. Advertisers and agencies, and station managers are enthusiastic over the "quality" of Millertape transmission radio programs.

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MUSIC PUBLISHERS

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— A —

ABC Music Corp., 799 Seventh Avenue, New York City.

Affiliated Music Corp., 549 West 42nd Street, New York City.

Ager, Yellen & Bornstein, Inc., 745 Seventh Avenue, New York City.

Alfred Music Co., 145 West 45th Street, New York City.

Allen, Thornton W., Co., 74 Riverside Drive, New York City.

Amsco Music Sales Co., Inc., 1600 Broadway, New York City.

Apollo Music Co., 301 West 41st Street, New York City.

Art Music Co., 107 West 143rd Street, New York City.

Ascher, Emil, Inc., 315 Fourth Avenue, New York City.

Associated Music Publishers, Inc., 25 West 45th Street, New York City.

Austin, George Co., 145 West 45th Street, New York City.

— B —

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Birchard, C. C., & Co., 221 Columbus Avenue, Boston, Mass.

Blake, Whitney, Music Publisher, 1585 Broadway, New York City.

Blank, S., 190 East Second Street, New York City.

Books and Music, Inc., 113 West 57th Street, New York City.

Boosey-Hawkes-Belwin, Inc., 43 East 23rd Street, New York City.

Boston Music Co., 3 East 43rd Street, New York City.

Braun Music Co., 1619 Broadway, New York City.

Bregman, Vocco & Conn, Inc., 1619 Broadway, New York City.

Brehne Associates, 1619 Broadway, New York City.

Briegel, George F., Inc., 1674 Broadway, New York City.

Broadway Music Corp., 1619 Broadway, New York City.

Brooks Music Publishing Co., Laughlin Bldg., Long Beach, Calif.

Brown & Henderson Music Corp., 1619 Broadway, New York City.

Browne, Bradford, 500 Fifth Avenue, New York City.

Browne, Ted, Music Co., Woods Theater Bldg., Chicago, Ill.

— C —

Caesar, Irving, 1619 Broadway, New York City.

Century Music Publishing Co., 235 West 40th Street, New York City.

Chappell & Co., Inc., 1270 Sixth Avenue, New York City.

Chart Music Publishing House, Inc., 45 East 17th Street, New York City.

Church, John, Co., 1712 Chestnut Street, Philadelphia, Pa.

Circle Music Publications, Inc., 1270 Sixth Avenue, New York City.

Clark, Kenneth S., 1657 Broadway, New York City.

Cole, M. M., Publishing House, 2611 S. Indiana Avenue, Chicago, Ill.

Colombo, Albert, 6912 Hollywood Blvd., Hollywood, Calif.

Crawford Music Corp., 1619 Broadway, New York City.

Curtis, L. B., Music Publisher, 1595 Broadway, New York City.

— D —

Davis, Joe, Inc., 1619 Broadway, New York City.

Denton & Haskins Corp., 1658 Broadway, New York City.

Distinctive Music Co., Hilton Bldg., New York City.

Ditson, Oliver, Co., Inc., 1712 Chestnut Street, Philadelphia, Pa.

— E —

Edwards, Gus, Hollywood, Calif.

Empire Music Publishing Co., 1587 Broadway, New York City.

Evans Music Co., 86 Essex Street, Boston, Mass.

Exclusive Publications, Inc., 1619 Broadway, New York City.

— F —

Famous Music Corp., 1501 Broadway, New York City.

Feist, Leo, Inc., 1629 Broadway, New York City.

Festival Music Co., 1115 K Street, N. W., Washington, D. C.

Fillmore Music House, 528 Elm Street, Cincinnati, Ohio.

Fischer, Carl, Inc., 56 Cooper Square, New York City.

Fischer, J., & Bro., 119 West 40th Street, New York City.

Fisher, Fred, Music Co., Inc., 1619 Broadway, New York City.

Fitzsimmons, H. T., Co., Inc., 23 East Jackson Blvd., Chicago, Ill.

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Flammer, Harold, Inc., 10 East 43rd Street, New York City.

Floschner, O., Music Co., 4 West 43rd Street, New York City.

Forrest, Thomas, Music Publishing Co., 315 West 143rd Street, New York City.

Forster Music Publisher, Inc., 216 South Wabash Avenue, Chicago, Ill.

Fox, Sam, Publishing Co., 1250 Sixth Avenue, New York City

— G —

Galaxy Music Corp., 17 West 46th Street, New York City.

Gaudagno-Davis & Co., Inc., 646½ No. Western Avenue, Hollywood, Calif.

Gem Music Corp., 1619 Broadway, New York City.

Georgeoff, Evan, Music Publishing Co., The Arcade, Clevelond, Ohio.

Gershwin Publishing Corp., 1270 Sixth Avenue, New York City.

Gilbert, L. Wolfe, Music Publishing Co., 6912 Hollywood Blvd., Hollywood, Calif.

Goodman Music Co., Inc., 1619 Broadway, New York City.

Gray, H. W., Co., Inc., 159 East 48th Street, New York City.

Green Bros. & Knight, Inc., 1619 Broadway, New York City.

— H —

Handy Bros.' Music Co., Inc., 1587 Broadway, New York City.

Harmony House, 1053 Howard Street, San Francisco, Calif.

Harmony Publications, 5912 Walnut Street, Philadelphia, Pa.

Harms, Inc., 1250 Sixth Avenue, New York City.

Harms, T. B., Co., 1270 Sixth Avenue, New York City.

Harris, Charles K., 701 Seventh Avenue, New York City.

Havilond, F. B., Publishing Co., 114 W. 44th Street, New York City.

Hill, J. F., & Co., 151 West 57th Street, New York City.

Hitchcock Publishing Co., 38 John Street, New York City.

Hollywood Songs, Inc., 1250 Sixth Avenue, New York City.

Howord, Joe, 1674 Broadway, New York City.

Huntzinger, Robert L., Inc., 3 East 43rd Street, New York City.

— I —

Italian Book Co., 145 Mulberry Street, New York City.

— J —

Jacobs, Walter, Inc., 120 Boylston Street, Boston.

Jewel Music Publishing Co., Inc., 1674 Broadway, New York City.

Jones, Isham, Music Corp., 1657 Broadway, New York City.

Jungnickel, Ross, Inc., 1600 Broadway, New York City.

— K —

Kalmar & Ruby Music Corp., 6301 Sunset Blvd., Hollywood, Calif.

Kommen, J. & J., Music Co., 305 Roebling Street, Brooklyn, N. Y.

Korczag Publishing Co, 62 West 45th Street, New York City.

Kay & Kay Music Publishing Corp., 1658 Broadway, New York City.

Keane, Mitchell, Inc., 113 West 57th Street, New York City.

Kendis Music Corp., 1595 Broadway, New York City.

— L —

Lewis Music Publishing Co., Inc., 1619 Broadway, New York City.

Lincoln Music Corp., 1619 Broadway, New York City.

Luz Bros., 1674 Broadway, New York City.
Lyrics Corp. of America, 202 West 40th Strtet, New York City.

— M —

Manus Music Co., 145 West 45th Street, New York City.

Marks, Edward B., Music Corp., 1250 Sixth Avenue, New York City.

Marlo Music Corp., 1619 Broadway, New York City.

Mayer Music Corp, 1657 Broadway, New York City.

McDaniel, Joe, Music Co., Majestic Theater Bldg., Columbus, Ohio.

Mela-Art Music Publishers, 1674 Broadway, New York City.

Melody Publishing Corp., 36 East 23rd Street, New York City.

Melrose Bros.' Music Co., Inc., 536 Lake Shore Drive, Chicago, Ill.

Metro Music Co., 58 Second Avenue, New York City.

Miller, Bob, Inc., 1619 Broadway, New York City.

Miller Music, Inc., 1270 Sixth Avenue, New York City.

Mills Music, Inc., 1619 Broadway, New York City.

Morris, Joe, Music Co., 1619 Broadway, New York City.

Movietone Music Corp., 1250 Sixth Avenue, New York City.

Mumil Publishing Co., 1140 Broadway, New York City.

Music Publishers Holding Corp., 1250 Sixth Avenue, New York City.

— N —

National Music Co., 306 South Wobash Avenue, Chicago, Ill.

Nattrass-Schenck, Inc., 145 West 45th Street, New York City.

New World Music Corp., 1250 Sixth Avenue, New York City.

Nolo Music Publications, 1619 Broadway, New York City.

— O —

Olmon Music Corp., 1619 Broadway, New York City.

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— P —

Paramount Music Corp., 1501 Broadway, New York City.

Paulbrook Music Corp., 1671 Broadway, New York City.

Paull-Pioneer Music Corp., 1657 Broadway, New York City.

Peer, Ralph S., 1619 Broodway, New York City.

Photo Play Music Co., Inc., 1674 Broadway, New York City.

Piedmont Music Co., Inc., 156 West 54th Street, New York City.

Powell, Witcup and Schuster Music Co., 1619 Broadway, New York City.

Presser, Theodore, Co., 1712 Chestnut Street, Philadelphia, Pa.

— Q —

Quincke, W. A., & Co., 430 South Broadway, Los Angeles, Calif.

— R —

Radio Music Co., Inc., 907 Wurlitzer Bldg., Detroit, Mich.

Red Star Songs, Inc., 1619 Broadwoy, New York City.

Remick Music Corp., 1250 Sixth Avenue, New York City.

Ricordi, G., & Co., 12 West 45th Street, New York City.

Ringle, Dave, 1607 Broadway, New York City.

Robbins Music Corp., 799 Seventh Avenue, New York City.

Robison, Carson J., 48 West 48th Street, New York City.

Rossiter, Will, 173 West Madison Street, Chicago.

Roy Music Co., 1619 Broadway, New York City.

Royal Music Publishing Co., Royal Hawaiian Hotel, Honolulu, Hawaii.

Russian Music Co., Inc., 155 Second Avenue, New York City.

— S —

Sontly-Joy-Select, Inc., 1619 Broadway, New York City.

Sounders Publicotions, 5617 Hollywood Blvd., Hollywood, Calif.

Schirmer, E. C., Music Co., 221 Columbus Avenue, Boston, Mass.

Schirmer, G., Inc., 3 Eost 43rd Street, New York City.

Schmidt, Arthur P., Co., 8 West 40th Street, New York City.

Schroeder & Gunther, Inc., Inc., 6 East 45th Street, New York City.

Schubert, Edword, & Co., 11 East 22nd Street, New York City.

Schuster & Miller, Inc., 1619 Broadwoy, New York City.

Scotch & Neves, 135 West Main Street, Bound Brook, N. J.

Shapiro, Bernstein & Co., Inc., 1270 Sixth Avenue, New York City.

Sherman Square Music Publishing Co., 205 West 57th Street, New York City.

Sildac Music Publishing Co., 145 West 45th Street, New York City.

Skidmore Music Co., Inc., 1270 Sixth Avenue, New York City.

Smith, Williom J., Music Co., 254 West 31st Street, New York City.

Sorkin Music Co., 251 Fourth Avenue, New York City.

Southern Music Publishing Co., 1619 Broadway, New York City.

Spencer, Norman & Son, 145 West 45th Street, New York City.

Spier, Larry, Inc., 1619 Broadway, New York City.

Sprague-Coleman, 66 West 55th Street, New York City.

Stanza Music Publishing Co., 1545 Broadway, New York City.

Stosny Music Corp., 1619 Broadwoy, New York City.

Summy, Clayton F., Co., 321 South Wabosh Avenue, Chicago, Ill.

Sunshine Stote Music Co., Alcester, S. D.

Superior Music, Inc., 1619 Broadwoy, New Yark City.

— T —

Tenney, Horry, Inc., 1619 Broadway, New York City.

Tesio, P., & Sons, 353 Eighth Avenue, New York City.

Tin Pan Alley Publications, Inc., 1011 Chestnut Street, Philadelphia, Pa.

Transcontinental Music Co., 113 West 57th Street, New Yark City.

Tullar-Meredith Co., 91 Seventh Avenue, New York City.

Twentieth-Century Music Publishers, 1451 Broadway, New York City.

— V —

Vogel, Jerry, Music Co., Inc., 112 West 44th Street, New York City.

Von Tilzer, Horry, Music Publishing Co., 1587 Broadway, New York City.

Von Tilzer, Will, 1619 Broadway, New York City.

— W —

Weil, Milton, Music Co., Inc., 54 West Randolph Street, Chicago, Ill.

White-Smith Music Publishing Co., 40 Winchester Street, Boston, Mass.

Whiting, George, Songs, 1619 Broadway, New York City.

Williams, Clarence, Music Publishing Co., Inc., 145 West 45th Street, New York City.

Willis Music Co., 3 East 43rd Street, New York City.

Witmark, M., & Sons, 1250 Sixth Avenue, New York City.

Wood, B. F., & Co., 88 St. Stephens Street, Boston, Mass.

Words and Music, Inc., 1674 Broadway, New York City.

— Z —

Zenith Music Co., 1587 Broadwoy, New York City.

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DATA ON PROGRAM WINNERS IN RADIO DAILY'S SECOND ANNUAL POLL of RADIO EDITORS

For Complete Results of the RADIO DAILY Poll, See Page 71

Jell-O

Sponsored by General Foods Corp. for Jell-O: Sundays, 7-7:30 p.m. on NBC Red Network. *Agency*: Young & Rubicam, Inc. *Cast*: Jack Benny, Mary Livingstone, Kenny Baker, Andy Devine, Don Wilson. *Orchestra*: Phil Harris.

☆

Chase & Sanborn Hour

Sponsored by Standard Brands, Inc. for Chase & Sanborn Coffee: Sundays, 8-9 p.m. on NBC Red Network. *Agency*: J. Walter Thompson Co. *Cast*: Don Ameche, emcee; Dorothy Lamour and Nelson Eddy, soloists; Edgar Bergen and Charley McCarthy, and a different guest star weekly. *Orchestra*: Robert Armbruster.

☆

Kraft Music Hall

Sponsored by Kraft-Phenix Cheese Corp.; Thursdays, 10-11 p.m., on NBC Red Network. *Agency*: J. Walter Thompson Co. *Cast*: Bing Crosby, Bob Burns and guest talent. *Orchestra*: John Trotter.

☆

Town Hall Tonight

Sponsored by Bristol-Myers Co. for Ipana and Sal Hepatica: Wednesdays, 9-10 p.m., on NBC Red Network. *Agency*: Young & Rubicam, Inc. *Cast*: Fred Allen, Portland Hoffa, Harry von Zell and guest talent. *Orchestra*: Peter Van Steeden.

☆

Information Please

Sponsored by Canada Dry Ginger Ale, Inc.: Tuesdays, 8:30-9 p.m., on NBC Blue Network. *Agency*: J. M. Mathes, Inc. *Cast*: Clifton Fadiman, emcee; Franklin P. Adams, John Kieran and guest talent

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Lux Radio Theater

Sponsored by Lever Bros. for Lux toilet soap; Mondays, 9-10 p.m., on CBS Network. *Agency*: J. Walter Thompson Co. *Cast*: Guest talent weekly with Cecil B. DeMille as producer. *Orchestra*: Louis Silvers.

☆

Rudy Vallee Variety Hour

Sponsored by Standard Brands, Inc. for Royal Desserts and Fleischmann's Yeast; Thursdays, 8-9 p.m., on NBC Red Network. *Agency*: J. Walter Thompson Co. *Cast*: Rudy Vallee, and guest talent weekly. *Orchestra*: Rudy Vallee.

☆

Ford Sunday Evening Hour

Sponsored by Ford Motor Co.; Sundays, 9-10 p.m., on CBS Network. *Agency*: N. W. Ayer & Son. *Cast*: Ford Symphony Orchestra and Chorus, guest soloists, instrumentalists and directors, and talks by W. J. Cameron.

☆

Kay Kyser's College

Sponsored by American Tobacco Co., for Lucky Strike cigarettes; Wednesdays, 10-11 p.m., on NBC Red Network. *Agency*: Lord & Thomas, Inc. *Cast*: Kay Kyser, emcee; Virginia Simms, Harry Babbitt and Sully Mason, vocalists, and members of audience participating. *Orchestra*: Kay Kyser.

☆

Good News of 1939

Sponsored by General Foods Corp., for Maxwell House Coffee; Thursdays, 9-10 p.m. on NBC Red Network. *Agency*: Benton & Bowles, Inc. *Cast*: Frank Morgan, Fanny Brice and guest artists weekly. *Orchestra*: Meredith Willson.

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WHAT AUSTRALIANS LIKE IN AMERICAN-MADE ☆ TRANSCRIPTIONS ☆

By

RALPH L. POWER, Ph.D.*

Radio Counsellor, Los Angeles

OVER a period of years, the major portion of my radio consulting activities has centered in buying American-made transcriptions for export. Most of these purchases have been for Australia and New Zealand, but South Africa and Canada have been important selling points and Continental Europe is now absorbing many of our waxes, though script predominates in that market.

Sales

In all, counting duplicate sets and replacements and samples, I have probably purchased some 100,000 "sides" or programs. A minute percentage has been poor buys, and the discs are still on the shelves. Others have been sold six or seven times, or enough to get the money back. Some have been extraordinarily good buys and have sold repeatedly.

Once in a foreign country, the discs have to have a fair turnaround to make a profitable investment. There are, of course, many charges besides the original cost. These include the transportation charges from the point of purchase to the dock; the boxes and packing and customs brokerage; freight, insurance and the tariff. Besides this, in Australia at least, the music fees are high and there is a government fee every time a transcription is played over the air.

Overhead

To this must be added an overhead for my services, since I do not act on a commission basis but on a flat annual fee. Once in the country of destination, there are additional charges for sales commissions, freight and so forth when the programs are sold and sent from station to station.

Out of this tremendous traffic in American-made programs one point in particular is an outstanding one. But, before discussing that, what programs have proved most popular in other countries. Canadians like the programs that are the most popular in the United States. So let's take the audience reaction of the Antipodes.

Australians Like Mysteries

There was the epic called "Detectives Black and Blue" to the tune of nearly 300 episodes. It went over in a big way in this country, and fans liked the crazy antics of the correspondence school detectives. The waxes are still gathering dust in Sydney.

By the same producers, there were 130 in the Count of Monte Cristo series. In this country it has enjoyed a huge run and is now airing the second and third time in many stations. Over in Australia and New Zealand it has proved to be a consistent seller, aided and abetted of course, by the background of the film and book of the same title. Under the banner of a stomach cure sponsor it ran on 38 stations in Australia.

Chandu

Take the case of Chandu, which was also produced by the same firm as the above two programs. This has been off the air a good while here. Yet the name Chandu is still a household radio name and the "Return of Chandu" may be good news any day now. Still, for no reason at all, it sold only enough in the Antipodes to bring back the money invested. Why, I do not know!

Over in Australia there has never been anything like the original Watanabe and Archie skits, longtime KNX favorites here. For three consecutive years they placed first in Australia radio popularity

* Resident American transcription and script buyer for Macquarie Broadcasting Services Pty. Ltd., Sydney, Australia, and All Canada Radio Facilities, Ltd., Calgary, Canada.

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polls. W. J. McNair, of the J. Walter Thompson Co. Sydney office, when visiting Hollywood a few weeks ago, said that nothing like this series had ever been heard in that part of the globe. But along comes "Watanabe and William" and "Watanabe and the Professor." Though fair sellers, but not enough to bring a fair return on the investment, these have not done so well as the first series. Why? Your guess is as good as mine.

The Bigelow carpet people a while back recorded some custom-built five-minute wax spots with a series of mystery skits and some musicales. My Australian clients acquired the rights for Australia and New Zealand and they have been extra rapid sellers for fill-ins and five-minute spots, which indicate a ready response for the five-minute field over there.

Charlie Chan Series

The first Charlie Chan series was a financial dud and a headache to its producers. Less than a dozen sales were made, and the plates were stored and the program taken off the air in this country. Yet, over in Australia, this very same series placed with another as tie for first place one year.

Then came the second Chan series. It was a big time program in America and ran on over a score of stations simultaneously. But Australia is still struggling to get its original outlay back. A similar situation existed with the waxes of the Tarzan epic.

The May Robson "Lady of Millions" series looks like a sure winner. With the ever-young Miss Robson Melbourne born it can't miss. Perhaps there is something in the "Lady" title for "Lady Courageous," with the trials and tribulations of a lady reporter, is grossing into the money just now.

"Daredevils of Hollywood." That's a title for you. Programs have been produced about films and stars, their private lives, loves and glamour, and even about extra people. But the stunt man has been relegated to the background. So "Daredevils of Hollywood" shoved him into the limelight and, buying world rights excluding the Americas, for my clients, this has become a consistent selling item.

One of the headaches has been programs of 5, 10 or 25 years ago, today in history, that was the day of other similar ideas. Two-thirds of the combined episodes concern this country entirely. Foreign countries care little, and are not at all concerned about our Bethlehem steel strike, Cox's army, the panic of '07 or any flag-wagging episodes about this country.

Waxes Should Have Universal Appeal

So finally, I arrive at the subject I originally started out to tackle . . . that of producing programs with a universal appeal.

Transcribed programs get their costs out of this country, or should, and foreign sales are clear profit. But who ever thinks of producing a wax with a general appeal? Not many!

Listen to 'most any typical gangster series. Gat, beanery, slug, rat . . . these are just a few of the "Americanisms" that immediately stamp the program as distinctly American.

Yankee Disks

One thing to remember is that in Australia, for instance, and in some other countries, they do not have to announce over the air, "this is a transcription," as we do in the United States. Every so often there is a hullabaloo in the Antipodes about using "yankee transcriptions and putting our people out of work." Thus the less said or inferred about this country in the waxes so much the better.

Once upon a time I bought a series from a sample. It had to do with the experiences of a tramp. But, in the process of production, somebody or other thought it best to change him to a bum. So they had to be done over again. Of course the word "bum" is a vulgarism in the Empire. You remember the skimpy Eton schoolboy jackets called by the kids "bum chillers." Of course the word bloody is likewise taboo. It is used only by the lowest classes. Still, it crept into the "Jimmie Allen" series and caused great grief and repercussions from what corresponds to our PTA's in the Antipodes.

Leaflets

The films have issued a leaflet on how to produce for other English-speaking countries. Somebody ought to do this for transcriptions. Further still, transcription producers should borrow another page from the movies and employ a technical expert to criticize the script in advance of production.

Many a good disc series has been utterly ruined by incorrect dialogue and descriptions. These inconsistencies are so glaring that they immediately detract from the program, and destroy the interest of the well-read and intelligent listener abroad.

Just at this writing mystery detectives are having a popular run. But the nomenclature usually stamps them as much too American. Remember that a policeman is not an officer but a constable in England. The slang is "copper" or "peeler,"

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from the days of Robert Peel, who introduced the first uniformed policeman. A plain-clothes-man is a "busy." Policemen go on "beat," not on patrol. Constables are not armed with guns or sticks. They carry small truncheons.

Use of Language

We make many mistakes in producing wax programs to sell automobiles in this country and then try to sell them out of the states. We say "I simply must buy an auto. I lost the street car this morning." This doesn't go over so well in a country where street cars are trams and Gasoline is, of course, petrol. Motor trucks are sometimes lorries.

Trains are in charge of "guards" who wave flags and blow whistles. Only on special class trains are there conductors, but neither guards nor conductors have anything to do with tickets. These are issued by booking clerks at the point of departure and collected at the destination at the barriers, unless collected by traveling ticket inspectors aboard the trains. There is no express service for baggage. "Baggage" is "luggage," and is handled by the brakesmen on the trains. Luggage is stored in the luggage van where the guard and brakesmen travel.

There is a tremendous field today in producing and selling American-made transcriptions to other countries. But the picture is changing. The utter neglect of American radio producers has meant that many countries have been forced to install their own recording equipment and facilities. They are buying fewer programs from the United States. American producers must have a universal interest in programs if they are to command a ready sale elsewhere.

Programs

Programs should deal with subjects of human interest, of historical value perhaps, of world importance certainly. They should be dramatized professionally, after first being adequately cast.

One prime factor in producing programs with a universal appeal is in the elimination of national prejudices, but with the retention of certain national characteristics. The finest of national characteristics have been incorporated in the building of what we like to call the culture of the English-speaking race.

Shows can be cleverly woven around national figures who have contributed to the growth of this culture. Care, however, should be exercised not to Americanize them. A more logical treatment of programs dealing with foreign locales, foreign action and foreign thought is necessary. The effort of many American armchair travellers, who have never been outside the bounds of the native states, and who attempt to write "foreign" stories, only make American programs ridiculous in the eyes of foreign audiences.

Universal Appeal

A good universal program is like a piece of tapestry. The foreign elements are the colors which stand out untouched and unaffected by the surrounding elements, yet blending to harmonize into one beautiful composition.

For instance, Pasteur was a Frenchman, but his work is universal and a grippingly interesting program, loaded with human interest and color, could be made in much the same way that the screen masterpiece was created. To how many countries throughout the world has the Pasteur treatment brought relief, even to the saving of life?

Such a transcription should present the trials and struggles of Pasteur, and then vignettes of incidents throughout the entire globe — the frozen North — a small town in the Western states — shivering coolies in India — starving refugees in the Orient. The vignettes are endless.

The idea might even be expanded into several series of programs as a sort of "Gallery of Universal Heroes," the glorification of those universal workers who contributed valuable service to civilization and humanity.

Commercial Disks

Commerce and industry could be scanned for still more wax programs. The native tapping the rubber tree starts something which contributes greatly to our automobile jaunts. The coffee picker makes his contribution, too. Even tea leaves could furnish a thrilling romantic adventure from the moment it is picked away up on the Himalayas, and its course traced to the final brewing. The tiny leaf passes through the hands of many distinct nationalities. It is carried over practically every method of transportation.

If every article necessary to human life were treated in this way, an amazing and limitless field would be opened up. A constructive educational program, filled full of romance, adventure, mystery and human drama, would go a long way towards bringing better understanding and harmony.

After all, what is the majority of people throughout the world today doing but helping to provide something for the other fellow — at a profit!

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MUSIC BY WIRE

Its History and Present Status

TRANSMISSION of music by wire not only antedates radio broadcasting but it precedes the invention of the telephone by Alexander Bell. Every book on sound transmission speaks of the reproduction of a musical note or notes over wires long before the transmission of articulated speech.

Telharmony

Like the talking picture, many were the attempts before transmission of music commercially by wire became successful. In 1907, Dr. Thaddeus Cahill transmitted a type of electrical organ music via telephone wires. He called his service "Telharmony," and characterized it as the new art of electrical music. However, it shortly passed into the limbo of forgotten things, because it was transmitting an electrical type of sound and not the music of instruments, with which the public was acquainted.

In 1911, Major General George O. Squier patented a system of transmitting sound by carrier current over electrical lines. It was this system under which Wired Radio, Inc., first functioned.

Cleveland Experiment

In 1923, Wired Radio, Inc., a subsidiary of The North American Company, obtained a license under these patents, as did the A. T. & T. and a Canadian corporation. However, before these licenses were obtained, experiments were made in transmitting music by wire. It was 1925 before anything was done commercially. In that year, Wired Radio, Inc., experimented in Staten Island, transmitting musical programs to the home over the lines of the Staten Island Electric Light & Power Co. The results of this experiment led to Wired Radio, Inc., locating an experimental laboratory at Ampere, New Jersey, in January, 1929, for the purpose of building apparatus for a further experiment in Cleveland. The first Cleveland experiment was made in 1930 and lasted for approximately a year.

In 1933, the second Cleveland experiment took place, with the problem of transmitting musical programs to the whole city of Cleveland under discussion. Cleveland is spread out over a great area, and the problem was to generate enough energy to cover the entire city. It was solved, and in August, 1935, the Muzak Corporation of Ohio started transmitting entertainment over the power lines of that city.

In New York City, in July, 1931, an organization known as Wired Music, Inc., conceived the idea of transmitting, over telephone wires, musical entertainment to restaurants and hotels. It functioned from 1931 to 1936, handicapped by the lack of a source of well-recorded music and limited capital.

The Muzak Corporation of Ohio's experiment continued from August, 1935, to February, 1936, when it was discontinued, and the Muzak Corporation moved to New York.

Programming

And so the transmission of music by wire is brought up to date, for in 1936, Muzak Corporation started operating in New York City. At that time, it absorbed Wired Music, Inc. The basis of the service was transmission of music properly programmed for the hour of the day to the outstanding restaurants in New York City. This service has grown until it now serves over four hundred subscribers.

In 1936, also, continuing the experiments in the transmission of sound over power lines, Wired Radio, Inc., installed a complete system in the New York Taft Hotel; the system now is over two years old.

Muzak is basically part of the entertainment field, and it was no surprise to the broadcasting field when announcement was made on May 14, 1938, that Muzak would be part of the Warner Bros. Pictures organization.

Commercial Network

Since that time, Muzak has made many innovations, starting with its plans for a commercial network of bars, grills and restaurants, with advertising restricted to products that are sold at the outlets. This network, known as the Muzak Spon-

(*Continued on page* 550)

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SO YOUR CLIENTS "GOING TRANSCRIPTION"

By

CHESTER H. MILLER

President Transcriptions, Incorporated

THE PRINCIPLES of electric recording, or the making of Electrical Transcriptions for radio as they are called, are simple, but the pitfalls for the unwary or uninitiated are many. Therefore, this article will set up guide posts and will attempt to clarify those phases of a spot radio campaign that seem to puzzle many advertising agency executives who are new to that branch of radio broadcasting.

This article is not for the veteran buyer of electrical transcriptions. He probably knows more about it than I do. But, for the advertising executive who is faced with the problem of putting a "radio minded" client, whose product has spotty distribution on the air, this article will, we hope, be helpful.

There are three basic rules which, if adhered to, will assist materially in making a transcription spot campaign successful. We state them briefly in the order of their importance. Rule 1. Make sure your broadcast material is the best obtainable for the price within your budget. But don't chisel. Rule 2. Make sure you contract for the best available time on the best station in the territory to be covered. If your appropriation is limited don't try to buy time on as many low priced stations as possible, hoping to cover as much territory, simultaneously, as is possible. Concentrate. If the campaign is successful in the few territories you do cover efficiently, your client will be easily induced to increase his appropriation. You can then expand your campaign by buying time on a few more good stations and having more pressings made from the original masters on which are recorded the programs already broadcast. Rule 3. Get good recordings made, of the type that best suits your client's needs and pocket book. There are a number of firms that do excellent work. Size of the organization is not a measure of quality. The quality of the recording should be such that the listener's attention is not distracted from the broadcast material by the poor quality of the recording.

There are two methods of recording electrical transcriptions. One is the vertical method in which the cutting stylus operates in a vertical plane at right angles to the surface of the disc being cut. The other is the lateral method in which the cutting stylus moves in a horizonal plane across the surface of the disc.

The vertical method was originally used by Edison in recording. The lateral method has always been used by Victor, Columbia, Brunswick, and others, in the manufacture of phonograph records. With the advent of broadcasting and electrical transcriptions, the lateral method got off to an early start. While many sponsors have used the vertical method, by far the greater number have used the lateral method. One reason for that is cost. Another reason is the adequacy of lateral cut records. The cost of vertical cut records is approximately $50 per master greater than that of lateral cut records. The agency commission of 15% on the larger amount, as against the same percentage on the smaller amount, is an argument in favor of the vertical method. That is if the client can stand the gaff.

There is another advantage, however, especially where music predominates in the program being recorded. The vertical cut reproduces with higher fidelity and lower surface noise or needle scratch, thereby enhancing the reproduction of the music. In dramatic shows this is not

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so important. However, much of this higher fidelity is neutralized when the records are broadcast, as many receiving sets will not transmit through their loud speakers all the frequencies that have been cut into the recording, or that emanate from the broadcasting station. Therefore it is a moot question whether the higher quality recording is worth the difference in price. However, "you pays your money and takes your choice."

Remember, as we said in Rule 1, the first consideration is the quality of the material to be broadcast. The preparation of the commercial copy and the program, if any, should be done with the thought in mind that the radio listener is blind. His or her only impression is received through the ears. Therefore copy and program should be designed for auricular rather than ocular acceptance. Otherwise it will not be convincing. Another important thing to remember is that a broadcast does not go out to a "Mass Audience" of several thousands, or hundreds of thousands, or millions. It goes out to that many **Individuals** or small groups of individuals, each of whom feels that the particular broadcast is directed at him or her personally. It becomes necessary, then, to prepare your material, especially the sales message with that thought in mind. If you have no one really radio wise in your organization, then you should try to make arrangements with a recording firm who have radio experienced personnel.

Before preparing any copy or program, a decision should be made as to the length of campaign, and whether the campaign will consist of one minute announcements, five minute dramatizations or a quarter hour program. Also the frequency of broadcast should be discussed and some tentative figure set.

Once these matters are settled the recording companies should be consulted as to the number of masters needed to complete the series. Costs should be figured and that amount deducted from the total appropriation. Allowance should be made for the approximate number of pressings needed to supply the radio stations, to be tentatively selected.

The next thing to estimate is the cost of producing the announcements or programs. The agency man who tries to chisel his writer's director is a fool. All the listener hears is the show. That establishes his impression of the sponsor. And let me say right here, that the director of a show is a very important adjunct. The opinion that transcribed shows do not have the spontaneity of live shows is almost entirely due to the directors. Properly handled, an orchestra or a group of actors will always give a spontaneous performance. If you have to chisel, don't chisel on your client's program. These are his house to house salesmen.

Having figured out the cost of your broadcast material, deduct that amount from the appropriation. The balance is to be used for purchasing time on radio stations. Many times I have been asked "How much time can I buy for $10,000?" Or $15,000 or $25,000. A true answer to the first question would be 10 hours on 100 stations whose rate is $10 per hour or 10 hours on 10 stations whose rate is $100 per hour. But such an answer wouldn't be helpful to the client. In the first place the question is wrong. The right way to ask the question would be, "I have $10,000 available for buying radio time. How should it be apportioned?" My answer would be, "Figure out the best time available on the best stations in those cities where your client has, (a) the best chances of making a quick turnover of his product or, (b) the toughest market, necessitating the highest concentration of sales effort. Set aside a certain amount for newspaper teaser ads or radio announcements, provided of course that your client's campaign is a series of entertainment programs. Then buy time on as many stations as the appropriation will cover. It is well to remember that if your client were producing a show on Broadway, he'd certainly wish to call attention to it by other means than just lighting up the theater and opening the doors each night. His radio program needs advertising as much as his product, perhaps more. It is amazing how few sponsors realize this. They'll spend thousands of dollars to produce a radio show to advertise their products, but not a nickel to advertise their show.

Having now set up your costs, go back and check through again to see if anything has been missed. Contact the radio stations in those cities your client wishes to concentrate upon, and get a statement as to the hours available. Check one station against another where there are two or more in each primary listening

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area to see what program competition your program will be up against at a particular period. It is possible to get all this information direct from the station or from their representative who usually has offices in New York, Chicago, or on the West Coast. If you are a recognized advertising agency you will be entitled to a 15% commission on the station time bought, no matter whether you deal direct or through the station's accredited representatives. All your other prices, such as recordings, pressings, talent writing, etc., will be quoted you as net figures.

Having selected your stations you are now ready to make your recordings. Let your contracts for station time, for talent, and for recording. Be sure to allow sufficient time before your opening broadcast date, as accidents, illness, mechanical difficulties and shipping upsets may delay the arrival of your finished pressings at the stations. If you follow the suggestions contained in this article, we feel sure you will have a pleasant and more successful radio transcription campaign.

In closing, here are a few "Don'ts." Don't try to chisel your radio writer or talent. Your show is the "Open Sesame" to the homes of your client's potential customers.

Don't try to chisel your recording firm. There are many incalculables included in his recording prices that may help to make or break your spot campaign.

Don't expect to get something for nothing. You'll get cheated every time. Don't judge a radio station by its wattage. There have been many cases where the listening audience in a 250 watt station's primary listening area, is far greater than that of a five, ten, or even fifty thousand watt station in the same area.

Don't use five minute spots when one minute announcements will do a better job.

Don't use a fifteen minute program once a week, when what your client needs is product identification reiteration.

Don't spread your appropriation too thin on stations. Remember you can always start on one good station, and if your campaign is well planned, sales in that particular territory will pick up, which will phase the client who will be more willing to open his coffers and increase his appropriation. His programs are already recorded. All that is necessary for you to do is order additional prints or pressings and buy time on additional stations.

Don't be afraid to consult with or ask questions of your recording firm. Don't be misled by the statements that the radio listener resents transcriptions. It's the "bunk." The show's the thing.

Don't judge a recording by the furniture in the reception room. That isn't where records are made.

☆ MUSIC BY WIRE ☆

(Continued from page 545)

sored Program Service, has already passed the first hundred outlets. Supplementing its musical service, it brings the bars, grills and restaurants a comprehensive program of news and sports, together with time announcements. It is developing a new type of selling in which there is no lag between "ad" and sale.

The Muzak Corporation, through its sponsored network, is in a position to deliver "guaranteed listening circulation." It is this ability to deliver listeners on the line that makes its possibilities so great.

This is just one of the many Muzak innovations, which include a network for showrooms in the garment district, a "Music for Industry" division, and a service which delivers Music by Muzak and four local radio stations, all at a peak of production, to a certain number of apartment houses.

"Music by Wire," just as much as radio broadcasting, is here to stay. It presents its own sponsor problems, its own program problems. It is developing its own personnel. It is as new as tomorrow's newspaper, yet as old as tomtoms. Its job is specific—to reach a definite number of people at a definite place or series of places at a definite time. Radio broadcasting's job is general, reaching an indefinite number of listeners at a multiple number of places. One supplements the other but neither is interdependent.

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American Society of Composers, Authors and Publishers

By JOHN G. PAINE

General Manager

THE American Society of Composers, Authors and Publishers is a voluntary, non-profit association of men and women who write music, together with their publishers. It was organized in 1914 by the late Victor Herbert and a few of his contemporaries. The purpose of the organization is twofold: first, to provide a simple mechanism whereby persons desiring to use music in quantity in the conduct of their business can readily obtain a license to do so, and secondly, to assist the members of the association in adequately protecting their property from unauthorized use.

To effectuate these purposes, ASCAP grants licenses to commercial users and collects the license fees for such use. The revenue collected by ASCAP, after operating expenses have been deducted, is entirely divided every three months among the members of the Society and of the foreign performing right societies with which the American Society is affiliated.

The shares thus sent to the men and women who write music constitute an encouragement to them to continue in the field of writing music, and thus assures to the users of music a constant supply of new songs and other compositions.

The Society today is probably the most practical means extant for assuring America of a musical future and conserving the musical culture of the country, and is rather universally so recognized.

The rights under which the Society operates have been the subject of innumerable litigations, and in each instance thus far, the rights have been upheld and judgments rendered in favor of the Society, permitting the Society to grant the licenses and to collect reasonable fees for the public performance of copyrighted musical works.

PUBLISHER MEMBERS

A B C Music Corporation
(Formerly: A B C Standard Music Publications, Inc.)
Berlin, Irv., Standard Mus. Corp.
Abrahams, Maurice, Inc.
Ager, Yellen & Bornstein, Inc.
Alfred Music Co., Inc.
Feature Music Syndicate
Lowe-Goulston, Inc.
Manus Music Co., Inc.
Piantadosi, Al., Music Publisher
Rosey, Geo., Band & Orch. Catalog.
Song Creators
Allen, Thornton W., Co.
Amsco Mus. Sales, Co., Inc.
Ascher, Emil, Inc.
Brooks & Denton
Empire Music Co.
Royal Music Co.
Barnhouse, C. L., Inc.
Belwin, Inc.
Berg, S. M.
Cinema Music Co.
Berlin, Irving, Inc.
Birchard, C. C. & Co.
Bond, Carrie Jacobs, & Son
Boston Music Company
Hatch Music Company
Thompson, C. W., Co.
Briegel, Geo. F., Inc.
Broadway Music Corporation
Artmusic, Inc.
Empire Music Co., Inc.
York Music Co., The
Brooks Music Pub. Co.
Browne, Ted, Music Co.
Caesar, Irving, Inc.
(Formerly: Irving Caesar, Inc.)
Century Music Pub. Co.
Chappell & Co., Inc.
Chappell-Harms, Inc.
Church, John, Co., The
Circle Music Publications, Inc.
Coleman, Robert H.
Composers' Music Corp.
Crawford Music Corporation
De Sylva, Brown & Henderson, Inc.
Green & Stept
Yellen, Jack, Inc.
Curtis, L. B., Music Pub.
Van Alstyne & Curtis
Davis, Joe, Inc.
Aloha Music Co.
Georgia Music Co.
Triangle Mus. Pub. Co., Inc.
Denton & Haskins Corp.
Ditson, Oliver, Co., Inc.
Donaldson, Douglas & Gumble, Inc.
Elkan-Vogel Co., Inc.
Evans Music Company
Exclusive Publications Inc.
Bloom, Harry, Inc.
Lawrence Music Publishers, Inc.
Milsons Mus. Pub. Corp.
Famous Music Corporation
Feist, Leo., Inc.
Brown, Nacio Herb, Inc.
Fillmore Music House
Fischer, Carl, Inc.
Oxford University Press
Fischer, J., & Bro.
Fisher, Fred, Music Co., Inc.
Fitzsimons, H. T., Company

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Flammer, Harold, Inc.
Luckhardt & Belder
Foley, Charles
Forster Music Publisher, Inc.
Fox, Sam, Publishing Co.
Pallma Music Publishers, Inc.
Galaxy Music Corp.
Gamble Hinged Music Co.
Wulschner Music Co.
Gem Music Corporation
(Formerly: Con Conrad Music Pub., Ltd.)
Georgeoff, Evan, Mus. Pub. Co.
Gershwin Pub. Corp.
Gilbert, L. Wolfe, Music Publishing Company
Goodman Music Co., Inc.
Handman & Goodman, Inc.
Handman, Kent & Goodman, Inc.
Universal Music Co., Ltd.
Gordon, Hamilton S., Inc.
Gray, H. W., Company
Green & White, Inc.
Hall-Mack Company
Geibel, Adam, Music Co.
Handy Bros. Music Co., Inc.
Harms, Inc.
Harms, T. B., Company
Harris, Charles K., Music Pub.
Homeyer, Chas. W., & Co., Inc.
Hope Publishing Company
Bigelow-Main-Excell Co.
Excell, E. O., Co.
Tabernacle Pub. Co.
Huntzinger, R. L., Inc.
Italian Book Co.
Jacobs, Walter, Inc.
Abt, Valentine
Bates & Bendix
Bendix, Theodore
Eby, Walter M.
Farrand, Van L.
Gay, Mace, Catalog
Jaques, Percy
Musiclovers Co.
Partee, C. L., Music Co.
Shattuck, B. E.
Virtuoso Music School
Williams, Ernest S.
Jenkins Music Company
Jones, Isham, Music Corp.
Jungnickel, Ross, Inc.
Kay & Kay Music Pub. Corp.
Franklin, John, Music Co.
Kendis Music Corporation
Leslie, Edgar, Inc.
Lewis Music Pub. Co., Inc.
Lincoln Music Corp.
Capano, Frank, Music Pub.
Lorenz Publishing Co.
Tullar-Meredith Co., Inc.
Ludwig Mus. Pub. Co.
Marks, Edw. B., Music Corp.
Bergstrom Mus. Co., Ltd.
Berliner, Leo E., Pub. Co.
Chilton, Forrest S.
Dresser, Paul, Pub. Co.
Evans (George Honeyboy Evans)
Fassio, A.
Globe Music Publishing Co.
Halle, R. L.
Jordan, Julian, Mus. Co.
King, Chas. E.
Lecuona Music Co.—Cuba
Lyceum Music Co.
Metz, Theodore, Music Co.
Miller, Roy M.
Musin, Ovide
Penn, Wm. H.
Petrie, H. W., Catalog
Prelude Mus. Co.
Primrose & West Mus. Co.
Recker, Robert, Music Co.
Reed, Bert, Catalog
Reed & Keller Catalog
Seitz, R. F.
Shields, Ren
Stern, Jos. W., & Co.
Vandersloot Music Publishing Co.
Wagner & Levien
Willis-Woodward Mus. Co.
Marlo Music Corp.
Melo-Art Music Publishers
Melrose Bros. Mus. Co., Inc.
Miller, Bob, Inc.
Miller Music, Inc.
Sherman, Clay & Company
Mills Music, Inc.
American Composers, Inc.
Beck, Mort
Clark, Frank, Mus. Co.
Daly, Joseph, Mus. Pub. Co.
Edwards, Gus, Mus. Pub. Co.
Gordon & Rich, Inc.
Gotham Attucks Mus. Co.
Gotham Mus. Service, Inc.
Jerome, M. K.
Jerome & Schwartz Pub. Co.
Kalmar, Puck & Abrahams Consolidated
Keit Music Corp.
Kornheiser, Phil, Inc.
Morse, Theodore, Music Co.
Nelson, Jack, Mus. Co.
Stark & Cowan, Inc.
Stept & Powers, Inc.
Sterling Songs, Inc.
Sunlight Mus. Co., Inc.
Waterson, Berlin & Snyder, Co.
Waterson, Henry, Inc.
Williams, Harry, Mus. Co.
Morris, Joe, Music Co.
Movietone Music Corp.
Nazarene Publishing House
Bilhorn Bros. Mus. Co.
Lillenas Pub. Co.
New World Music Corp.
Olman Music Corporation
Down Home Music Co.
Paramount Music Corp.
(Formerly: Popular Melodies, Inc.
Spier & Coslow, Inc.
Paull-Pioneer Music Co.
Rossiter, Harold, Mus. Co.
Photo Play Music Co., Inc.
Luz Brothers Mus. Pubs.
Music Buyers Corporation
Piedmont Mus. Co., Inc.
Pond, Wm. A., & Company
Ellis, Robin
Presser, Theodore, Company
Quincke, W. A., & Company
Red Star Songs, Inc.
Allen & Harrison Mus. Co.
Remick Music Corp.
Ricordi, G., & Co., Inc., of N. Y.
Ringle, Dave
Goulden-Lang Pub. Co.
Modern Melodies Pub. Co.
Sildac Music Co.
Song Creators
Victory Music Co.
Whitney-Blake Music Co.
World Music Co.
York & King Music Pub. Co.
Robbins Music Corporation
Mayfair Mus. Corp.
Metro-Goldwyn-Mayer Corp.
Sonnemann Mus. Co., Inc.
Whiteman, Paul, Publications
Wiedoeft, Rudy, Mus. Pub. Co.
Rodeheaver Co., The
Rossiter, Will
Roy Music Co., Inc.
Rubank, Inc.
Carlson, M. L.
Finder & Urbanek
Victor Music Co.
Santly-Joy-Select, Inc.
(Formerly: Santly Bros.-Joy, Inc. and Select Music Publications, Inc.)
Saunders Publications
Schirmer, G., Inc.
Heffelfinger, R. W.
Sanders-Weiss, Inc.
Schroeder & Gunther, Inc.
Schuster & Miller, Inc.
Kornheiser-Gottler, Inc.
Kornheiser-Schuster, Inc.
Shapiro, Bernstein & Co., Inc.
Skidmore Music Co., Inc.
Southern Music Pub. Co., Inc
Acme Music Pub. Co.
Bleyer, Archie, Inc.
Blues Music Co.
Bradford, Perry, Inc.
Bradford, Perry, Music Co.
Palmer, Robert, Music Pub. Co.
Spier, Larry, Inc.
(Formerly: McKinley Music Co.)
Root, Frank K., & Co.
Stasny Music Corp.
Bibo-Lang, Inc.
Stasny-Lang, Inc.

(Continued on page 555)

www.americanradiohistory.com

Society of European Stage Authors and Composers, Inc.

By PAUL HEINECKE

President

One of the most important organizations in the music world, SESAC administers and controls performing rights, as well as mechanical and synchronization rights, in approximately 125 catalogues of American and foreign publishers and organizations. Through its Standard Radio Broadcasting Performance License approximately thirty thousand musical compositions covered by copyright from those catalogues are licensed by SESAC for performance to radio stations.

Increasing rapidly during the past few years, the roster of SESAC licensed broadcasting stations was near the 600 mark at the close of 1938. This group embraces practically all networks and stations, large and small, of commercial importance. Music made available to these broadcasters by SESAC includes a vast and diversified international repertory of copyrighted compositions and works. Also included among material ready for use by the broadcasting industry are a wide variety of operettas, musical comedies, symphonic orchestral works, plays, dramas, and radio sketches. Numerous SESAC transcriptions and recordings including those by the leading transcription and record companies, are in constant use by radio stations.

Relations with stations are handled by the organization's executive headquarters in New York City and by traveling representatives visiting the various radio stations. A program service department is maintained by SESAC, also in New York, whose function is to assist the stations in matters of program, music and copyright clearance.

PUBLISHER MEMBERS

Accordion Music Publishing Co., New York
Deiro, Pietro

Adler (see Edition Adler)

Albright Music Company (see National Music Co.)

Alford, Harry L., Chicago

Altschuler, J.; Warsaw

American Music, Inc. (See Cross & Winge)

Apollo Music Company; New York

Arct, M.; Warsaw

Ashmall Company, Wm. E. (See McLaughlin & Reilly Co.)

Barnes, A. S. and Company, Inc.; New York

Barwicki, K. T.; Poznan

Beirly Company (See Chart Music Publishing House, Inc.)

Belmont Music Company (See Cole)

Berge Music Co. (See McLaughlin & Reilly Co.)

Braun, Hubert J.; Chicago

Braun Music Co. (See Braun, Hubert J.)

Braun Organization, the (See Braun, Hubert J.)

Broadcast Music Publishers (See National Music Company, Inc.)

Bryant Music Company; New York

Calumet Music Co. (See Cole)

Catholic Music Publishing Company (See McLaughlin & Reilly Co.)

Chart Music Publishing House, Inc.; Chicago
Beirly Company, Alfred
Coanacher, B.
Huffer Publications, Fred. K.
Littig Music Publishing Co., Frank
Warde Company, Harry
Western Accordion Music Company

Coanacher, B. (See Chart Music Publishing House, Inc.)

Cole, M. M. Publishing Co.; Chicago
Belmont Music Company; Chicago
Calumet Music Company; Chicago
Happy Chappies Ltd. (See Vincent, Howard & Preeman, Ltd.—Vincent and Howard, Ltd.—Preeman, Morse M.)

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Moderne Edition (See Moderne Publications)
Moderne Publications; Chicago
also including compositions taken over from
Hearst Music Publishing Co., Ltd. of Canada
Vincent, Howard & Preeman, Ltd.; Los Angeles
Vincent and Howard, Ltd.
Preeman, Morse M.

Composers Press, Inc., The; New York

Cross & Winge, Inc.; Portland, Ore.
including:
Master Music Makers; Portland
American Music, Inc.; Portland
Westmore Music Corporation; Portland

Culla, Antonio; Barcelona

Dahlquist Publishing Company (See Music Products Corporation)

Deiro, Pietro (See Accordion Music Publishing Co.)

De Vaignie Music Corporation; Chicago

Di Bella, O.; New York

Ediciones Rodoch (C. Rodriguez); Bilbao

Ediciones A. Urmeneta; Barcelona

Edition Adler; Berlin
(Successor, Heinrichshofen's Verlag; Madgeburg)

Edition "Jastrzab"; Warsaw
Rudnicky, Walery; Warsaw
"W.J.R."; Warsaw
Rzepecki, J.; Warsaw

Editions Fermata (See Editions Internationales Fermata)

Editions Internationales Fermata; Buenos Aires
(South American Publications)

Editions Internationales Fermata; Warsaw
(European Publications)

Editions "Olympia"; Warsaw

Editions Pro Arte; Lwow - Warsaw

Fairbank Company, H. W. (See National Music Co.)

Fermata (See Editions Internationales Fermata)

Forberg, Rob.; Leipzig
International Edition; Leipzig

Gebethner & Wolff; Warsaw

Gehrmans Musikforlag, Carl; Stockholm

Gilbert Music Company (See McLaughlin & Reilly Co.)

Gospel Music Publications (See Hathaway, Franklin Earl)

Grabczewski, F.; Warsaw

Haberer-Helasco, Hermann; Madrid - Berlin - Lisbon

Hall & McCreary Co.; Chicago

Hanson, Eddie (See National Music Company, Inc.)

Happy Chappies (See Cole)

Harmonie-Verlag; Berlin-Glarus (Switzerland)

Hart's Music Company (See National Music Co.)

Hathaway, Franklin Earl, Music Publisher; Chicago
Gospel Music Publications; Chicago

Hearst Music Publishing Co. (See Cole)

Helasco (See Haberer-Helasco)

Hoffman Company, Raymond A.; Chicago

Huffer Publications, Fred. K. (See Chart Music Publishing House, Inc.)

Idzikowski, Leon; Warsaw

International Edition (See Forberg)

Jastrzab (See Edition "Jastrzab")

Jewel Music Publishing Co.; New York

Keene, Inc., Hank; South Coventry, Conn.

Kelman Music Corp.; New York

King Music House, Inc.; K. L.; Fort Dodge; Ia.

Kjos Music Co., Neila; Chicago

Lebendiger, Henryk (See Editions Internationales Fermata)

Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)

Liturgical Music Company (See McLaughlin & Reilly Co.)

Master Music Makers (See Cross & Winge)

McLaughlin & Reilly Co.; Boston, Mass.
Liturgical Music Company; Boston, Mass.
Catholic Music Publishing Company; Boston, Mass.
including composition taken over from
Wm. E. Ashmall Company; Arlington, N. J.
Berge Music Company; New York, N. Y.
John Singenberger; St. Francis, Wisc.
Otto Singenberger; Mundelein, Ill.
Gilbert Music Company; Chicago, Ill.

Moderne Edition (See Cole)

Moderne Publications (See Cole)

Mora, Jose; Barcelona

Music Products Corporation; Chicago
including:
Dahlquist Publishing Company; Chicago

National Music Company, Inc.; Chicago
Albright Music Company; Chicago
Broadcast Music Publishers; Chicago
(See Eddie Hanson)
Fairbank Company, H. W.; Chicago
Hart's Music Company; Chicago
Popular Music Publications; Chicago
Select Music Company; Chicago
Standard Music Company; Chicago
(See Eddie Hanson)
Standard Songs; Chicago
(See Eddie Hanson)
Windsor Music Company; Chicago
including compositions taken over from:
Eddie Hanson
De Vaignie Music Corporation

Nattrass-Schenck, Inc.; New York

Nowa Scena; Warsaw

Olympia (See Editions "Olympia")

Orduna, Leopoldo; Barcelona

Pagani, O., & Bro.; New York

Parks Company, J. A., The; York, Neb.

Polskie Towarzystwo Muzyki Wspolczesnej; Warsaw

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Popular Music Publications (See National Music Company)

Preeman (See Cole)

Pro Arte (See Editions Pro Arte)

"PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw

Radio City Guitar Studio; New York

Rialto Music Publishing Co.; New York

Rodoch (See Ediciones Rodoch)

Rodriguez (See Ediciones Rodoch)

Rondo Verlag; Berlin-Zurich (Switzerland)

Rudnicki, Walery (See Edition "Jastrzab")

Rzepecki (See Edition "Jastrzab")

Sajewski, W. H.; Chicago

Schmitt Music Company, Paul A.; Minneapolis

Schuberth, Edward, & Co., Inc.; New York

Seemann (See Harmonie-Verlag)

Select Music Company (See National Music Co.)

SESAC Publications; New York

Seyfarth, G.; Lwow

Singenberger, John (See McLaughlin & Reilly Co.)

Singenberger, Otto (See McLaughlin & Reilly Co.)

Smith Music Co., Inc., Wm. J.; New York

Solunastra (See Haberer-Helasco)

Stahl, Wm. C.; Milwaukee

Stamps-Baxter Music Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.

Standard Music Company (See National Music Company, Inc.)

Standard Songs (See National Music Company, Inc.)

Thorsings Musikforlag, Alfred; Copenhagen

Towarzystwo Wydawnicze Muzyki Polskiej; Warsaw

Union de Compositores; Barcelona, Spain

Urgelles, J.; Barcelona

Urmeneta (See Ediciones A. Urmeneta)

Vincent, Howard & Preeman (See Cole)

Vitak-Elsnic Co.; Chicago

Warde Company, Harry (See Chart Music Publishing House, Inc.)

Warszawskie Towarzystwo Muzycne (Warsaw Music Society); Warsaw

Western Accordion Music Company (See Chart Music Publishing House, Inc.)

Westmore Music Corporation (See Cross & Winge)

Windsor Music Company (See National Music Co.)

"W.J.R." (See Edition "Jastrzab")

Yanguas, Mariano; Madrid

"Zaiks" Zwiazku Autorow, Kompozytorow I Wydawcow; Warsaw
(Authors-Composers and Publishers Association of Poland)

SESAC also controls all performing rights to the compositions and works as indicated, of the following:

Eulenburg, Ernst; Leipzig (Symphonic Orchestral works)

Fischer, Verlag, S.; Berlin (Radio plays)

Gordon, Paul; Berlin - Paris (Radio plays, one act plays, sketches, scenes, skits, short stage plays and short operettas)

Lienau'sche Musikverlage; Berlin
Carl Tobias Haslinger; Vienna
H. R. Krentzlin; Berlin
Musikverlag Haslinger; Vienna
Musikverlag Adolf Koester; Berlin
Schlesinger'sche Buch & Musikhdlg; Berlin
Otto Wernthal; Berlin

Reinecke, Gebrueder; Leipzig
including:
Joh. Foerster; Pirna
Gustav Haushahn; Madgeburg
J. Loebel; Zittau
Rich. Noske; Borna

Schuberth, Jr., Fritz; Leipzig (Symphonic Orchestra Works and Chamber Music)

Steingraeber Verlag; Leipzig (Orchestral works and Chamber Music)

Vieweg, Chr. Friedr.; Berlin (Orchestral Works, Chamber Music and Musical Dramatical Works)

American Society of Composers, Authors and Publishers

(*Continued from page* 552)

Summy, Clayton F., Co.

Superior Music, Inc.

Tesio, P., & Sons
Major Music, Inc.
Tesio-Major, Inc.

Victoria Publishing Co.

Villa Moret, Inc.

Vogel, Jerry, Music Co., Inc.

Crumit, Frank, Songs Co.
Haviland, F. B., Pub. Co.
Worth, Geo. T., & Co.

Volkwein Bros., Inc.

Von Tilzer, Harry, Music Pub. Co.

Weil, Milton, Mus. Co., Inc.

White-Smith Mus. Pub. Co.

Williams, Clarence, Mus. Pub. Co.

Willis Music Company

Witmark, M., & Sons

Wood, B. F., Music Co.

Words & Music, Inc.
Davis, Coots & Engel, Inc.
Engel, Harry, Inc.
Keit-Engel, Inc.

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WPA FEDERAL THEATER
☆ RADIO DIVISION ☆

Evan Roberts	Managing Director
Ivan Black	Manager of Department of Information
Elsie Dick	Continuity Editor
Oliver W. Nicol	Production Manager
Morris Segal	Manager of Technical Department
Hal Stephens	Business Manager
Brian J. Byrne	Director
Charles Crumpton	Director
Edward R. Downes	Director
Al Garry	Director
George Randall	Director
Karl Schulz	Musical Director

One of the finest non-commercial organizations in the radio field, the WPA Federal Theater Radio Division, since its inception March 23, 1936, has received more than $4,500,000 in free time from networks and individual stations. That figure is more than ten times larger than the entire cost of the project, which is confined to salaries for 150 persons who would ordinarily be among the unemployed. Audience listening to the project's radio presentations has been conservatively placed at 10,000,000 persons weekly, all served by a competent staff of writers, producers, actors, technicians and sound men who combine to present the finest in educational and cultural broadcasting.

Here is a list of the Radio Division's 1938 **series:**

1—**THEIR GREATEST STORIES** over WOR, MUTUAL and CANADIAN NETWORKS.
2—**TISH** by Mary Roberts Rinehart over WABC and the COLUMBIA NETWORK.
3—**EPIC OF AMERICA** over WOR, MUTUAL-CANADIAN NETWORKS.
4—**PROFESSIONAL PARADE** over WJZ and the BLUE NETWORK of NBC.
5—**CHORAL CONTRASTS** over WOR and the MUTUAL NETWORK.
6—**SAFETY MUSKETEERS** over WABC and the COLUMBIA NETWORK.
7—**THE WORLD IS YOURS** over WJZ and the BLUE NETWORK of NBC.
8—**TREASURES NEXT DOOR** over WABC and the COLUMBIA BROADCASTING SYSTEM.
9—**DRUMS** over WOR, MUTUAL and CANADIAN NETWORKS.

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10—**MR. MERGENTHWIRKER'S LOBBLIES** over WOR, MUTUAL-CANADIAN.
11—**MEN AGAINST DEATH** over WABC and the CBS NETWORK.
12—**ACCIDENT PREVENTION** Series over WOR.
13—**ONCE UPON A TIME**—WOR-MUTUAL BROADCASTING SYSTEM.
14—**HISTORY IN ACTION** over WHN and WNYC and the INTERCITY NETWORK.
15—**PIONEERS OF SCIENCE** over WLW LINE, INTERCITY and WINS.
16—**LITERARY FORUM** over WHN and the WLW LINE.
17—**SYMPHONIC DRAMAS** over WQXR and WNYC and INTERCITY NETWORK.
18—**GILBERT AND SULLIVAN** over WQXR and WNYC and INTERCITY NETWORK.
19—**JULES VERNE** over WHN and the WLW LINE.
20—**BACKSTAGE INTERVIEWS** over WHN and the WLW LINE.
21—**OPERETTA MEMORIES** over WMCA, INTERCITY and WINS.
22—**THIS WAS NEWS** over WHN, WLW LINE and WINS.
23—**EVENING SERENADE** over WMCA and the INTERCITY NETWORK.
24—**SERENADE AT EIGHT** over WMCA and the INTERCITY NETWORK.
25—**EXPERIMENTS IN SYMPHONIC DRAMA** over WNYC and the INTERCITY NETWORK.
26—**THE NATIONAL PUBLIC HOUSING CONFERENCE** Series over WHN and the EMPIRE STATE NETWORK.
27—**FAMOUS SHORT STORIES** over WHN and the EMPIRE STATE NETWORK.
28—**OUR NEIGHBORHOOD,** WNYC and INTERCITY.
29—**WHAT GOOD IS ART?** WNYC and INTERCITY.
30—**OUT OF THE HALL OF RECORDS,** WNYC and INTERCITY.
31—**OSCAR WILDE'S PLAYS** over WQXR.
32—**BACK TO BUSINESS** over WNEW.
33—**TRAGEDY OF MAN** over WQXR.
34—**EXPLORING THE ARTS AND SCIENCES** over WQXR.
35—**FOUR ARTS FORUM** over WHN.
36—**CONTEMPORARY THEATRE** over WQXR.

In addition to these programs, the Radio Division has presented many programs of local value only, including musical, educational and cultural shows. Noteworthy is the fact that due to the success of the project, branches have been established throughout the country, all fed by the parent body in New York City, and all seriously engaged in the broadcasting field today.

Material success of the project is also not to be overlooked. There is a constant exchange of talent, for as the entertainers move into the professional ranks, new aspirants are taken into the fold, but the staff number of 150 never varies.

Public and press acceptance of the Radio Division has been unanimous. The top honor came to the project in the past year when the Women's National Radio Committee gave its 2nd award to "Epic of America" for its educational value to the radio listeners.

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SHOWMAN'S CALENDAR
FOR 1939

—JANUARY—

1: New Year's Day (In all the States, Territories, District of Columbia and possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).

4: Utah Admitted (1896).
New Mexico Admitted (1912).

8: Anniversary of the Battle of New Orleans (Louisiana).

17: Benjamin Franklin Born (1706).

19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia)

21: Stonewall Jackson Born (1824).

29: McKinley Born (1843).

30: Franklin D Roosevelt's Birthday.

—FEBRUARY—

3: Horace Greeley Born (1811).

4: Col Charles A. Lindbergh Born (1904).

5-12: National Boy Scout Week.

7: Charles Dickens Born (1812).

9: Nebraska Admitted (1867).

11: Thomas A. Edison's Birthday.
Daniel Boone Born (1734).

12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.

14: Valentine's Day.
Admission Day (Arizona).

15: Destruction of the Maine (1898).

22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
Ash Wednesday (First Day of Lent)

27: Henry Wadsworth Longfellow's Birthday.
First Railroad Charter (1827).

—MARCH—

2: Texas Independence Day.

3: Maine Admitted (1820).
Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).

4: Pennsylvania Day.

5: Boston Massacre (1770).

7: Luther Burbank's Birthday (California).

17: St. Patrick's Day.

21: First Day of Spring.

22: Emancipation Day (Puerto Rico).

25: Maryland Day.

30: Seward Day (Alaska).

—APRIL—

1: All Fools' Day.

2: Palm Sunday.

6: War Declared with Germany (1917).

7: Peary Discovered North Pole (1909).
Good Friday.

8: Battle of Appomatox (1865).
Louisiana Admitted (1812).

9: Easter Sunday.

9: Surrender of General Lee (1865).

12: Halifax Independence Resolution (North Carolina).

13: Thomas Jefferson's Birthday (Alabama).

14: Assassination of Abraham Lincoln.

19: Patriot's Day (Maine, Massachusetts).

21: Anniversary of Battle of San Jacinto (Texas).

22: Morton's Birthday (Nebraska).
Arbor Day (Nebraska).

23: William Shakespeare Born (1564).

24: First Newspaper Issued in America (1704).
U. S.-Mexico War (1846).

25: War Declared with Spain (1898).

26: Confederate Memorial Day (Alabama, Florida Georgia, Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).

27: General U. S. Grant Born (1822).

28: President Monroe Born (1758).

29: Daylight Saving Time Starts.

30: Louisiana Purchased.
Washington Became First President (1789).
Rhode Island Settled (1636).

—MAY—

1: May Day.
Child Health Day.
Labor Day (Philippines).
Dewey's Victory in Manila (1898).

2: Stonewall Jackson Shot (1863).

5: Napoleon's Death (1821)

7: Lusitania Torpedoed (1915).

10: Confederate Memorial Day (Kentucky, North Carolina).

11: Minnesota Admitted (1858).

12: Florence Nightingale Born (1820)

14: Mother's Day (2nd Sunday).

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20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).

21: Lindbergh's Flight to Paris (1927).

23: South Carolina Admitted (1788).

24: First Telegraph Message Sent (1844).
Empire Day (Canada).

29: Wisconsin Admitted (1848).

30: Confederate Memorial Day (1848).
Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

□

—JUNE—

1: Kentucky Admitted (1792).
Tennessee Admitted (1796).

3: Confederate Memorial Day (Tennessee).
King's Birthday (Canada).
Jefferson Davis' Birthday (1808).

6: Nathan Hale's Birthday (1756).

8: Battle of New Orleans (1815).

10: Franklin Drew Lightning From Sky (1752).

14: Harriet Beecher Stowe's Birthday.
Flag Day.

15: St. Swithin's Day.
Arkansas Admitted (1836).
Pioneer Day (Idaho).

17: Bunker Hill Day.

18: Battle of Waterloo (1815).

19: Beginning of War of 1812.

20: West Virginia Day.

21: Longest Day in Year.

23: Penn Signs Treaty of Peace with Indians.

26: First American Troops Land in France (1917).

□

—JULY—

1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).

2: Garfield's Assassination (1881).

3: Idaho Admitted (1890).

4: Independence Day.

10: Wyoming Admitted (1890).

11: John Quincy Adams Born (1767).

13: Forrest's Day (Tennessee).

24: Pioneer Day (Utah).

25: Occupation Day (Puerto Rico).

□

—AUGUST—

1: Colorado Day.
Beginning of World War (1914).

3: Civic Holiday (Canada).

10: Missouri Admitted (1821).

13: Occupation Day (Phillipines).

15: Panama Canal Opened (1914).

16: Bennington Battle Day (Vermont).

20: Benjamin Harrison Born (1833).

—SEPTEMBER—

4: Labor Day.

6: Lafayette Day.
President McKinley Assassinated (1901).
First Battle of the Marne.

9: Admission Day (California).

12: Defender's Day (Maryland).

17: Constitution Day.

22: Nathan Hale Executed (1776).

23: First Day of Autumn.
American Indian Day (4th Friday).
Daylight Saving Time Ends.

□

—OCTOBER—

1: Missouri Day.

5: Wright Brothers Took First Long Distance Flight in Airplane (1905).
Yom Kippur (Hebrew).

8: Chicago Fire (1871).

9: Fraternal Day (Alabama).

12: Columbus Day.

14: Farmer's Day (2nd Friday) (Florida).

18: Alaska Day.

19: Surrender of Cornwallis (1781).

27: Navy Day.

29: National Girl Scout Week (Ends Nov. 4).

31: Hallowe'en.
Admission Day (Nevada).

□

—NOVEMBER—

1: All Saints' Day (Louisiana).
North and South Dakota Admitted (1889).

4: John Philip Sousa Born (1854).

7: Montana Admitted (1889).

11: Armistice Day.
Washington Admitted (1889).

16: Oklahoma Admitted (1907).

17: Suez Canal Opened (1869).

30: Thanksgiving Day.

□

—DECEMBER—

3: Illinois Admitted (1818).

7: Delaware Day.

8: Eli Whitney Born (1765).

11: Alfred Nobel Born (1833).

12: First Marconi Wireless Across Atlantic (1901).

16: Boston Tea Party (1773).

21: Shortest Day of Year.
Pilgrims Landed at Plymouth Rock (1620).
Woodrow Wilson's Birthday (South Carolina).

25: Christmas Day.

29: Iowa Admitted (1848).

31: West Virginia Admitted (1862).
New Year's Eve.

ARBOR DAY is observed in states on different days, usually in the Spring. The dates in the same states often vary from year to year by proclamation.

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PROMOTION DIGEST

101 Tried and Proven Showmanship Ideas

Compiled by

TED LLOYD

of the Staff of RADIO DAILY

THE following compilation of promotional and exploitation material represents a selection of successful stunts employed by stations, sponsors, agencies and station representatives during the past year. RADIO DAILY welcomed these contributions to its columns. Herewith, one may find material credited to a station or party which had been done before by another. RADIO ANNUAL does not assume ownership of the foregoing material nor does it necessarily signify that the basic idea for the tried stunt originated with the credited source.

From year to year this section will be abreast with the trend of the times and it is hoped that advertising, publicity and exploitation people representing all branches of radio will continue to send their brain children to RADIO DAILY for publication.

To all we acknowledge our indebtedness in helping us compile this section.

Users of digested material are cautioned to bear in mind any local laws that prohibit prize contests or giveaway stunts or such contests that may come under the classification of lotteries.

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DISPLAY

"Lone Ranger" Campaign

"The Lone Ranger," now being carried on WCKY, Cincinnati, by Schulze Baking Co. in behalf of Butter-Nut Bread and Dolly Madison Cakes, carries with it probably the most intensive promotion campaign in the history of Cincinnati radio advertising.

All Schulze driver-salesmen are wearing 10-gallon cowboy hats, red bandanas and large badges publicizing the program, on their daily raunds. The men have also placed wall and window signs in 3,500 bread outlets in Greater Cincinnati, in addition to 7,000 pennants calling attention to the "Lone Ranger" broadcasts.

For two weeks, every loaf of Butter-Nut Bread sold in Cincinnati and vicinity was banded with a special red label, giving the time of the program on WCKY. Bread wrappers also have the program information and these will be used indefinitely.

The entire campaign, with explanations of premiums to be given later, was outlined at a meeting of the driver-salesmen at the Sinton Hotel prior to the first broadcast.

Sea Food Campaign

To promote its popular Housewives' Protective League, conducted by Fletcher Wiley over KNX, Los Angeles, Superior Sea Food Co. placed on each of its new delivery trucks a large painted sign calling attention to the show, aired daily, Monday through Friday. Broadsides and "teaser" announcements to the retail trade were also used. Hillman-Shane Advertising Agency has the account.

News Bulletin Board

WHBF, Rock Island, has constructed a news bulletin board in the lobby of the Safety Building where they have their Rock Island studios. Latest news bulletins, both local and U.P., are posted on the board immediately after broadcast. It is particularly convenient for office workers who are unable to listen to radio during working hours. Board also lists the times of regular WHBF newscasts.

KELO Jell-O Weight Guessing

A shimmering, shivering, towering mold of Jell-O, reputed to be the world's largest Jell-O dessert, was displayed recently by the KELO-KSOO Merchandising Department in the show windows of Sioux Falls (S. D.) Gas Co. The giant dessert was made in specially constructed molds and placed inside a large Electrolux Refrigerator. Hundreds visited the exhibit to inspect the unusual display and enter a contest to estimate the weight of the Jell-O dessert. First prize was awarded to a theater employee who estimated the weight at 92½ pounds . . . just one ounce more than the correct weight. All contestants were given Jell-O recipe books and General Foods' Radio Brevities Magazines.

According to reports received by the KELO-KSOO merchandising department, Jell-O sales response in the Sioux Falls territory has been extremely gratifying.

KGER's Billing

A baker's dozen of thirteen fullsize billboards are now telling the population of Long Beach, California, about some of KGER's features. The printed posters carry the station's call letters in enormous block letters, with side designs emphasizing World Broadcasting System and Transradio "News On The Hour, Every Hour." Deal was made with Associated Outdoor Advertising Company.

Picture Tie-in

For showing of "The Big Broadcast of 1938" at a local theater Hal Scher of WKY, Oklahoma City arranged a lobby display of a large colored board showing stills of various studio and transmitter scenes of WKY programs and a shelf in the foreground upon which were placed various types of microphones, five in number, as used from 1928 to the present day. Backboard of the display said, "The Big Broadcasts of 1938 will be heard on WKY."

STUNT

Local Talent Build-up

WHK-WCLE, Cleveland, this week instituted a special promotional campaign among radio editors throughout the country to build an interest in local talent. Each release sent out by station will feature a thumbnail sketch of one artist, and editors will be requested to build a morgue from the material for immediate reference. Series of releases are to start this month.

Consumer Preferences

Open-minded research of buyer preferences is being inaugurated by WORL, Boston, in a

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new sidewalk interview feature. Object is to stimulate buying of all commodities, and show spots a "What and Why" announcer in front of Repertory Theater, armed with questions on what each candidate prefers to buy, where he buys it, and why. Listeners supply questions, and statistician tunes in to the answers, tabulating the results, which are forwarded weekly to various businesses concerned. W. Cort Treat, station manager, eyes the stunt as a human interest and goodwill builder.

Dual Tie-up Stops Traffic

KFXJ's "Saturday Inquiring Reporter," added to the traffic problems in Grand Junction, Colo., during a joint tie-up airing between the local theater showing "Adventures of Tom Sawyer" and a boys' clothing store selling Tom Sawyer Boys' Clothes. Tickets for the movie were distributed at reduced prices at the store. The broadcast resulted in bringing over 1,000 boys and girls to both store and theater.

Forest Preservation

WTOC, Savannah, has been working with the Timber Protective Association in offering calls to the TPA trucks, directing them to the scene of fires, which, if not checked early, would do untold damage to the forests of inestimable value in production of pulp for paper manufacture. As soon as a fire is reported to WTOC a call is broadcast which speeds the fire trucks to the scene of the fire in a matter of minutes. The station has been highly commended for its aid. Other stations have now taken up this novel and noble service.

A "Piece" of the Studio

With WEW's $70,000 studios scheduled for completion next month, General Manager A. S. Foster had 500 pieces of celotex cut and painted with the studio color design and mailed them to advertising agencies and advertisers with a letter which started: "Herewith enclosed a piece of our new studios." Letter plugged the station's achievements since going commercial last September.

Newcomers Welcomed

New residents of Fort Worth, Texas, receive personal invitations to visit the WBAP studios and witness a program in a new promotion just originated. Letter urges newcomers to listen to the station regularly and keep posted on its programs through columns of Fort Worth Star-Telegram. Lists are obtained from local Chamber of Commerce.

Annual Letter Week

Second annual letter week of WLBC, Muncie, Ind., is now being conducted with object of getting listener reaction to programs of the station and also to determine listener areas. Comparison will be made with first annual letter week of a year ago, when replies were received from 14 per cent of the total radio homes, despite fact that no prizes were offered. More than 3,000 persons responded from 150 towns, with 73.6 per cent of the letters coming from the primary coverage area and balance from secondary zone. Average audience was computed at 133,220.

Candid Camera Night

More than 300 camera fans snapped more than 3,000 pictures when WOW, Omaha, invited them to a candid-camera test recently. Event was held in the studios in cooperation with Eastman Kodak. Two hundred dollars in camera equipment served as prizes. The station has announced that several copies of the rules and regulations are available if other stations are interested.

Used Car Parade

There are lots of automobile parades, but usually with new, shiny cars in line. WROK, at Rockford, Ill., staged a parade of used cars not long ago. The WROK mobile transmitter, also equipped for P.A., had a place in the parade, and Russ Salter, announcer, laid down a barrage of description of the cars in line as the cavalcade wheeled about the city. Several sales of cars in the parade were made.

Cellophane Dollars

Dollars wrapped in cellophane are finding their way around Longview, Texas, in a promotion by KFRO. Idea is a "buy-here" variation, with the wrappers bearing such notation over station's imprint and slogan. Distribution, says station president James R. Curtis, is designed to make "citizens of East Texas more conscious that the radio station is a part of the community and that the money earned by the radio station is spent in the home territory."

Sales Boosts on Bible Dramas

Sunday Players Bible dramas, Mertens & Price production now heard on about fifty American, Canadian, Hawaiian and Australian outlets, is supported by elaborate sales plan, including announcement copy, gift booklets, miniature Bibles, Catholic prayer books, newspaper publicity, photo and mat service, show-print posters, and portable reproducing units which are made available for churches and other organizations desiring play-backs of the programs.

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Lucky Doorbell

Holsum Bakers, the Paramount Baking Co. of Salt Lake City, offer 20 new shiny silver dollars daily over KSL to 20 clever Salt Lake homemakers. Stunt is: Miss Holsum actually calls on 20 Salt Lake homemakers in person. If she finds a loaf, or any part of a loaf of Holsum Bread in its wrapper the housewife receives the silver dollar. Names are read over the air with brief dramatization of the testimonial. Stunt was placed directly with Edward Broman, KSL account executive.

Exploit "Alaska" Disc

To exploit the "Alaska" episode of Ports of Call, Atlas Radio transcribed series now running on WREC, Memphis, the station capitalized on the experience of a veteran Memphis actor who had been in Skagway in the gold rush days. Special audition was given to Archie League, the old time actor, and his favorable comments upon the incidents dramatized in the program were used for a feature story. League's verdict also was used for between-program breaks and he was interviewed over the air.

League was operating a show in Skagway at the time of the famed fatal dual between "Soapy" Smith and Frank Reed, an incident dramatized in Atlas' program.

Program is sponsored by Memphis Power & Light.

Used Car Stunt

WMBH, Joplin, Mo., developed a "Battle of Wits" Used Car sales promotion program for the R. & S. Motor Sales Co. of Joplin. The contest features a sales contest between nine used car salesmen, and each salesman appears on WMBH once each day during the week. Prizes are awarded to the salesmen by the company. Each salesman has a booth and a number of used cars assigned to him for the contest, and also a common stock to draw from.

The salesmen were prepared with written copy for their first broadcast "sales talk," in which most of the standardized used car sales talks were presented. Afterwards, they were permitted to go on ad lib, because it was found that they would do better. The original contest was for one week, with a renewal in sight because of its success.

Program aired at 12:45-1:15 P.M.

Telegram a Day

Every day for a week, Buryl Lottridge, commercial manager of KTUL, Tulsa, Okla., wired leading agencies info on the station. Final tele asked their opinions of the statistigrams.

Harvey-Whipple Campaign

The Harvey-Whipple Inc. (oil burners) will start an extensive merchandising simultaneous with its new NBC-Blue network show which begins March 22. Dealers will be supplied with postcards to mail to prospects asking them to listen to the show. Cards will be timed to arrive same day that show is on the air.

Thirty-three thousand dealer broadsides will start off the radio campaign. Radio will be the sole promotion medium in the large metropolitan centers. Company has been a successful user of radio since its inception in 1933.

Canadian Promotions

Inauguration of CBC commercial network found Northern Broadcasting Co. of Canada already in an extensive promotion for CJKL, Kirkland Lake; KKGB, Timmins, and CFCH, North Bay. All three stations carried series of ten and twenty-word station breaks; banners were placed on cars, trucks, and buses; window displays were plentiful; and four-page brochure was distributed. Promotions directed attention to the major commercial offerings.

Rookie Lowdown

Radio stations KWTO-KGBX, Springfield, Mo., which will broadcast the most pretentious sports schedule in history, has arranged to take advantage of the town being one of the principal farms for the Cardinals.

On April 11th, 300 rookie hopefuls from all sections of the United States will converge on the big modern baseball plant and park in Springfield to work out under the watchful eyes of chief Cardinal officials, including Branch Rickey, Charley Barrett, Pop Kelchner, Joe Schultz, Eddie Dyer, Clay Hopper, and others. Each day during the 20-day training camp period, KWTO will broadcast 30 minutes in mid-afternoon, direct from the field, describing in detail the various activities.

Store Interviews

A survey conducted for WMC, Memphis, by an ad agency, covered actual buyers of goods rather than what the station thought was a considerable number of "stay-at-homes" usually reached by the "phone-call-to-home" method. Operatives were stationed in "selected" food and drug stores to interview customers after they had made purchases. Customers were asked "To which radio station do you listen most regularly?" Of the 1,004 reports, WMC states that 414 customers preferred that station,(leading the second station by 40.8 per cent. Cold & Co., ad agency, used women investigators, hired through the Advertising Distributors of America.

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Beating Jules Verne

As stunt to ballyhoo National Air Mail Week, which gets a big play on the air starting May 15, WBBM will dramatize the efficiency and speed of air mail service by sending an ordinary broadcast electrical transcription around the world in 30 days.

Blank aluminum acetate recording will be airmailed from Chicago Municipal airport by Postmaster Ernest Kreutgen to west coast. En route from "Chicago to Chicago" it will stop off at Honolulu, Hongkong, London, Berlin, Rio de Janeiro, Havana, Miami, Washington, D. C. Local postal and aviation officials at each stop will wax a brief salute to the United States Air Mail Service on its 20th anniversary. When recording arrives here its transcribed messages in five different tongues will be aired over WBBM. Final voice will be that of Postmaster General James A. Farley to whom the record will be presented after it has been used.

Record speeded on its way Tuesday with a special broadcast via WBBM's Mobile Air Theater (Trailer Studio) from airport as Postmaster starts it westward over United Mainliner.

Egg Hunt

WTMV, East St. Louis, Ill., is staging an egg hunt for an Easter morning program. Special children's broadcast during the week preceding Easter will tell about the Radio Rabbit who is going to strew eggs in the vacant lots about town. On Easter morning announcements will be made every fifteen minutes which will give clues to the location of eggs which the station staff will plant during the night. Prizes will be awarded to the boy or girl bringing back the most bags which are stamped with the station's seal.

WREC's Safety Campaign

WREC's addition of the words "Nation's Safest City" to its usual call slogan, "The Voice of Memphis," has won the approval of Memphis officials who steered the city on its record-making safety campaign to win the National Safety Council's "safest city" award. Clifford Davis, commissioner of police, phoned Hoyt Wooten, WREC president, lauding the addition while Sergt. Forrest Mottweilder, safety officer, paid a visit to WREC studios to voice his approval. Memphis had fewer auto deaths and accidents, and accidents of other causes, than any other major city, beating out Minneapolis for the Safety Council's 1937 award.

Invite the Editors to Bee

KWTO, Springfield, Mo., has a spelling bee, sponsored by Sendol. They invited local editors to appear as contestants in a recent program. The editors did. Stunt resulted in widespread publicity for the program, as well as for other station shows, winning the goodwill of the journalists. Now it is planned to arrange a match for druggists.

Under Mayor's Auspices

The Mayor of Burlington, N. C., himself is promoting, and the city hall there provides the audition room in connection with "Burlington Junior Radio Club" sponsored by Berg's Bakery and Melville Dairy, aired over WBIG, Greensboro, N. C. The club meets every Saturday morning in the Alamance Hotel, Burlington, which incidentally is 26 miles from Greensboro. Program is further exploited by distribution of circulars with bread and milk sales.

Manly Holland is the WBIG representative in charge of the Burlington studio.

"Candid Camera Night"

Latest unique stunt helping to keep WWJ (Detroit) auditorium broadcasts well attended will be a "Candid Camera Night" staged by Jack Hill, producer of the college comedy show, "House Party." Attendance will be gained by showing a camera at the door. Dress rehearsal will be open to these shooters, who can snap scenes from any angle. Prominent photographers will judge the contest.

Quaker Oats Stunt

A promotion stunt by Quaker Oats Co. in conjunction with its NBC "Dick Tracy" series will create a force of juvenile detectives on the lookout for store robbers. Special window displays being distributed to dealers offer $100 reward for information leading to arrest of anyone robbing the store. Fletcher & Ellis Inc. is the agency.

Community Fund

A human interest manner of handling its annual Community Fund broadcasts has been instituted by WTMJ, Milwaukee. To bring home to the Milwaukee public specific activities of the Fund and show how money is being used, tours are made via WTMJ's shortwave car to various institutions which are recipients of the Fund's bounty. These include the Orphans Asylum, Goodwill Industries, Visiting Nurse Association, Children's Hospital, Boys' Club and others.

Salesman-Emcee

Marion Beatty, one of WIBW's advertising salesmen and a representative to the Kansas State Legislature, served as master of ceremonies at the recent Democratic Victory Dinner staged by the Kansas democrats and which featured Gov. Walter A. Huxman as speaker. One hundred and fifteen dinners were held over the state of Kansas during this annual event and all dining halls were equipped with radios and loud speakers tuned to WIBW—the only outlet.

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For Stamp Collectors

WCAU, has worked out a merchandising campaign for a new series, "Stamping Around the World," sponsored by the Penn Supreme Ice Cream Co. Sponsor's packages will corry stamp coupons of 1, 2 and 5 denominations, depending on the price of the package, which may be redeemed with a small amount of money for foreign postage stamps. Details will be explained to studio audience of sponsor's dealers on the first broadcast of the series.

Off the Ticker

Agencies and sponsors will receive something of a unique promotional release from WGAR. Ralph Worden, station's news editor, ripped a bulletin from the INS teletype with the news of a boost to 5 kw. for the Cleveland station and pencilled across the top—"Mr. Patt—Flash just rec'd via INS. RW." Bulletin is being photostated for release.

"Search Party" Grows

KCKN's Saturday night "Search Party" program has grown in less than a month to the extent that this week's treasure hunt attracted 32 parties numbering nearly 200 participants. With the final judging aired from the stage of the Electric Theater, the weekly stunt is aired under the sponsorship of eight local merchants, who foot the bill for over $40 worth of prizes.

CONTEST

Snapshot Contest

A snapshot contest for amateurs will be sponsored by Lehn & Fink Products Corp., on behalf of Lysol, beginning Jan. 31st on the thrice weekly broadcasts of Dr. Allan Roy Dafoe over CBS. Contest will run six weeks, it was announced by Lennen & Mitchell, agency handling the account.

Photos submitted must be of children under 10 years old. They will be judged on basis of health and personality of the child pictured, beauty or originality of the pose or setting, and photographic excellence and human interest. Prizes will be a $100 U. S. Saving Bond, awarded weekly, a valuable Eastman-Kodak camera, also awarded weekly, and a grand prize at the end of the 6-week period of a $500 U. S. Saving Bond, to be awarded for best of the six weekly winners.

Angle is that famed Dr. Dafoe, knowing that his famous charges are most photographed kids in the world, would like to know what some others look like. Judges of the contest will be Dr. Dafoe, Wilson Hicks, picture editor of Life, and Norris W. Harkness, director of instruction for the Camera Club.

WJSV Ties Up Phone Service

Larry Elliott, chief announcer at WJSV, Washington, has produced several novel stunts to promote listener interest and response for the "Aladdin's Kitchen" program of which he is emcee and producer. His most recent development seems to be a natural, judging from the tremendous telephonic response which ties up WJSV switchboard during the time the program is on the air.

The gag is to adapt the old game of "Twenty Questions" for air use by having his associate, Elinor Lee, WJSV home economist, ask yes-or-no questions which, by the answers, will serve to establish the identity of the person Elliott has selected for the game. The air audience is then requested to phone in the correct answer; first 25 right answers receiving two tickets for local theater.

The only difficulty is the problem of keeping over-enthusiastic studio auditors from shouting the answer.

A recent day's contest pointed out that the subject was one of the ten best-dressed women of the world; a beauty, according to many judges; married more than once; not in politics but affecting to a great extent the political affairs of a great country; and a woman who wouldn't give up her marriage for a kingdom. The answer of course, was the Duchess of Windsor. Over 150 completed calls came in within 15 minutes.

Successful Tournaments

Approximately $1,500 in cash prizes will be awarded winners of the WHBF Rock Island, Bowlers Tournament when play closes this week. This promotion broke all records for tri-city bowling, especially for a first year event. A total of 900 persons from 24 towns and cities as far distant as 100 miles entered 1,178 events whereas bowling tournaments sponsored for the past several years by the Rock Island Argus and other tri-city newspapers have pulled only 700 contestants —and only 300 the first year! Entry fees of $2.10 for men and $1.65 for women, plus a bowlers' dance, helped raise money for the prize fund. Broadcasts of the tournament play, which has been in progress for the past six weeks, were sponsored on a cooperative basis by local firms. The Nash dealer sponsored a daily broadcast which gave local bowling scores and news of the tournament.

As the bowlers' event closes, WHBF moves on to its second annual tri-city basketball meet to be held for four days beginning today. Twelve tri-city independent teams will play for a trophy to be awarded the winner. Each team pays an entry fee of $3.00 and admission will be 10 and 25 cents for all games. WHBF's 1937 basketball meet broke all attend-

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ance records for independent basketball in the tri-cities. Both the basketball and bowling meets have been under the direction of Ray Anderson.

"Cinderella" Contest

The Elizabeth Arden "Music of Romance" program over MBS has added a contest feature to run until February 8. Idea is to select a "modern Cinderella" from women listeners. The Arden Cinderella will be the writer of the best letter on the topic "What is your most personal beauty problem and why haven't you overcome it?" "Cinderella" will be rewarded by having her "dreams come true," via a trip to New York with first-class accommodations, a three-week stay in the big city at the "very best hotel," and a complete course of beauty treatments in Elizabeth Arden's Fifth Avenue Shop. Cecil, Warwick & Legler handles the account.

Scholarship Contest

A contest with a scholarship as prize has been prepared by Cleveland College, for airing over WHK. Setup calls for five talks of five minutes each to be given by faculty members of the school. At the conclusion of each talk, lecturer will ask five questions. When listeners have figured out all 25 replies and submitted them before deadline, winners will be selected. Talks have been spotted for early evening hours, when students are able to listen.

Sponsors in many cases rate the portable unit on a par with the broadcasts because of personal contacts made possible through presentation of the disks to special groups. First Federal Savings & Loan has four playbacks in constant service.

Go for Playing Cards

A single announcement on Mr. Fixit's Civic Service Program heard nightly on WIL, St. Louis, brought more than 800 replies, each representing an investment of at least $1. Mr. Fixit offered a deck of playing cards for three coupons each from a can of coffee costing 30 cents, and a dime to cover federal tax on cards. Sponsors of the Civic Service Program, than satisfied with the results from only one the David G. Evans Coffee Co., were more mention of the offer.

Essay Contest

The Made in America Club Inc. is conducting an essay contest on WBNX for boys and girls between the ages of 10 and 14 years. The essays must not be more than 100 words on the subject: "Why All Americans Should Buy American." The children are requested not to stress boycotts but rather a constructive argument as to the far-reaching benefits to be derived from such a movement, and particularly its effect on unemployment. The girl and boy submitting the best essays will receive a bicycle. Runners-up get skates, sleds, books, baseball outfits and musical instruments, all donated.

Riddle Contest Clicks

A riddle contest, with the program titled "Riddle Me This," has clicked on WTMJ, Milwaukee.

The show, tested as one of a new nightly "quizzer" series with only $1 prizes, pulled more than 300 responses at its first airing. Contestants represented all walks of life, with such professional men as professors, lawyers and dentists predominating.

The program is handled with an M.C. and a "riddle" man who pops in seemingly from nowhere with his riddle bag, and the two bat the dialogue back and forth. Three conundrums are broadcast for solving and the contestant submits his answers. Transcribed brass band music is used for interlarding.

This is one of three "quizzer" programs which WTMJ is using to build up the nightly 10:15-30 period.

Scottie Pups Free

Dog lovers get an opportunity to win pedigreed Scottie dogs in a new contest aired in conjunction with Steve Severn's "Pet Club of the Air." Saturday afternoon feature sponsored over WOR by Doyle Packing Co. for a dog and cat food. Three pups will be awarded weekly, with contest details to be announced.

Egg-Eating Contest

WNOX and its newspaper affiliate, the Knoxville "News-Sentinel," staged a championship egg-eating contest last week which attracted 2,700 to the studio which only accommodates 700.

Horace Hunnicutt of the "News-Sentinel" acted as the emcee for the program which was aired to the radio audience. Contest will be shown as a part of forthcoming Universal Newsreel clip. The winner, who downed 60 eggs in 55 minutes, was Robert Sauls, a 203-pounder.

Station is now mulling over the possibility of staging a five state egg-eating championship.

KELO's "Cookie Jar"

KELO's "Cookie Jar" program is a children's quizz show in which seven boys and girls of the same grade school classification are chosen to answer especially selected questions with the highest scoring child winning the grand prize. Audience, composed of children, may volunteer to answer a question which one of the contestants fails to know and receive guest prizes for the correct answers. In any case everyone goes home happy as both audience and contestants receive a cookie.

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"Covering" the Opera

WHK will cover the appearance of the Metropolitan Opera Company in Cleveland from April 4 to 9, extensively. In advance of the opera season WHK has conducted a series of contests which offered pairs of $5 and $4 tickets to adults and $4 and $3 tickets to senior high school students who submitted letters of fifty words telling why they enjoyed the opera from which music was presented by Louis Rich and the U.B.C. Concert Orchestra. When the troupe arrives in Cleveland at 11:00 P.M. Sunday, April 3, Nicky Burnett, who has produced the opera contest series will be aboard the train. Engineers will set up remote equipment on the concourse of the Cleveland Terminal, where the arriving celebrities will be interviewed. Homecoming celebrations will be in order for Helen Jepson, Thelma Votipka and Donald Dickson who are Clevelanders.

Before "La Traviata" is presented in Cleveland's Public Auditorium at 8:00 Monday night, WHK will have Ellen Cornell, style expert from the Higbee Company and sponsor of the station's oldest unbroken commercial series, describing the arrival of society, and the formal clothes being worn by the ladies. Les Biebl will don top hat and tails to announce the remote from the Foyer of the Public Auditorium.

TIE-UP

Kiddie Revue Tie-up

Added build-up is being given youngsters starred on the "Kiddies' Revue," KLZ-KVOR amateur variety show, through a personal appearance tie-up completed with managers of Denver's Fox Theater chain by Howard R. Chamberlain, KLZ production manager.

After the show, sponsored jointly by Old Homestead Bread Co. of Denver and Star Baking Co. of Colorado Springs, is aired on Saturday morning, the entire cast presents a variety show from the stage of one of the theaters. Picture house managers cooperate by exhibiting "shorts" designed to attract a juvenile audience.

Buy Time for Schools

Local stationery and office-supply store in GrandJunction, Col., has bought time on KFXJ for program devoted almost entirely to school activities. Station sales department arranged with local school system and Mesa College to handle broadcasts, and airings feature talks by faculty members and various offerings of the different school departments. Brief introductory and commercial plugs satisfy the sponsor. And he sells school supplies.

Cigar Band Tie-up

Tie-up between a kid show and the advertising of cigars is made over KCKN, Kansas City, by using cigar bands (received from fathers) as the admission price for the studio audience. Show consists of a community sing and impromptu stunts by the juvenile audience with Owen Balch acting as the ring master. Candy bars are distributed to those in the audience presenting five or more bands and a grand montly prize of a bicycle is given to the boy or girl scoring the greatest number of points in a cigar-band collecting contest.

"Willie Talks"

Willie is a ventriloquist's dummy, but no Edgar Bergen makes him articulate. Instead, the engineering department of KFRO in Longview, Texas, installed a speaker inside of him, and made him a member of the promotion department. Willie is taken around town, where he gives performances, via clever scripts, before many local service clubs, working in some plugs for the station. He has already appeared at the Lion's Club, and is slated for Kiwanis and Rotary shortly, to say nothing of the Junior Chamber of Commerce.

Lone Ranger Tie-up

With the advent of WFIL's Lone Ranger disk series, department stores sales of cowboy suits, masks, and etc. have skyrocketed. At present station has some 2,500 Lone Ranger troops formed with 10 members to a troop. 18x10 legal-looking charters for the troops are being mailed to 5,000 persons. Average mail received daily is running about 800.

Station has made tie-up with newspaper to carry column of lone ranger news, and with theaters running the movie serial. Safety awards are being made weekly of bronze plaques to the troop making the greatest contribution to highway safety during the week.

Public Library Tie-up

WSAR announces an educational feature, presented in cooperation with the Fall River Public Library. The program, known as "The Bookshelf" is heard Tuesday afternoons at 2:00 P.M. and in addition to mentions of new books added to the Public Library, it calls attention to various works soon to be published and reviews the more important books. At present, a free offer is attracting a large mail response. The program is conducted by Francis J. McLaughlin, Jr., station production manager.

National Guard Tie-up

WLBC has inaugurated something new in military broadcasts in a tie-up between the

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station and the Muncie National Guard unit. Otis Rush, chief announcer, and Henry Marks, announcer, have worked out a system whereby the questions asked by Captain Elliot Watts of the U. S. Army during his tour of the ranks are aired over the station. The two WLBC announcers follow the Captain with a mike and air every word. Captain Watters, of the local unit, was enlisted to assist the announcers in defining terms for the listening audience.

50,000 "Secret Sixers"

More than 50,000 St. Louis boys and girls are now enrolled in the "Secret Six Clubs," promotional angle on the electrically transcribed serial "Speed Gibson," now about 45 episodes old over WIL. Show is sponsored by Mildland Baking Co. (Toastmaster Bread), through Schaeffer-Brennan agency. Contact between bakery and juvenile "club members" is made by bakery's salesmen-drivers. Latter already have complained of long delays on their delivery routes, while groups of "Secret-Sixers" quiz them on "Speed Gibson."

WBT Shriner Tie-up

In connection with national Shriner's convention to be held in Charlotte on March 23-25, WBT will put on a gala broadcast from 11:30 P.M. to 2:00 A.M. Shriners will salute their home towns and dance music will be broadcast. WBT will also take part in the welcoming ceremonies Tuesday evening, March 22nd, when the Shrine President's train arrives with a thousand or more delegates who will be picked up en route from Kansas City.

Civic Theater Tie-up

Through a tie-up recently completed with Denver's Civic Theaters, KLZ is receiving a valuable good-will build-up by supplying news flashes for presentation over the seven-house public address system on "bank nights" every week.

The air headlines are transmitted to the theater audiences while the drawings are in progress, with a reminder that complete details of the condensed stories will be aired.

Mutual's Network Score

New piece by Mutual's sales promotion department is a large sized card in several colors, more or less of caricature treatment on both sides, with the notation that one of four network advertisers used Mutual in 1937, while in December, one of every three network accounts signed were by Mutual also. Seven out of 21 network shows signed during December went to Mutual.

GIVEAWAY

Spot Picture

Instead of merely writing a series of spots for the prospective client and laying them "cold" on his desk for a reaction, WTMJ, Milwaukee, records them so that they can be heard exactly as they will go on the air and the surrounding talk or music. The recordings are then taken to the client's office and run off on WTMJ's portable audition unit.

This method of sales presentation is also being used for quarter-hour auditions of available live talent shows into which the client's selling has been built. Besides giving the client an opportunity to hear his show in his office before he signs for the airing, the transcriptions can be used by the client.

Seed Offer

Beginning today and for a period of a week thereafter, a special offer of flower-garden seeds is to be made on Procter & Gamble's popular daily series, "The Goldbergs." Continuity of the serial during the week has been written to include episodes concerning a community benefit seed sale. The audience offer specifies one Oxydol box-top and ten cents in exchange for three packets of assorted flower seeds. "The Goldbergs" broadcast Mondays through Fridays, 4:30 to 4:45 P.M., EST. Blackett-Sample-Hummert is the agency.

F. D. R. Visit

On the occasion of President Roosevelt's visit to Columbus, Georgia, Station WRBL distributed folders charting the President's tour of the city. Another co-operative effort by the station was the presentation of 10,000 flags to the city schools for the children to wave when the President's car passed. Goodwill idea was conceived by Jim W. Woodruff, Jr., WRBL manager.

Shut-In Fan Pins

Patients in 28 sanatoriums, fans of Frank Burke's CKLW "San Salute" program, are busy this week designing pins to identify them as Burke fans. The prize-winning design incorporating the idea of "Frank Burke's San Salute . . . 1938," will be made up into a club pin for the listeners. The only requirement for membership in the self-started club, according to Burke, is one must be a sanatorium patient, or have an interest in them to the extent of being a listener during the three "San Salute" programs carried by CKLW, 9:00 to 10:00 A.M. Sundays, and 11:30 to 12:00 noon, Wednesdays and Fridays. Each Wednesday members of the CKLW

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staff donate their time to give the shut-ins a variety show. The other two weekly shows are all-request shows with Frank Burke emceeing.

Victor's Record Book

RCA has issued its new "Victor Record" catalogue which incorporates several new features. Besides listing records issued since the last printing, it includes thousands of active-selling Victor and Red Seal numbers and its educational material has been increased. A 4-page pronunciation table of artists, titles and terms is another new feature.

Dial Chart Offer

On the occasion of its first anniversary the New York WPA radio unit is offering to listeners of all its programs a Magic Radio Dial Chart which classifies the 23 New York stations as to frequency and as to whether they are full or part time stations. Announcements of this freee offer will be made on all programs produced by the WPA.

PROGRAM

Audience Building

A broadcast that is expected to make radio history of some sort will be aired by KLZ in Denver this Thurs. night when the station's entire staff joins to observe the first anniversary of "Boners Court," novel show that finds errant announcers brought to justice for verbal crimes detected by listeners.

Although the "court" sessions usually are conducted on Wed. afternoons, the "judge," Program Director Arthur Wuth, and the various "defendants" decided to hold the first birthday party in the Lincoln Room of the adjoining Shirley-Savoy Hotel, enabling some 1,700 long suffering listeners to attend.

With no build-up other than occasional spot announcements, plus plugs at last week's session of "Boners Court," KLZ has already peddled more than a thousand admission tickets.

The anniversary broadcast will be capped when some listener, yet unknown, receives an award for having submitted "the prize boner of the year," being selected by Bailiff Frank Nagel and Clerk Charlie Inglis, who are busy pouring through the records.

An Auspicious Start

KWNO, Winona, Minn., inaugurated its first major promotion since the station formally opened in January with Talent Roundup, an amateur contest with a New York trip as grand prize and 93 other awards for the runners-up. Program, which will run daily for 13 weeks with weekly stage appearances for winners of previous broadcasts, was announced a week in advance of the initial airing as a participating deal for rural merchants with handbills, window cards, direct mail, truck signs, full-page newspaper advertisements and station break announcements. Bill Mickel, station manager, and Arden Gifford planned the campaign.

Working with the C. of C.

Station KTSA, San Antonio, is broadcasting a series of special 15-minute broadcasts during the Chamber of Commerce good will tour of the Rio Grande Valley this week. Station Manager George Johnson said that various cities to be visited by the trade trippers will be saluted, and that Mayor C. K. Quinn will appear on several of the programs. Corpus Christi is being honored today at 1 P.M. with his honor delivering a short talk from the KTSA studios in the Gunter Hotel. The spiel will take place while the San Antonians are dining with the Gulf Coast city chamber of commerce.

Weslaco is to be saluted at 8:15 A.M. and Mission at 12:45 P.M. Wednesday, with Mayor Quinn featuring the last named program.

A salute to Harlingen is scheduled for 8:15 A.M. Thursday. The Friday broadcasts at 8 A.M. and 12:45 P.M. will honor Brownsville and Kingsville, respectively, with the Mayor appearing on both programs each noonday.

Breaking Used Car Jam

A powerful goodwill promotion is being staged by WTMJ, Milwaukee, in an effort to break the used car jam existing among Greater Milwaukee's 160 automotive dealers.

The special air campaign, running throughout the month of February with the theme, "Rid the Road of Jallopies," involves a minimum of 12 special broadcasts and frequent daily intermediate announcements and station breaks to focus public attention on today's used car buying opportunities. The broadcasts include such special events as a mammoth bonfire which burns old "jallopies" and the scene at an abandoned stone quarry pit where other "dated" motor cars are hurled to their doom.

"To Our Advertisers" on KIDO

A Sunday promotional program directed and dedicated "To Our Advertisers" started Feb. 6 as a new feature on KIDO, Boise, Ida. Each week one of the local business house advertising managers is invited to appear on the program for a short interview.

Another new department is the "Question Box" which attempts to answer any listener queries pertaining to radio.

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Newsy News

In search of a new idea for news presentations, WISN, Milwaukee, turned up with a feature last week called "News in the News" which drew a huge listener response. New feature includes a discussion of the week's biggest news stories by Jerome Karpf, Editor-in-Chief of the Milwaukee News-Sentinel, and Alan Hale, WISN newscaster. Program is set for Friday airing at 6:30-6:45 P.M.

Triple-Show Campaign

The merchandising department of WMT, Cedar Rapids, Ia., went to town in no small way in promoting the three new Quaker Oats programs, "Dick Tracy," "Margot of Castlewood" and "Aunt Jemima," now being aired five days a week. Cedar Rapids is the home town of Quaker Oats with 1,200 families dependent on the organization to butter their bread.

The station's campaign was under the supervision of Leo F. Cole, merchandising manager, and Ray Cox, who used direct mail. newspaper, radio spots, movie trailers, etc., to advertise the three new shows. Campaign was opened with a letter to every merchant in the station's territory, calling their attention to the programs which were soon to begin over WMT advertising products carried by them. The letter urged dealers to put in window displays of Quaker Oats products, call customers' attention to the forthcoming broadcasts, and to do everything in their power to build the largest possible listening audience for the initial broadcasts. The letter further pointed out that increased sales were in store for them if they cooperated in merchandising the programs and products.

Promotion announcements were scheduled to run two weeks before the first program. A Cedar Rapids paper carried a complete story on the "Dick Tracy" program in addition to small paid ads reminding listeners to hear the three new programs over a major network and sponsored by a local firm. Mary Little, radio editor of the Des Moines Register & Tribune, devoted the greater portion of her three-column space in plugging the new programs on three consecutive days.

Entire campaign has been regarded as one of the most highly successful enterprises undertaken in this territory.

KVI Santa Helps Store Win Prize

Montgomery Ward in Tacoma, which won first prize this year for the largest sale of toys in any Montgomery-Ward store in Western Washington or Oregon, competing with 14 or 15 other stores in the contest, attributed its huge sales to the daily 15-minute Christmas program over KVI, in which Elvin Evans, KVI salesman, played Santa Claus in the store's toy department and broadcast his interviews of the youngsters. Hundreds of kiddies brought parents to Montgomery Ward to see Santa and the great increase in toy sales resulted. Mail order business also shot up —many orders even being sent to KVI.

High School Forum

WLBC, Muncie, dipped into the ranks of the local high school in presenting a new feature to be known as "Young America Speaks." Program is patterned after a forum with members of the World Topic classes participating. Programs will emanate from studios of station.

Cashing in on Disaster

California Consolidated Water Co. seized upon the advantages afforded by the March floods which swept southern California. Acting with lightning speed the company contracted through The McCarty Co., Los Angeles advertising agency for frequent spot announcements on KNX which was the first medium to warn the public to boil or take other precautions with their drinking water. By cashing in on a disaster and at the same time offering the community a valuable public service, the water company was swamped with orders after each announcement.

Civic Promotion

More than 35 local merchants have already purchased participation in new civic promotion program, airing daily for one hour over KYOS, Merced, California. Show is produced with Chamber of Commerce cooperation, and is devoted to boosting the city and all civic events. It combines a "Buy at Home" campaign and is scheduled for entire year. Merchants may participate one or six times weekly.

Juvenile Guest Artist

Mary Bills, KGVO Story Lady, has inaugurated a new policy in a huge promotion stunt designed to build listening interest. Each broadcast in the future will feature guests picked from the juvenile listening audience who will relate a children's fairy story over the air. Sponsor will serve guests with milk in the studio on each show. Program is heard Fridays, 5-5:30 P.M.

"What's On the Air"

Logged as "What's On the Air Tonight," this is a program resume over KFRO, Longview, Texas. But it covers more than the Longview station and airs five minutes nightly under sponsorship. Program is carefully edited to choose best programs available to East Texas listeners for each half-hour throughout the evening. Since radio store is the sponsor, several "hard-to-get" stations are included, and listeners are advised to visit sponsor if their sets can't bring in the program.

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BROCHURES

Atlas Promotion Splurge

The Morris Plan Bank of Virginia has flooded the city of Richmond with window cards, posters and car-cards calling attention to the "Ports of Call" program which they sponsor on WTAR. This is utilization of the Atlas Radio Distribution Corp. "press-book" idea for sponsors and stations to exploit Atlas shows.

The Virginia bank picked out the art work from the exploitation section of the book which they thought would help advertise their weekly program. Then the WTAR sponsor wired an order to Dave Davidson, Atlas promotion and advertising manager. He gave the job to the printer, who delivered the printed matter to Virginia within 48 hours.

Latest of the Atlas press books, giving a complete campaign for exploiting "Magic Island" series, has just been put out by Davidson. It is departmentalized into accessories, advertising, exploitation, publicity and promotion, all combined in a handy filing-case folder.

NBC Brouchure on Music

National Broadcasting Company has brought out an illustrated brochure showing the quality and amount of music heard on the network since its inception. Noted conductors, soloists and Symphony orchestras are listed as well as the Metropolitan Opera Company broadcasts. A list of "music firsts" broadcast over NBC webs is set down in chronological order. Illustrations are mostly photographs, intimate studies and closeups of famed artists. Cover of the booklet is a reproduction of an old manuscript. Period covered is 11 years of NBC history.

According to Roy C. Witmer, vice-president in charge of sales, less than 30 per cent of NBC's radio day on each network is paid for by commercial sponsors, the remaining 70 per cent being taken up with programs presented by NBC to maintain a ready audience and responsive market. Broadly speaking, Witmer states that this 70 per cent is NBC's "editorial content."

Psychology Stuff

WINS, New York, is presenting a new series of programs that is designed for the practical guidance of the layman in everyday psychological problems. Known as "Who's Abnormal," the series features Dr. Daniel Harris, authority on psychology.

Cooking School Poll

Results have been announced in the 1938 radio popularity poll conducted at the annual Des Moines Cooking School. More than 1500 women attended the school this year. There were 17,061 votes cast for 323 programs out of a possible 576 programs being broadcast over Des Moines' three stations this particular week. Ten of the top 100 shows were local. Of these ten, six were KRNT programs, 2 KSO and 2 WHO. Favorite of all local shows was KRNT's "Hawkeye Dinnertime" which was also second among all daytime program favorites. A total of 4,680 votes were cast for 132 announcers. For the second year in a row, Dale Morgan, KSO-KRNT announcer was the winner; Ranny Daly, KSO-KRNT, was second; James Wallington, network, was third; H. R. Gross, WHO, fourth, and Don Wilson, network, fifth.

Local Service Plugged

The record of WQAM's service to its community is contained in a green covered booklet which the Miami station has just issued. Service features of CBS are not included in the brochure which stresses local WQAM programs. The station's news commentator, time signal service, weather, frost and storm reports, religious, educational, safety education, municipal, chamber of commerce and other organizational and similar programs are described in the booklet.

WKRC's "Schmaltz"

"Schmaltz," with credit to Deems Taylor, is the title of a 24 page 6x12 inch booklet sent out over the weekend by WKRC. Promotion piece tells the success story of Kitchen Klenzer which is now selling a case of its product in Cincinnati for every can it sold before it went on the station.

Program that did the job was a women's show, "Meet the Missus." A letter, signed by John McCormick, general manager of WKRC, stated that "local advertisers buy 50 per cent more time on WKRC than on all other local stations combined!"

"The Lady Is a Champ"

That's the fetching title of a new WHN brochure which "introduces" Mrs. Ida Bailey Allen. Done in effective black and white and red, it gives Mrs. Allen5s general and radio background, the station's coverage, as well as an idea of the home economist's method of procedure.

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PROGRAMS OF 1938

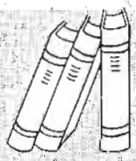
Major Networks
COMMERCIAL

●

Major Networks
SUSTAINING

●

Pet Programs of
Stations Everywhere



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A COMPLETE LISTING OF MAJOR NETWORK COMMERCIAL PROGRAMS OF 1938

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1939. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of NBC, CBS and MBS.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead and Color Works Paints	**Smilin' Ed McConnell**	NBC—Blue	Henri, Hurst & McDonald
Adam Hat Stores Hats	**Boxing Bouts**	NBC—Blue	Glicksman Advertising Co.
Affiliated Products, Inc. Louis Philippe Dana Wallace Hopper Cosmetics	**John's Other Wife** **Romance of Helen Trent**	NBC—Red CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert
Albers Bros. Milling Co. Cereals	**Good Morning Tonite**	NBC—PC	Erwin, Wasey & Co.
Allis Chalmers Mfg. Co. Tractors	**Renfro Barn Dance**	MBS	Russell M. Seeds Co.
Allis Chalmers Mfg. Co. Tractors	**Family Party**	NBC—Blue	Bert S. Gittins
American Bird Products, Inc. Bird Food	**American Radio Warblers**	MBS	Weston-Barnett
American Cigarette & Cigar Co. Pall Mall Cigarettes	**Eddie Duchin's Orchestra** **Dorothy Thompson** **People In the News**	NBC—Red NBC—Red NBC—Blue	Young & Rubicam Comptom Advertising Compton Advertising
American Oil Co. Gas and Oil	**The Preakness (Horse Race)**	NBC—Red	Joseph Katz Co.
American Rolling Mill Co. Steel	**Armco Band**	NBC—Blue	N. W. Ayer & Son
American Tobacco Co. Lucky Strike Cigarettes	**Your Hit Parade** **Your News Parade** **Kay Kyser's Musical College** **Your Hollywood Parade** **Melody Puzzles** **Buddy Clark and Orchestra**	CBS CBS NBC—Red NBC—Red NBC—Blue MBS	Lord & Thomas Lord & Thomas Lord & Thomas Lord & Thomas Lord & Thomas Lord & Thomas

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
American Tobacco Co. Roi-Tan Cigars	**Man to Man Sports**	CBS-PC	Lawrence C. Gumbinner Advertising Agency
	Sophie Tucker and Her Show	CBS	Lawrence C. Gumbinner Advertising Agency
American Tobacco Co. Half & Half Tobacco	**Ben Bernie and All the Lads**	CBS	Young & Rubicam
Anacin Co. Anacin	**Hammerstein Music Hall**	CBS	Blackett-Sample-Hummert
	Our Gal, Sunday	CBS	Blackett-Sample-Hummert
	Easy Aces	NBC—Blue	Blackett-Sample-Hummert
	Just Plain Bill	NBC—Red	Blackett-Sample-Hummert
Atlantic Refining Co. Gas & Oil	**Football Broadcasts**	CBS-NE	N. W. Ayer & Son
B. T. Babbitt Co. Baba-O Cleaner	**David Harum**	NBC—Red	Blackett-Sample-Hummert
Ballard & Ballard Co. Biscuits	**Ballard's Oven-Ready Biscuit Program**	NBC—Red	Henri, Hurst & McDonald
Barbasol Co. Shaving Creom	**Arthur Godfrey**	CBS	Erwin, Wasey & Co.
Bayer Co. Aspirin	**Famous Actor's Guild (Second Husband with Helen Menken)**	CBS	Blackett-Sample-Hummert
	Album of Familiar Music	NBC—Red	Blackett-Sample-Hummert
Bayuk Cigars, Inc. Phillies	**Inside of Sports**	MBS	Ivey & Ellington
Bayuk Cigars, Inc. Phillies	**California Sports Review**	CBS-PC	McKee, Albright & Ivey
	Inside of Sports	MBS	Ivey & Ellington
Beneficial Manogement Corp. Personal Loans	**Your Unseen Friend**	CBS	Albert Frank-Guenther Law
Bisodol Co. Bisodol	**Mrs. Wiggs of the Cabbage Patch**	NBC—Red	Blackett-Sample-Hummert
	Tracer of Lost Persons	NBC—Blue	Blackett-Sample-Hummert
Borden Co. Milk	**The Hughesreel**	NBC—Red	Young & Rubicam
Bowey's Inc. Chocolate Milk	**Terry and the Pirates**	NBC—Red & Blue	Stack-Goble Advertising Co.
A. S. Boyle Co. Old English Floor Wax	**Romance of Helen Trent**	CBS	Blackett-Sample-Hummert
Brewers' Radio Show Association Brewers	**Mrs. Wiggs of the Cabbage Patch**	NBC—Red	Blackett-Sample-Hummert
	Monday Night Show	CBS	U. S. Advertising Corp.
Bristol-Myers Co. Vitalis	**For Men Only**	NBC—Red	Pedlar & Ryan
Bristol-Meyers Co. Ipana, Sal Hepatica	**Town Hall Tonight**	NBC—Red	Young & Rubicam
	Game Hunt	NBC—Red	Young & Rubicam
Brown & Williamson Tobacco Corp. Avalon Cigorettes	**Avalon Time**	NBC—Red	Russel M. Seeds Co.

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Brown & Williamson Tobacco Corp. Bugle Cigarettes	**Plantation Party**	MBS & NBC—Blue	Russel M. Seeds Co.
Brown & Williamson Tobacco Corp. Raleigh and Kool Cigarettes	**Tommy Dorsey's Orchestra**	NBC—Red	Batten, Barton, Durstine & Osborn
	Kentucky Derby (Horse Race)	CBS	Batten, Barton, Durstine & Osborn
Buick Motor Co. Motor Cars	**Louis Vs. Schmeling (Boxing Bout)**	NBC—Red and Blue	Arthur Kudner, Inc.
Cal Aspirin Corp. Cal Aspirin	**Young Widder Brown**	NBC—Red	Blockett-Sample-Hummert
California Prune & Apricot Growers' Association Sun-sweet Prunes	**Fletcher Wiley**	NBC—PC	Lord & Thomas
Campana Sales Co. Italian Balm, Coolies, Dreskin, DDD Ointment	**First Nighter**	CBS & NBC—Red	Aubrey, Moore & Wallace
Campana Sales Co. Dreskin	**Grand Hotel**	NBC—Blue	Aubrey, Moore & Wallace
Campbell Soup Co. Soup, Beans, Tomato Juice	**Hollywood Hotel**	CBS	Ward Wheelock Co.
	Mercury Theatre	CBS	Ward Wheelock Co.
	Amos n' Andy	NBC—Red	Ward Wheelock Co.
	Edwin C. Hill, The Human Side of the News	NBC—Red	Ward Wheelock Co.
Canada Dry Ginger Ale Co. Beverages	**Information Please**	NBC—Blue	J. M. Mathes, Inc.
Carborundum Co. Abrasives	**Carborundum Band**	CBS	Batten, Barton, Durstine & Osborn
Cardinet Candy Co. Candy	**Night Editor**	CBS-PC & NBC—PC	Thomaschke-Elliott
Carnotian Co. Milk	**Contented Program**	NBC—Red	Erwin, Wasey & Co.
Geo. W. Caswell Co. Coffee	**Party Bureau**	CBS-PC	Long Advertising Service
Chesebrough Manufacturing Co. Vaseline Products	**Dr. Christian**	CBS	McCann-Erickson
Chrysler Sales Corp. Motor Cars	**Major Bowes' Amateur Hour**	CBS	Ruthrauff & Ryan
Cities Service Co. Gas and Oil	**Cities Service Concert**	NBC—Red	Lord & Thomas
Coco Cola Co. Beverage	**Coco Cola Presents the Songshop**	CBS	D'Arcy Advertising Co.
Colgate-Palmolive-Peet Co. Dental Products	**Stepmother**	CBS	Benton & Bowles
	Colgate Ask-It-Basket	CBS	Benton & Bowles

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Colgate-Palmolive-Peet Co. Shaving Cream	**Gang Busters**	CBS	Benton & Bowles
	Dale Carnegie, How to Win Friends and Influence People	NBC—Red	Benton & Bowles
Colgate-Palmolive-Peet Co. Palmolive Soap	**Hilltop House**	CBS	Benton & Bowles
Colgate-Palmolive-Peet Co. Super Suds	**Myrt and Marge**	CBS	Benton & Bowles
Continental Baking Co. Wonder Bread	**Pretty Kitty Kelly**	CBS	Benton & Bowles
Cantinental Baking Co. Wonder Bread, Hostess Cake	**Jack Haley**	CBS	Bentan & Bowles
Thomas Cook & Son Travel Agency	**Travel Talks by Malcolm LaPrade**	NBC—Red	L. D. Wertheimer Co.
	The Man from Cook's	NBC—Blue	Newell-Emmett
Cudahy Packing Co. Old Dutch Cleanser	**Bachelor's Children**	CBS **MBS**	Roche, Williams & Cunnyngham
Cummer Products Co. Energine	**Radio Newsreel**	NBC—Red	Stack-Goble Advertising Co.
	Spy Secrets	NBC—Red	Stack-Goble Advertising Co.
	Paul Wing's Spelling Bee	NBC—Red	Stack-Goble Advertising Co.
Cummer Products Co. Molle Shaving Cream	**Vox Pop**	NBC—Red	Stack-Goble Advertising Co.
	Battle of the Sexes	NBC—Red	Stack-Goble Advertising Co.
R. B. Davis Co. Cocomalt	**Joe Penner**	CBS	Ruthrauff & Ryan
Delaware, Lackawanna & Western Coal Co. Blue Coal	**The Shadow**	MBS	Ruthrouff & Ryan
Drackett Chemical Co. Don-O	**Hello Peggy**	NBC—Red	Ralph H. Jones Co.
E. I. Du Pont de Nemours & Co. Institutional	**Cavalcade of America**	CBS	Batten, Barton, Durstine & Osborn
Durkee's Famous Foods Food Products	**My Secret Ambition**	CBS-PC	Botsford, Constantine & Gardner
Drano	**Madame Courageous**	NBC—Blue	C. Wendel Muench & Co.
Emerson Drug Co. Bromo-Seltzer	**Harriet Parsons**	NBC—Blue	J. Walter Thompson Co.
Euclid Candy Co. Candy Bars	**Knox Manning**	CBS-PC	Sidney Garfinkel Advertising Agency
F & F Laboratories Cough Drops	**Jenny Peabody**	CBS	Blackett-Sample-Hummert

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Folstoff Brewing Co. Beer	**Public Hero No. 1**	NBC—Red	Gardner Advertising Co.
Fels & Co. Fels Naptha Soap	**Hobby Lobby**	NBC—Blue	Young & Rubicam
H. Fendrich Inc. Cigars	**Smoke Dreams**	NBC—Blue	Ruthrauff & Ryan
Firestone Tire & Rubber Co. Tires and Tubes	**The Voice of Firestone** **International Livestock Exposition**	NBC—Red NBC—Blue	Sweeney & James Sweeney & James
F. W. Fitch Co. Shampoo	**Interesting Neighbors** **Fitch Bandwagon**	NBC—Red NBC—Red	L. W. Ramsey Co. L. W. Ramsey Co.
Florida Citrus Commission Citrus Fruits	**How to Get the Most Out of Life —Emily Post**	CBS	Ruthrauff & Ryan
Ford Motor Co. Motor Cars	**Sunday Evening Hour** **Al Pearce & Gang**	CBS CBS	N. W. Ayer & Son N. W. Ayer & Son
Gallenkamp Stores Co. Shoes	**Professor Puzzlewit**	NBC—PC	Long Advertising Service
Gamborelli & Davitto, Inc. Wines and Vermouth	**Moonbeams**	MBS	De Biasi Advertising Agency
General Baking Co. Bond Bread	**Guy Lombardo & Orchestra**	CBS	Botten, Bortan, Durstine & Osborn
General Electric Co. Lamps	**Hour of Charm**	NBC—Red	Maxon Inc.
General Foods Corp. Grape Nuts	**Burns & Allen** **Al Pearce and His Gang**	NBC—Red NBC—Red	Young & Rubicom Young & Rubicam
General Foods Corp. Jello	**The Jello Program, starring Jack Benny** **Hobby Lobby**	NBC—Red NBC—Red	Young & Rubicam Young & Rubicam
General Foods Corp. Maxwell House Coffee	**Good News of 1938 and 1939**	NBC—Red	Benton & Bowles
General Foods Corp. Huskies	**Robert L. Ripley's Believe It or Not** **Joe Penner** **Boake Carter**	NBC—Red CBS CBS	Benton & Bowles Benton & Bowles Benton & Bowles
General Foods Corp. Log Cabin Syrup	**Jack Haley's Log Cabin**	NBC—Red	Benton & Bowles
General Foods Corp. Diamond Crystal Salt	**On Broadway** **Kate Smith (Commentary)**	NBC—Blue CBS	Benton & Bowles Young & Rubicam
General Foods Corp. Minute Tapioca, La France, Sodas	**Mary Margaret McBride**	CBS	Young & Rubicam

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General Foods Corp. Swansdown, Calumet	**Kate Smith Hour**	CBS	Young & Rubicam
General Foods Corp. Sanka	**We, the People**	CBS	Young & Rubican
General Foods Corp. Postum	**Lum and Abner**	CBS	Young & Rubican
General Foods Corp. Post Toasties	**Joe E. Brown**	CBS	Benton & Bowles
General Mills Inc. Corn Kix	**Those Happy Gilmans**	NBC—Red	Blackett-Sample-Hummert
	The Grouch Club	CBS-PC	Blackett-Sample-Hummert
	Curtain Time	MBS	Blackett-Sample-Hummert
General Mills Inc. Flour & Cereals	**Gold Medal Hour**	NBC—Red	Blackett-Sample-Hummert
	Gold Medal Feature Time	CBS	& Knox Reeves Advertising Blackett-Sample-Hummert & Knox Reeves Advertising
General Mills Inc. Wheaties	**Get Thin to Music**	MBS	Blackett-Sample-Hummert
	Jack Armstrong	NBC—Red	MacManus, John & Adams
General Motors Corp. Pontiacs	**News Through a Woman's Eye**	CBS	
General Shoe Co. Shoes	**Famous Fortunes**	MBS	Badger, Browning & Hersey
Goodyear Tire & Rubber Co.	**Farm Radio News**	NBC—Blue	Arthur Kudner, Inc.
Gilmore Oil Co. Gas & Oil	**Gilmore Circus**	NBC—PC	Botsford, Constantine & Gardner
	Sales Meeting	NBC-PC	Botsford, Constantine & Gardner
Glass Container Association Glass Products	**There Was a Woman**	NBC—Blue	U. S. Advertising Corp.
	Steinie Bottle Boys	NBC—Blue	U. S. Advertising Corp.
Globe Grain & Milling Co. Flour	**The Best of the Week**	NBC—PC	Dan B. Miner
Gospel Broadcasting Association Religious	**Old Fashioned Revival**	MBS	R. H. Alber & Co.
Griffin Manufacturing Co. Shoe Cleaner	**Time To Shine**	CBS	Bermingham, Castlemen & Pierce
Griswold Manufacturing Co. Kitchen Utensils	**J. Alden Edkins**	NBC—Red	Batten, Barton, Durstine & Osborn
Group of American Banks Banking	**Philadelphia Orchestra**	NBC—Blue	Wessel Co.
Grove Laboratories Bromo Quinine	**Fred Waring and His Pennsylvanians**	NBC—Red	Stack-Goble Advertising Agency
	General Hugh Johnson	NBC—Blue	Stack-Goble Advertising Agency

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Charles Gulden Co. Mustard	**Serenaders**	NBC—Blue	Charles W. Hoyt Co.
Gulf Refining Co Gas & Oil	**Phil Baker**	CBS	Young & Rubicam
	The Passing Parade	CBS	Young & Rubicam
H. J. Heinz Co. Food Products	**Heinz Magazine of the Air**	CBS	Maxon Inc.
	Carol Kennedy's Romance	CBS	Maxon Inc.
Holland Furnace Co. Heating Equipment	**Holland Tulip Festival**	CBS	Ruthrouff & Ryon
Horlick's Malted Milk Corp. Malted Milk	**Lum and Abner**	NBC—Blue	Lord & Thomas
Household Finance Corp. Personal Loans	**It Can Be Done**	CBS & NBC—Blue	Batten, Barton, Durstine & Osborn
Hudson Motor Car Co. Motor Cars	**Hobby Lobby**	CBS	Brooke, Smith & French
International Cellucotton Products Co. Kleenex	**Her Honor, Nancy James**	CBS	Lord & Thomas
International Shoe Co. Shoes	**It's a Fact**	NBC—PC	Long Advertising Service
International Silver Co. Silverware	**Silver Theatre**	CBS	Young & Rubicam
Ironized Yeast Co. Ironized Yeast	**Goodwill Hour**	MBS	Ruthrouff & Ryon
Jergens-Woodbury Soles Co. Soap	**Hollywood Playhouse**	NBC—Blue	Lennen & Mitchell
	Win Your Lady	NBC—Blue	Lennen & Mitchell
Jergens-Woodbury Soles Co. Jergens Lotion	**Walter Winchell**	NBC—Blue	Lennen & Mitchell
S. C. Johnson & Son Floor Wax	**Fibber McGee & Molly**	NBC—Red	Needham, Louis & Brorby
	Attorney At Law	NBC—Red & Blue	Needham, Louis & Brorby
Johnson, Carvel & Murphy Ant Paste	**Woman's Magazine of the Air**	NBC—PC	William A. Ingoldsby Co.
Journal of Living Publishing Corp. Magazine	**Journal of Living Program**	MBS	Franklin Bruck Advertising Co.
Kellogg Co. Corn Flakes	**Howie Wing**	CBS	J. Walter Thompson Co.
Kellogg Co. Cereals	**Girl Alone**	NBC—Red	N. W. Ayer & Son
	Singing Lady	NBC—Blue	N. W. Ayer & Son
	Capt. Tim Healy's Stamp Club	MBS	N. W. Ayer & Son

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Kellagg Co. Krispies	**Don Winslow**	NBC—Red & Blue	Hays MacFarland & Co.
Knox Gelatine Co. Gelatin	**Woman's Magazine of the Air**	NBC—PC	Kenyon & Eckhordt
Kalynos Co. Dentifrice	**Hammerstein Music Hall**	CBS	Blackett-Sample-Hummert
	Our Gal Sunday	CBS	Blackett-Sample-Hummert
	Just Plain Bill	NBC—Red	Blackett-Sample-Hummert
Kraft-Phenix Cheese Corp. Cheese Products	**The Kraft Music Hall**	NBC—Red	J. Walter Thampson Co
Ladv Esther Co.	**Wayne King's Orchestra**	CBS & NBC—Red	Lord & Thomas
Cosmetics	**Guy Lombardo Orchestra**	CBS & NBC—Red	Lord & Thomas
Lambert Ca. Listerine	**Newlyweds**	CBS—PC	Lambert & Feasley
	Grand Central Station	CBS NBC—Blue	Lambert & Feasley
Lambert Co. Listerine Shaving Cream	**True Detective Mysteries**	MBS	Lambert & Feasley
Lamont Corliss & Co. Nestle's Chocolate	**Quite By Accident**	NBC—Red	Warwick & Legler
Lamont Corliss & Co. Pond's	**Those We Love**	NBC—Blue	J. Walter Thompson Co.
	Woman's Magazine of the Air	NBC—PC	J. Walter Thompson Co.
Larus & Brother Tabacco	**Alias Jimmy Valentine**	NBC—Blue	Blackett-Sample-Hummert
Thomas Leeming & Co. Baume Bengue	**Ed Fitzgerald and Co.**	MBS	William Esty & Co
Lehn & Fink Products Co. Lysol	**Dr. Dafoe**	CBS	Lennen & Mitchell
Lehn & Fink Products Co. Pebeco	**Follow the Moon**	CBS	Lennen & Mitchell
Lehn & Fink Products Co. Hind's Honey & Almond Cream	**Life of Mary Southern**	CBS	William Esty & Co.
Lehn & Fink Products Co. Tussy Lipstick	**Hawaiian Moon Casino**	CBS—PC	William Esty & Co.
Lever Brothers Co. Spry	**Aunt Jenny's Real Life Stories**	CBS	Ruthrauff & Ryan
Lever Bros. Co. Rinso	**Big Sister**	CBS	Ruthrauff & Ryan
	Big Town	CBS	Ruthrauff & Ryan

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Lever Bros. Co. Lifebuoy	**Al Jolson Show**	CBS	Ruthrouff & Ryan
Lever Bros. Co. Lux Toilet Soap	**Lux Radio Theatre**	CBS	J. Walter Thompson Co
Lewis-Howe Co. Tums	**Vocal Varieties**	NBC—Red	H. W. Kastor & Sons Advertising Co.
Liggett & Myers Tobacco Co. Chesterfield Cigarettes, Granger Tobacco	**Chesterfield Presents**	CBS	Newell-Emmett Co.
	Paul Whiteman's Program	CBS	Newell-Emmett Co.
	Burns & Allen	CBS	Newell-Emmett Co.
	Baseball Scores	NBC—Red	Newell-Emmett Co.
	Football Scores	NBC—Red	Newell-Emmett Co.
Local Cooperative Campoign Various	**Famous Jury Trials**	MBS	J. Rolph Corbett
Local Cooperative Campaign Various	**Green Hornet**	MBS	Fronklin Bruck Advertising Corp.
Local Cooperative Compoign Various	**The Lamplighter**	MBS	Network Features, Inc.
Local Cooperative Campaign Various	**Fulton Lewis, Jr.**	MBS	Gem Advertising Agency
Local Cooperative Compaign Various	**The Lone Ranger**	MBS	
Local Loan Co. Loans	**Meet Your Neighbor**	NBC—PC	Long Advertising Service
P. Lorillard Co. Old Gold Cigarettes	**Hollywood Screenscoops**	CBS	Lennen & Mitchell
	Robert Benchley	CBS	
P. Lorillard Co. Sensation Cigarettes	**Don't You Believe It**	MBS	Lennen & Mitchell
Joe Lowe Corp. Popsicles	**Popeye the Sailor**	CBS	Blockett-Sample-Hummert
George W. Luft Co. Tangee Lipstick	**The Right Thing To Do**	NBC—Red	Worwick & Legler
Lutheran Laymen's Leogue Religious	**Lutheran Hour**	MBS	Kelly, Stuhlman & Zorndt
MacFodden Publications Inc. True Story Magazine	**Court of Human Relations**	NBC—Red	Arthur Kudner
	Mary and Bob's True Stories	NBC—Blue	Arthur Kudner
Maine Development Commission Maine Products	**Marjorie Mills, The Girl from Maine**	MBS	Brooke, Smith, French & Dorrance
J. W. Marrow Manufacturing Co. Shampoo	**Henry Busse's Orchestra**	NBC—Red	Baggaley, Horton & Hoyt
	Ted Weem's Orchestra	NBC—Red	Baggaley, Horton & Hoyt

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
McKesson & Robbins Caloz, Albolene	**Joyce Jordon, Girl Interne**	CBS	Brown & Torcher and Bowman & Columbia
Mennen Co. Toilet Articles	**The People's Vote**	CBS—PC	H. M. Kiesewetter Advertising Agency
	Henry Burbig	NBC—Red	H. M. Kiesewetter Advertising Agency
	The People's Rally	MBS	H. M. Kiesewetter Advertising Agency
Miles Laboratories, Inc. Alka-Seltzer	**Uncle Ezra**	NBC—Red	Wade Advertising Agency
Modern Food Process Co. Dog Food	**Dog Heroes**	NBC—Blue	Clements Co.
Moody Bible Institute Religious Training	**Let's Go Back to the Bible**	MBS	Critchfield & Co.
Benjamin Moore & Co. Paints	**Betty Moore**	NBC—Red	Direct
John Morrell & Co. Dog Food	**Bob Becker's Chats**	NBC—Red	Henri, Hurst & McDonald
Philip Morris & Co. Cigarettes	**Johnnie Presents**	CBS	The Biow Co.
	Philip Morris Program	NBC—Red	The Biow Co.
	What's My Name	MBS	The Biow Co.
C. F. Mueller Co. Macoroni Products	**Kitchen Cavalcade**	NBC—Blue	Kenyon & Eckhardt
Musterole Co. Musterole	**Carson Robison**	NBC—Blue	Erwin, Wasey & Co.
Nash-Kelvinator Corp. Motor Cars	**Professor Quiz**	CBS	Geyer, Cornell & Newell
National Biscuit Co. Biscuits	**Dan Harding's Wife**	NBC—Red	McCann-Erickson
National Ice Advertising Inc. Institutional Ice Promotion	**Homemaker's Exchange**	NBC—Red	Donahue & Coe
Nehi, Inc. Beverage	**Royal Crown Revue**	NBC—Blue	James A. Greene Co.
Nestle's Milk Products Alpine Coffee	**Woman's Magazine of the Air**	NBC—PC	Leon Livingston Advertising Agency
Noxzema Chemical Co. Skin Cream	**Professor Quiz**	CBS	Ruthrauff & Ryan
Oakland Chemical Co. Dioxagen Cream	**Two on a Shoestring**	MBS	Kleppner Co.
Owl Drug Co. Drug Stores	**Treasure Island**	NBC—PC	D'Evelyn & Wadsworth

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Oxo Ltd. Beef Cubes	**Mrs. Garrie Griswold**	NBC—PC	Doremus & Co.
Pacific Coast Borax Co. Borax	**Death Valley Days**	NBC—Red Blue—PC	McCann-Erickson
Packard Motor Co. Motor Cars	**Hollywood Mardi Gras**	NBC—Red	Young & Rubicam
Packers Tar Soap Inc. Soap	**Thatcher Colt Stories**	NBC—Red	Stack-Goble Advertising Agency
Penick & Ford, Ltd. My-T-Fine Dessert	**The Mighty Show**	CBS	Batten, Barton, Durstine & Osborn
Pennsylvania Publicity Commission State Promotion	**The Scenic Show**	CBS	Wolker & Downing
Penn Tobacco Co. Tobacco	**Vox Pop**	NBC—Red	Ruthrouff & Ryan
Pepperell Manufacturing Co. Textiles	**Dr. Karl Reiland**	NBC—Blue	Batten, Borton, Durstine & Osborn
The Pepsadent Co. Antiseptic & Dentifrice	**Mickey Mouse Theatre** **Bob Hope** **Candid Lady**	NBC—Red NBC—Red NBC—PC	Lord & Thomas Lord & Thomas Lord & Thomas
Pet Milk Sales Corp. Pet Milk	**Pet Milky Way** **Saturday Night Serenade**	CBS CBS	Gardner Advertising Co. Gordner Advertising Co.
Philco Rodio & Television Corp. Philco Radios	**Boake Carter**	CBS	F. Wallis Armstrong Co.
Chorles H. Phillips Chemical Co. Milk of Magnesia	**Lorenzo Jones** **Stella Dallas** **Waltz Time** **How To Be Charming**	NBC—Red NBC—Red NBC—Red NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Charles H. Phillips Chemical Co. Haley's M-O	**Young Widder Brown**	NBC—Red	Blackett-Sample-Hummert
Phillips Petroleum Co. Gas and Oil	**Phillips Poly Follies**	CBS	Lambert & Feasley
Pillsbury Flour Mills Flour	**Woman in White**	NBC—Red	Hutchinson Advertising Co.
Pittsburgh Coal Co. Coal	**Champions of the Keyboard**	NBC—Blue	Wolker & Downing
Princess Pat Ltd. Cosmetics	**A Tale of Today**	NBC—Red	Gale & Pietsch
Procter & Gamble Co. Camay	**Pepper Young's Family**	NBC—Red NBC—Blue	Pedlar & Ryan

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Chipsa	**The Road of Life**	NBC—Red & CBS	Pedlar & Ryan
Procter & Gamble Co. Crisco	**Vic and Sade**	CBS & NBC—Red & Blue	Compton Advertising
	This Day Is Ours	CBS	Compton Advertising
Procter & Gamble Co. Dreft	**Kitty Keene**	CBS & NBC—Red	Blackett-Sample-Hummert
Procter & Gamble Co. Drene	**Jimmy Fidler in Hollywood Gossip**	CBS & NBC—Red	H. W. Kastor & Sons Advertising Co.
Procter & Gamble Co. Ivory Soap and Flakes	**The O'Neills**	CBS & NBC—Red	Compton Advertising
	The Gospel Singer	CBS & NBC—Red	Compton Advertising
	Life Can Be Beautiful	CBS & NBC—Red	Compton Advertising
	Story of Mary Marlin	NBC—Red NBC—Blue	Compton Advertising
Procter & Gamble Co. Lava Soap	**Houseboat Hannah**	NBC—Blue	Blackett-Sample-Hummert
Procter & Gamble Co. Oxydol	**Ma Perkins**	CBS & NBC—Red & Blue	Blackett-Sample-Hummert
	The Goldbergs	CBS	Blackett-Sample-Hummert
	Central City	NBC—Blue	Blackett-Sample-Hummert
Procter & Gamble Co. White Naphtha	**Guiding Light**	NBC—Red	Compton Advertising
Pure Oil Co. Gas and Oil	**Red Grange**	CBS	Leo Burnett Co.
Quaker Oats Co. Cereals	**Girl Alone**	NBC—Red	Ruthrauff & Ryan
	Dick Tracy	NBC—Red	Sherman K. Ellis Co.
	Quaker Show with Tommy Riggs and Larry Clinton's Orchestra	NBC—Red	Ruthrauff & Ryan
Radio Corporation of America Radio Sets and Services	**The Magic Key of RCA**	NBC—Blue	Direct
Radio Corporation of America Radio Sets and Services	**War Admiral-Sea Biscuit Horse Race**	NBC—Blue	Lord & Thomas
Ralston-Purino Co. Ry-Crisp	**Marion Talley**	NBC—Red	Gardner Advertising Co.
Ralston-Purino Co. Wheat Cereal	**Tom Mix Straight Shooters**	NBC—Blue	Gardner Advertising Co.

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Refrigeration & Air Conditioning Institute School	**Course of Instruction Talk**	CBS—PC	James R. Lunke & Associates
Regional Advertisers Inc. Gas Promotion	**The Mystery Chef**	NBC—Red	McCann-Ericksan
R. J. Reynolds Tobacco Co. Camel Cigarettes	**Camel Caravan**	CBS	William Esty & Co.
Prince Albert Tobacco	**Benny Goodman's Swing School**	CBS	William Esty & Co.
	Cantor's Camel Caravan	CBS	William Esty & Co.
Richardson & Robbins Boned Chicken	**The Revelers**	NBC—Red & Blue	Charles W. Hoyt Co.
Richfield Oil Co. Gas & Oil	**Richfield Reporter**	NBC—PC	Hixson & O'Donnell Advertising
Rio Grande Oil Inc. Gas and Oil	**Calling All Cars**	CBS—PC	Hixson & O'Donnell Advertising
Romo Wine Co. Cella Grape Juice	**The Toast of the Town**	CBS—PC	James Houlihan
S & W Fine Foods, Inc. Food Products	**I Want a Divorce**	CBS—PC & NBC—PC	Emil Brisacher & Staff
Sales Affiliates, Inc. Loxol Shampoo Oil Tint	**Froy and Braggiotti**	CBS—PC	Milton Weinberg Advertising Co.
Sealtest Inc. Milk and Milk Products	**Rising Musical Stars**	NBC—Red	McKee, Albright & Ivey
	Your Family and Mine	NBC—Red	McKee & Albright
R. B. Semler, Inc. Kreml Hair Tonic	**Gabriel Heatter**	MBS	Erwin, Wasey & Co.
William S. Scull Co. Bosco Beverage	**Rhyming Minstrel**	MBS	Kenyon & Eckhardt
Servel Inc. Refrigerators	**March of Time**	NBC—Blue	Batten, Barton, Durstine & Osborn
Sheaffer Pen Co. Pens and Pencils	**Sheaffer Lifetime Revue**	MBS	Russell M. Seeds Co.
Sherwin-Williams Co. Paints	**Metropolitan Opera Auditions of the Air**	NBC—Blue	Worwick & Legler
Signal Oil Co. Gas & Oil	**The Signal Carnival**	NBC—PC	Logan & Stebbins
Skelly Oil Co. Gas and Oil	**Skelly Court of Missing Heirs**	CBS	Blackett-Sample-Hummert
Soil-Off Mfg. Co. Paint Cleaning Fluid	**Fletcher Wiley**	CBS—PC	Hillman-Shane Advertising Agency

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Sperry Flour Co. Flour	**Dangerous Road**	NBC—PC	Westco Advertising Agency
	Dr. Kate	NBC—PC	Westco Advertising Agency
	Martha Meade	NBC—PC	Westco Advertising Agency
	Woman's Magazine of the Air	NBC—PC	Westco Advertising Agency
	Day-Time Specials	NBC—PC	Westco Advertising Agency
	Gloria Gale	NBC—PC	Westco Advertising Agency
	Sunday Special	NBC—PC	Westco Advertising Agency
Standard Brands Inc. Chase & Sanborn Coffee	**Chase and Sanborn Hour**	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Tender Leaf Tea	**One Man's Family**	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Royal Desserts	**Rudy Vallee Program**	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Fleischmann's Fail Yeast	**Getting the Most Out of Life**	NBC—Blue	J. Walter Thompson Co.
Standard Brands Inc. Yeast	**The Bakers Broadcast**	NBC—Blue	J. Walter Thompson Co.
Standard Oil Co. of Calif. Gas & Oil	**Standard School Broadcasts**	NBC—PC	McCann-Erickson
	Standard Symphony	NBC—PC	McCann-Erickson
Stewart Warner Corp. Alemite	**Horace Heidt & His Brigadiers**	NBC—Red & Blue	Hays MacFarland & Co.
Sun Oil Co.	**Lowell Thomas—The Day's News**	NBC—Blue	Roche, Williams & Cunnyngham
Swift & Co. Sunbrite Cleaner	**Smile Parade**	NBC—Blue	Stack-Goble Advertising Agency
	Junior Nurse Corps	NBC—Blue	Stack-Goble Advertising Agency
Talon Fasteners, Inc. Zipper Fasteners	**James McCormick, Songs**	MBS	G. Lynn Sumner Co.
Tea Garden Products Co. Food Products	**Woman's Page of the Air**	CBS—PC	Botsford, Constantine & Gardner
Texas Co. Gas and Oil	**Eddie Cantor**	CBS	Buchanan & Co.
	Texaco Star Theatre	CBS	Buchanan & Co.
Tide Water Associated Oil Co. Gas and Oil	**Football Games**	CBS—PC & NBC—PC	Lord & Thomas
Tillamook County Creamery Association Dairy Products	**Dairy Maid**	CBS—PC	Botsford, Constantine & Gardner
	Bennie Walker's Tillamook Kitchen	NBC—PC	Botsford, Constantine & Gardner
Time Inc. Publicotions	**March of Time**	NBC—Blue	Batten, Barton, Durstine & Osborn
Union Oil Co. Gas & Oil	**Woman's Magazine of the Air**	NBC—PC	Lord & Thomas
	Seventy-Six Review	NBC—PC	Lord & Thomas
	Thrills	NBC—PC	Lord & Thomas
U. S. Rubber Products, Inc. Tires	**Ben Bernie and All the Lads**	CBS	Campbell-Ewald Co.

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ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
U. S. Tobacco Co. Dill's Best & Mod[illegible] Tobaccos	**Pick & Pat in Pipe Smoking Time**	CBS	Arthur Kudner Inc.
Vadsco Sales Corp. Quinlax, Mas[illegible]	**Court of Human Relations**	MBS	Lawrence C. Gumbinner Advertising Agency and Albert M. Ross Inc.
Vorady of Vienna Inc. Cosmetics	**Ted Weems and his Orchestra**	MBS	Bagaley, Horton & Hoyt
Vick Chemical Co. Vapo-Rub, Va-Tro-Nol	**Tony Wans' Scrapbook**	CBS	Morse International, Inc.
	Vick's Open House	CBS	Morse International, Inc.
	Seth Parker	NBC—Blue	Morse International, Inc.
	Doctor Dollar	NBC—Red	Critchfield & Co.
Vocational Service School	**Little Orphan Annie**	NBC—Red	Blackett-Sample-Hummert
The Wander Co. Ovaltine	**Jane Arden**	NBC—Blue	Sherman K. Ellis & Co.
Ward Baking Co. Bread	**Criminol Case Histories, with Warden E. Lawes**	NBC—Blue	Warwick & Legler
William R. Warner Co Sloan's Liniment	**Uncle Jim's Question Bee**	NBC—Blue	Warwick & Legler
G. Washington Refining Co. Coffee	**Alias Jimmy Valentine**	NBC—Blue	Blackett-Sample-Hummert
R. L. Watkins Co. Dr. Lyons Tooth Powder	**Manhattan Merry-Go-Round**	NBC—Red	Blackett-Sample-Hummert
	Backstage Wife	NBC—Red	Blackett-Sample-Hummert
	Irene Rich	NBC—Blue	H. W. Kastor & Sons Advertising Co.
Welch Grape Juice Co. Grape Juice	**Hawthorne House**	NBC—PC	Fitzgerald Advertising Agency
Wesson Oil & Snowdrift Sales Co. Salad Oil	**Dad and Junior**	MBS	Rohrobaugh & Gibson
Wheatena Corp. Cereals	**Musical Steel Makers**	MBS	Critchfield & Co.
Wheeling Steel Corp. Steel Products	**True or False**	NBC—Blue	J. Walter Thompson Co.
J. B. Williams Co. Shaving Cream		MBS	J. Walter Thompson Co.
Wilmington Transportation Co. Summer Resort	**Catalina Islander**	CBS—PC	Neisser-Meyerhoff
William Wrigley Jr. Co. Chewing Gum	**Poetic Melodies**	CBS	Neisser-Myerhoff
	Just Entertainment	CBS	Neisser-Myerhoff
	Scattergood Baines	CBS	Neisser-Myerhoff
	Double Everything	CBS	Frances Hooper, Advertising
	Laugh Liner	CBS	Frances Hooper, Advertising
	Romance of Helen Trent	CBS	Blackett-Sample-Hummert
Wyeth Chemical Co. Hill's Nose Drops	**Mrs. Wiggs of the Cabbage Patch**	NBC—Red	Blackett-Sample-Hummert
Zenith Radio Corp. Radios	**Zenith Foundation**	CBS	J. Walter Thompson Co.

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NATIONAL NETWORK SUSTAINING PROGRAMS

OF 1938

The following listings of network sustaining programs are composed of only those broadcasts heard on a regular schedule during 1938. The list does not include programs heard as special event or one-time shots. A number of the programs listed are either institutional or time has been donated by networks to an educational institution for special series.

List compiled through the cooperation of CBS, MBS and NBC.

☆ CBS ☆

Academy of Medicine
Accent on Music
Actors' Benefit Series
Adventures in Rhythm
Adventures in Science
Aeolian Ensemble
Afternoon Party
Al Bernard's Merry Minstrel Men
All Hands On Deck
Al Sur Del Rio Grande
American School of the Air
American Viewpoints
Americans at Work
Among Your Souvenirs
As You Like It
At the Music Counter
Aubade for Strings
Between the Bookends
Boris Morros String Quartet
Bowes' Capitol Family
Brave New World
Buddy Clark Entertains
Buffalo Presents
Buffalo Summer Theater
Capitol Opinions
Captivators
Castillians
Charles Paul at the Organ
Chattanooga Frolic
Chicago Varieties
Children's Corner
Church of the Air
Cincinnati Conservatory of Music
Cincinnati Symphony Orchestra
Columbia Male Quartet
Columbia Salon Orchestra
Console Echoes
CBC Singers
Columbia Chamber Orchestra
Columbia Chorus Quest
Columbia Concert Hall
Columbia Symphony Orchestra
Columbia Workshop
Crooners Choir
Crossroads Hall
Current Questions Before the House
Current Questions Before the Senate
Curtain Rises
Curtis Institute of Music
Dance Time
Dancepators
Dear Columbia
Dear Teacher
Deep River Boys
Designs in Harmony
Dick Shannon
Dictators
Dixie Serenaders
Do You Remember?
Earaches of 1938

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Economic Cooperation in the Americas
Economic Defense Problems of U. S. Possessions
Essays in Music
Europe Calling
Everybody's Music
Exploring Music
Exploring Radio
Exploring Space
Famous Musical Evenings
Farm News
Farmer Takes the Mike
Fiddler's Fancy
Fighting Crime
Football Souvenir
Four Clubmen
Four Corners Theater
From the Organ Loft
Ghost of Benjamin Sweet
Golden Melodies
Goldman Band Concerts
Grant Park Concerts
Greenfield Village Chapel
Harrisburg Revue
Harry Cool & Harmonettes
Headlines & Bylines
Highlights in the World of Sports
Highways to Health
Hi-Hatters
Hillbilly Music
Hollywood Showcase
Instrumentalists
International Exchange
Irene Beasley "R.F.D. No. 1"
Jack Berch's "Get-Together"
Jewel Cowboys
Junior Musicomedy
Kate Smith's Column
Keyboard Arabesque
Keyboard Concerts
Let There Be Music
Let's Meet at Three
Let's Pretend
Library of Congress Series
Lincoln Cathedral Choir
Little Night Music
Living History
Lyric Serenade
Lyrics by Lorraine
Madison Ensemble
Manhattan Mother
Manhattan Serenaders
March of Games
Mark Warnow's Blue Velvet Music
Matinee in Manhattan
Matinee Promenade
Max Reinhardt Festival
Meet the Champ
Melodians
Mellow Moments
Melody Ramblings
Mercury Theater of the Air
Merrymakers
Merry Minstrel Men
Metropolitan Parade
Motor City Melodies
Morning Almanac
Morning Moods
Morning News
Music and Voices
Music for Fun
Music from the Gold Coast
Music in the Air
Musical Interlude
New Horizons
New York Academy of Medicine
Nightly News Show
Nighttime on the Trail
Not So Long Ago
Of Men and Books
Old Familiar Tunes
Opera Series
Organ Moods
Organ Reveille
Oriental
Pappy Cheshire and Nat'l Hillbilly Champions
Patterns in Swing
Paul Robinson and his Harmonica Champions
People's Platform

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Phil Cook's Almanac
Philharmonic-Symphony Society of New York
Pittsburghers
Poet's Gold
Poetic Strings
Pop Concerts
Radio Spotlight
Ray Bloch's Varieties
Recitals in Rhythm
Reminiscing in Rhythm
Rhythm in the Breeze
Rhythm Rendezvous
Romance in Rhythm
Romany Trail
Rubber Town Revue
St. Louis Blues
Salon Musicale
Salt Lake City Tabernacle Choir and Organ
Saturday Night Swing Club
Science Service Series
Selections from Light Opera
Summer Serenade
Sing for your Supper
Sing, Inc.
Six Swell Tunes
Songs for You
So You Want to Be
Southern Cruise
Story of Industry
Story of the Song
Summer Serenade
Summer Session
Sunday Morning at Aunt Susan's
Sunny Melodies
Sunday P.M. Party
Sunset Serenade
Swing and Swing
Symphonettes
Syncopation Piece
Texas Rangers
Theater Matinee
The World Dances
This Town of Ours
Three Consoles
Time Out for Dancing
Tin Pan Alley
Today—with Bob Trout
Tours in Tone
Tower Town Topics
Tuesday Matinee
Tune Time
U. S. Army Band
U. S. Marine Band
Varsity Show
Waltzes of the World
When We Were Young
Wings Over Jordan
Word Game
World Economic Cooperation
Young People's Concerts

☆ MBS ☆

As You Like It
Bach Cantata Series
Bamberger Symphony
Bands Across the Sea
Barnstormers
BBC Music Hall
Benay Venuta's Varieties
Chicago Symphony
Concert Revue
Crime Clinic
Crimson Wizard
Curtain Time
Development of Music
Drums
Ed Fitzgerald's Revue
Epic of America
Famous First Facts
Famous Jury Trials
Forum Hour
Fulton Lewis, Jr.
Get Thin to Music
Girl Meets Boy
Gloom Chasers
Gotham String Quartet
Grant Park Concerts
Green Hornet
Hancock Ensemble
Hatterfields
Hawaii Calls
Headliners
Hollywood Whispers
How About It?
Impressions
Indianapolis Symphony
Invitation to Waltz
Jazz Nocturne
John Metcalf's Choir Loft
Johnson Family
Kalims-Kaye Recitals
Let's Visit
Marine Band Concerts
Marriage Clinic
Marriage License Romance Bureau

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Melodies from the Sky
Microphone in the Sky
Midstream
Moonlight Rhythms
Music and You
Music by —
Music by Faith
Music For Your Schools
Musical Cartoons
Musical Steeplechase
Mr. Mergenthwirker's Lobblies
Nation's Playhouse
Nation's School of the Air
Oberlin Woodwind Ensemble
On a Sunday Afternoon
Once Upon a Time
Pageant of Melody
Play Ball
Press Time
Quiet Sanctuary
Radie Harris Commentaries
Recital Hall
Reminiscing
Reviewing Stand
Robin Hood Dell Concerts
Salute to Cities
Saturday Sing Song
Say It With Words
Schemes That Skin
Sinfonietta
Stan Lomax
Studies In Contrast
Symphonic Strings
Their Greatest Stories
This Wonderful World
U. S. Army Band
West and Matey
We Want a Touchdown
World Series

☆ NBC-RED ☆

America Presents
Animal News Club
Call to Youth
Catholic Hour
Claire, Malcolm
Cooke, Alistair
Do You Remember?
Education in the News
Family Man
Father and Son
Forty Winks Club
General Federation of Women's Clubs
Hall of Fun
Harding's, Dan, Wife
Herth the Swingmaker
Kaltenmeyer's Kindergarten
Kemper, Jimmy, Song Stories
Let's Talk It Over
Lives of Great Men
Metropolitan Opera Company
NBC Symphony Orchestra
Our American Schools
Saturday Morning Club
Story Behind the Headlines
Sunday Drivers
Turn Back the Clock
University of Chicago Round Table
Wife Saver
Words and Music
World Is Ours
Your Health

☆ NBC-BLUE ☆

Adventure in Reading
Amanda's Party
America's Town Meeting of the Air
Be Sensible
Between the Book Ends
Breakfast Club
Budd Show
Cheerio
Cloister Bells
Club Matinee
Coast to Coast on a Bus
Great Plays
Horse and Buggy Days
If I Had a Chance
Alma Kitchell's Brief Case
Little Variety Show
National Farm Home and Hour
National Radio Forum
National Vespers
NBC Jamboree
NBC Minstrels of 1938
NBC Music Appreciation Hour
Neighbor Nell
Now and Then
Radio City Music Hall on the Air
Lanny Gray's Rhythm School
Wings for the Martins
Your Health

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PET PROGRAMS
OF STATIONS EVERYWHERE

The following list of "pet programs" has been compiled by RADIO ANNUAL from questionnaires and direct contact. Listings are composed of programs voiced by stations as their most outstanding contributions to their listeners. In many instances, programs listed have been originated from the station, and later adopted by additional outlets nationally. . . .

UNITED STATES

Alabama

WHMA, Anniston
- Kiddy Klub of the Air
- Man on the Street
- WHMA Playhouse

WAPI, Birmingham
- The Auburn Farm and Family Forum
- Odd Facts About Alabama
- Curly Fox and Texas Ruby
- Deep South Dreams
- Day Dreams
- Sleepyhead Serenade

WSGN, Birmingham
- The Variety Show
- Birmingham on the Air
- Miss Ann

WMFO, Decatur
- Around the Dial With WMFO
- Farm and Home Hour
- Musical Clock
- "Rotatin'" Rhythm

WSFA, Montgomery
- Minute Man and Canaries
- Around the Town With Camille Brown
- Silver's Spotlight
- Harry Baxter Sings
- News at the Hour
- Pop Jr. and Tutt

WMSD, Muscle Shoals City
- Hill Billy Program
- All Request
- Cottonpatch Serenade
- Dance Hour

Arizona

KOY, Phoenix
- Side by Side
- Doubling In Ivory
- The Dinner Bell
- The Mixing Bowl

KTAR, Phoenix
- Radio Rides The Range
- Arizona's Cavalcade of Builders
- Morning Devotional
- Sylan of Incle
- Sweet Music
- Music That Warms The Heart
- Jolly Mike, The Funny Paper Man
- KTAR Social Calendar of the Air
- Beauty Speaks
- Home Beautiful Hour
- Just Plain Livin'
- KTAR School of the Air

KGAR, Tucson
- There Are Smiles
- Home Folks Hymn Hour
- Children's Theater
- His Majesty the Baby
- Arizona Hiway Patrol Bulletin

KUMA, Yuma
- Singing Pete
- Birthday Program

Arkansas

KELD, El Dorado
- Baseball and Football Games

KFPW, Fort Smith
- Judy Jene's What's New in Fort Smith
- Orphans of Swing
- KFPW Personality Girl
- Songs All for You
- Children's Corner
- The Man at the Livestock Auction

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KFPW Home Building Program
Organ Reveries For You

KTHS, Hot Springs
Country Store
Good Music Hour

KBTM, Jonesboro
Your Morning Herald

KARK, Little Rock
Farmer's Hour
At Your Request
Twilight Soliloquy
An Orchid to You
Calling All Tourist Cars
Rainbow Musical Question Box
Wild Cat Showcase

California

KMPC, Beverly Hills
Hollywood Bowl Symphony
Meet the Author
Music Appreciation Hour
Hollywood Star Shots
Junior Theater of the Air

KHSL, Chico
Home-makers Chit-Chat
Cheerio Club
Children's Bedtime Stories
Camera Club
Uncle Bob & His Funnies
Bible Stories

KARM, Fresno
Valley Rancher's Hour
Moods by Maxine
The Borellometer

KMTR, Hollywood
Do You Want to be An Announcer?
The World in Action
Dedicated to You
Hollywood Journeys
The Globe Trotters Club
Anybody Can Make Mistakes
Just Between Us
Col. Volney James and the Sundowners
Mission Music Hall

KFOX, Long Beach
Rolly and Lloyd
Kindly Philosopher
Songs of the Church
A Word to the Wives
Man on the Street
Hawaiian Rhythms

KGER, Long Beach
Long Beach Municipal Band

KECA, Los Angeles
Pat Bishop's School News
Classic Hour
Phil Harmonia
Parents on Trial
My Los Angeles
The First Americans

KEHE, Los Angeles
Listen, Ladies!
Gordon Choristers
Musical Clock
Dixieland All-Star Minstrels
Jack Owens
Concert Miniatures
Gaslight Theater
Studio Dark Room
Golf Clinic
Today In Sports

KFAC, Los Angeles
Bullock's—Whoa Bill Program

KFI, Los Angeles
Broadway Memories
Meet Some People
Inglewood Park Concert
Hot Stove League
Bridge Club
Art Baker's Notebook

KNX, Los Angeles
White Fires
In Town Tonight
I Was There
Yours Sincerely
Sally of the Star
Wiley's Housewives' Protective League
Sunrise Salute

KYOS, Merced
Homey Philosopher
Saturday Afternoon Swing
Women's Club of the Air

KPPC, Pasadena
Pasadena Little Theater of the Air
Pasadena City Schools
Tributary Players

KFBK, Sacramento
Inquiring Microphone
Cash Prize Music Box
Meditations

KROY, Sacramento
Science In Safety

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KROY Players Guild
Top o' the Morning

KFXM, San Bernardino
Early Bird Club
The Owls
Sidewalk Reporter

KGB, San Diego
Student Chorus
Talk of the Town
Southern Cal Musicale
The Magazine Man
For Ladies Only

KFRC, San Francisco
Bess Bye
Feminine Fancies

KGO, San Francisco
Opportunity Theater
Standard School Broadcast
Who's in Town Tonight
On Wings of Melody
Sons of the Lone Star
Musical Clock
Home Forum
Fun Is Where You Find It

KPO, San Francisco
Standard Symphony
Woman's Magazine of the Air
Professor Puzzlewit
Good Morning Tonight
Tillomook Kitchen
Dr. Kate
Sleep Serenade
Dangerous Road
Martha Meade's Household Headline
Who's Dancing Tonight
Gentleman Preferred

KSAN, San Francisco
Radio Telephone Quiz
Wyoming Cowboys
Pin Money Club
Radio Beginners

KSFO, San Francisco
Night Editor
I Want a Divorce
Marco Spelling Bee
Sidewalk Reporter
Boy Dates Girl
Salute to Industry

KYA, San Francisco
Pertaining to Melody
Morning Concert
Ernie Smith's Sports Page

KVOE, Santa Ana
Rise and Shine

KDB, Santa Barbara
Tea Time Top Tunes
There's Something in the Air
Pop Unlimited
Music By

KGDM, Stockton
The Happy Hayseeds
Chapel Hour
Morning Smiles

KWG, Stockton
Brain Buster
Inquiring Reporter

KHUB, Watsonville
Breakfast Club
Learning to Fly With Jack Irwin

Colorado

KGIW, Alamosa
Radio Billboard
Granada Previews
Courier Highlights
San Luis Valley Women's Club
Cowboy Ramblers
The Globe Trotter

KFEL, Denver
Goodfellow Auctions
Memory Garden
KFEL Woman's Page

KLZ, Denver
Homemaker's Hour
Gas Hospitality House
The Children's Hour
Colorado Cavalcade
The Job Man
The Three B's
Radio Quiz

KOA, Denver
Men of the West
Farm Question Box
Annual National Stock Show
Golden Melodies
Light on the West

KFKA, Greeley
News & Interviews
News Roundup of the Air

KOKO, La Junta
Saturday Birthday Party

Connecticut

WICC, Bridgeport
WICC Bowling Matches

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Let's Go to Work
First Offender
Fairfield Jail Amateurs
Yales News
Do U Kno?

WTHT, Hartford
Hartford Speaks
Hartford Entertains
Concert Hour

WTIC, Hartford
G. Fox Morning Watch
Wrightville Daily Clarion
Melodic Strings

WNBC, New Britain
Good Morning Revue
Danceland
Riddle Rhythms
King Cole Request Program

WELI, New Haven
Continental Trio
Danceland Ballroom
Early Morning Chores
At the Symphony
WELI Does the Town
What Are You Reading?

WNLC, New London
Melody Lane
Yawn Patrol
Voice of the People

WATR, Waterbury
Morning Shopping Guide

District of Columbia

WJSV, Washington, D. C.
Sundial
Labor News Review
Grab Bag
Aladdin's Kitchen
Women Make the News

WMAL, Washington, D. C.
Along Style Street
Petticoat Lane
Pianos Three
Quiz of Two Cities
Tarheel Tattler
Candlelight Cameos

WOL, Washington, D. C.
Traffic Court
Sportspage of the Air

WRC, Washington, D. C.
Aunt Sue's Quiz Party
Hometowners
Incidentally
In Town Tonight
Mayor of Melody
My Word
Opr'y Tonight
You Say It
Washington Calling

Florida

WMFJ, Daytona Beach
Merchants Parade
Welcome Stranger
Sports Parade

WLAK, Lakeland
Household Institute
Polk County Farm Hour
Man on the Street

WIOD, Miami
Tim, the Timekeeper
Classroom of the Air
Vagabond Mike
Today's News Dramatized
Florida Fishing
Sports Question Box

WQAM, Miami
Man in the Street
Musical Quiz
Uncle Mac Reads the Funnies
The Scrapbook
WQAM Commentator
The Traffic Greeter

WKAT, Miami Beach
Sports Parade
Faith of the Deep South
RFD Bulletin
Univ. of Miami Adult Educ. Classes
Insomnia Club

WCOA, Pensacola
Good Morning Man
Swinging Jitterbugs
Van Metre's Chillun

WSUN, St. Petersburg
Gad-About
Rhythm and Time
Candid Camera Night
Man on the Street
Nave Sisters
WSUN Players

WFLA, Tampa
Market Square
World at Large
Frank Grasso Ensemble

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Georgia

WGPC, Albany
Royal Crown Variety Show
WGAU, Athens
Alarm Clock for the Early Birds
Co-Ed Hour
Get Acquainted Hour
This Rhythmic Age
WATL, Atlanta
Around the Clock With the Good Morning Man
Midday Merry-Go-Round
WGST, Atlanta
Strolling Down the Lane With Dan Hornsby
The Chuck Wagon
WSB, Atlanta
Welcome South, Brother
Cross Roads Follies
Morning Merry-Go-Round
WRDW, Augusta
Breakfast Club
Dr. Cheer
Morning Serenade
WRBL, Columbus
Three Lovely Ladies of Song
Days News in Review
WMAZ, Macon
Lost and Found Column of the Air
WAYX, Waycross
Funster's Club
Merchants Parade

Idaho

KRLC, Lewiston
Mystery Melodies
Homemaker's Hour
KRLC Dance Revue
KFXD, Nampa
Early Bird
Morning Philosophy
KSEI, Pocatello
Six O'Clock Jamboree
KTFI, Twin Falls
Harry Musgrave Variety Show
The Old Poet
Friendly Hour With O'Henry

Illinois

WCAZ, Carthage
Want Ad Time
WCBD, Chicago
Morning Meditations
Dr. Rudolph in Pianoland
WCFL, Chicago
Peekers in the Pantry
Make Believe Danceland
WGES, Chicago
How to Become an American Citizen
Straight from the Heart
Advance School for Americanism
Adventures in the Life of a Missionary
WJJD, Chicago
Courthouse Reporter
Suppertime Frolic
Safety Court Broadcasts
Freedom on the March
Farm Frolic
WLS, Chicago
National Barn Dance
Homemakers Hour
Morning Devotions
WSBC, Chicago
Americanism Adult Education
Polish News in Rhyme
WTMV, East St. Louis
Rose Room Melodies
Susie, The Gal from the Hills
Vital Statistics
WMBD, Peoria
Brain Teasers
Man on Street
Petticoat Parade
His Majesty the Baby
WTAD, Quincy
Farm and Market Program
Women's Program
WROK, Rockford
Couple on the Street
Missus Takes the Mike
Peoples Amateur Hour
WDZ, Tuscola
Woman on the Train
Roving Neighbor
Singing Weatherman
Their Majesties the Babies

Indiana

WFBM, Indianapolis
Hoosier Farm Circle
Tea Time Tunes
Mrs. Farrell's Kitchen Clinic

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WIBC, Indianapolis
Boy Greets Girl
At Home With Kay Bartlett
The Bachlorettes

WBOW, Terre Haute
Si and Ezra
Spelling Bee
Wabash Valley Barn Dance
Monday Night Party

Iowa

WMT, Cedar Rapids, Waterloo
Cedar Valley Hillbillies
Radio Riddles
Question Man & Voice of Iowa
Opportunity Knocks

WOC, Davenport
You Said It Yourself
Romantic Musings
Fun Club
St. Ambrose College of the Air

KRNT, Des Moines
Tall Corn Time
Uncle Bill Reads the Funnies
Hawkeye Dinnertime

KSO, Des Moines
Inquiring Microphone
Priscilla Wayne
The Magic Kitchen
Gwen McCleary's Home Editor

WHO, Des Moines
Barn Dance Frolic
Coffee Pot Inn
Jerry and the Four Dons
Mountaineers with Faye & Cleo

KFJB, Marshalltown
Tallcorn Jamboree
Voice of the Playaround

KMA, Shenandoah
Country School
Homemaker

KTRI, Sioux City
News Every Hour on the Hour
Market Service
Musical Clock

Kansas

KCKN, Kansas City
PBX of the Air
Noon Hour Clock
Quizzer Court
Milkman's Matinee

KSAC, Manhattan
Prof. Washburn's
Morning Health Class
Kansas 4-H Club Hour
Vocations and Avocations
Kansas Farm Hour

KANS, Wichita
Lost and Found Forum
Gloomy Gus and the Honorable
Reggie
Morning Serenade
Title Tales

KFH, Wichita
Your Parlor Playhouse
Tea Time Jamboree
Cameo Theater
The Old Trader

Kentucky

WLAP, Lexington
Minute Men
Breakfast Express
Man on the Street
For the Family

WAVE, Louisville
Surprise Party
High School Highlights
Jewel Box
Melody Time
Mr. Fixit

WOMI, Owensboro
Rambles and Rhythm
County Editor
Kenrad Employees Hour
Fanny Farmer Goes to Town
Tom Tattler

WPAD, Paducah
Yellow Jacket Jamboree
Inquiring Reporter
Dance Time With Harry Ware

Maine

WRDO, Augusta
Many Happy Returns of the Day

WABI, Bangor
Unaccustomed As I Am
Making of America
The Newsreel
The Society Page

WCOU, Lewiston
Rita Gamache Revue
The Inquiring Mike
The Musical Clock

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WCSH, Portland
Three A Safety Man
WGAN, Portland
Hillbilly-Downeasters
Sidewalk Interviews by Sam Henderson

Maryland

WBAL, Baltimore
Mary Landis
Around the Dinner Table
Treasure Hunt
It Happened So Quick
WCAO, Baltimore
Morning Musical Clock
Nocturne
Jack Lederer Program
WSAL, Salisbury
Do You Remember
It Happened This Week on the Eastern Shore
Clock o' the Morn'
Rural Jamboree

Massachusetts

WCOP, Boston
Radio Orchestral Hall
Treasure Chest
Frolicmakers Club
College Radio Workshop
Rise 'n' Shine With Farmer Russ
WBZ and WBZA, Boston and Springfield
The Four of Us
The Home Forum
Musical Clock
Rakov and His Orchestra
WEEI, Boston
Food Magician
Jimmy and Dick
E. B. Rideout Weather Service
Eddie Lee the Handy Man
The Boston Hour
WMEX, Boston
Campus Varieties
Hour of Music
Joe Rubin's Discoveries
Question Box
Al Rawley and Wild Azalias
WORL, Boston
The M-1 Reporter
Woman of Tomorrow
The Wellcome Singers
Fishing Time With the Metropolitan Angler
Sidelights on Beacon Hill
WSAR, Fall River
Melody Memory Contest
Voice of the Community
WHAI, Greenfield
Barn Dance
Morning Moods in Melody With Alberta March
Bell-Ringers on Main Street
WNBH, New Bedford
WNBH—What New Bedford Hears
WMAS, Springfield
Rhythm and Rhyme
Early Risers
The Fun Club
WSPR, Springfield
Children's Program
College Series
Cooking Forum
Morning Gazette
WORC, Worcester
Good Morning Neighbor
Enchanting Hour
Home Folks Frolic
Sports Final

Michigan

WELL, Battle Creek
The Engagement Book
Lost and Found
Where to Go Tonight
Aunt Martha and Mary
WMBC, Detroit
We Play'em You Guess'em
Little Red Schoolhouse
Happy Hour Club
Mental Confusion
Melody Matinee
WWJ, Detroit
The Back Ace
Swingology
WXYZ, Detroit
The Lone Ranger
The Green Hornet
The Factfinder
Children's Theater of the Air
WJMS, Ironwood
Tony's Eye-Opener
Daily Sportopics
Musical Miniatures
Saturday Night at Home

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WKZO, Kalamazoo
News on the Street
Out of the Dusk
Patty, Social Secretary
Hillbilly Opera

WJIM, Lansing
Uncle Howdy's Kiddies Jamboree
Musical Clock
Life in Lansing

WKBZ, Muskegon
Morning Parade
Wake Up and Listen
Sing and Smile

WHLS, Port Huron
Home Economics
Man on the Street
The Hired Man
Special Children's Program

Minnesota

KDAL, Duluth
Mind Your P's and Q's
On Wings of Song
Arrowhead Tourist Time

KGDE, Fergus Falls
Who Am I
Here Is a Tip
Best Wishes
Recipe Time With Sally
Fashion News

WLB, Minneapolis
University of Minnesota Convocation
Minnesota School of the Air
Music Appreciation Program

KVOX, Moorhead
Us on a Bus
Saturday Jamboree

KFAM, St. Cloud
Have You Read
The Snooper

WMIN, St. Paul and Minneapolis
News of the Hour on the Hour
Music Hall

WTCN, St. Paul-Minneapolis
Jane Joy Funny Paper Show
Ann Ginn Around the Town
Billy Rhoades the School Reporter

WHLB, Virginia
Northern Lights Jamboree
The Old Timers
Terry Takes the Air
The Clambake

KWNO, Winona
Number Please
Junior Show
Smiling Keys
Treasure House

Mississippi

WSLI, Jackson
Women's Gift Club

Missouri

KFRU, Columbia
Sunrise Roundup
Unhitchin' Time
Missouri Farm and Home Hour
Kentucky Krooners

WMBH, Joplin
Barn Dance

KCMO, Kansas City
Missing Persons
Lawyers Round Table
Sunday at Two

KITE, Kansas City
Wheat Belt Whimsies
The Heart of America Hoedown

KMBC, Kansas City
Texas Rangers
Around the Breakfast Table
Brush Creek Follies

WHB, Kansas City
Magic Kitchen
Musical Clock
Farmers Court
Farmers Hour
Embassy Club

KWOC, Poplar Bluff
The Drugstore Doorman
The Criterion Quiz School

WIL, St. Louis
Mr. Fixit Civic Service Program
Birthday Bells
Breakfast Club
Today's Winners

KWTO, Springfield
What's New on the Air
Gumdrop and Goober
Ozarkanna Corners

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Montana

KFBB, Great Falls
Hospital Reports
Farmers Hand
Roving Hill-Billy
KGVO, Missoula
Dude Ranch
Word Bout
Sunday Night Play
Musical Impromptu

Nebraska

KFAB, Lincoln
Cornhusker Jamboree
KFOR, Lincoln
Parade of the Stars
WOW, Omaha
Man on the Street
Time and Tunes
Hymns of Cheer
Creighton University of the Air

New Hampshire

WHEB, Portsmouth
I'll Swap Yuh
Radio Pulpit
Supply and Demand

New Jersey

WCAP, Asbury Park
Boardwalk Interviews
Sunnyside o'Life
Radio Kiddies
WPG, Atlantic City
Atlantic City Entertains
You're Telling Me
WAAT, Jersey City
Uncle Jonathan
Broadwayites
Stardust
Breakfast Reporters
WHOM, Jersey City
We Americans
Voice of the Heart
Questions and Answers
WOR, Newark
Say It With Words
Famous First Facts
Bach Cantata Series
What's My Name
People's Rally
WOR Symphony

New Mexico

KGGM, Albuquerque
Women's Club of the Air
The Sunshine Special
KICA, Clovis
Woman's Club of the Air
KAWN, Gallup
Housekeepers Club
Welcome Stranger
Honest John's Request Hour
KWEW, Hobbs
Do You Want to Trade?
Goodmorning Ladies

New York

WNBF, Binghamton
Quiz Ball
Worker's Hour
The Birthday Hour
WARD, Brooklyn
The Bystander
Health and Happiness
Two Hours in Ireland
Jewish Court of Arbitration
Pride of Judea Orphans Home
WBBC, Brooklyn
The Uncle Arnold Program
Your Home Town
Silver Linings
WBBR, Brooklyn
Kingdom Instruction
Model Bible Stories of the Air
The Record Album
WCNW, Brooklyn
Voice of the Unemployed
Concert Hall of the Air
Bridge Forum
Public Service Forum Hour
Kitchen Cabinet
WBNY, Buffalo
Ye Old Town Crier
Pulse of Buffalo
Let's Talk It Over
Kiddie's Karnival
WEBR, Buffalo
Names Make News
Your Community
Children's Hour
WCAD, Canton
Cranium Crackers
WESG, Elmira
Quik Quiz
Daydreams

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Fifth Estate
Roomates & Co.

WGNY, Newburgh
Toast and Coffee Hour
Community Quiz
For Women Only
Gwen Scott Says

WABC, New York
Morning Almanac, Featuring Phil Cook
Sports Review

WBIL, New York
Public Service Forum
Symphonic Moods
Great Americans
Musical Vignettes

WINS, New York
Walter King's Song Contest
The Musical Clock
Louis Katzman's Romantic Cycles
Ted Webbe's Man on the Street
Bill Harding's Racing Results

WMCA, New York
American Forum
Talk of the Town
Jimmy Walker's Visiting Hour
Success Stories

WNEW, New York
Make Believe Ballroom
Milkman's Matinee
Little Things in Life

WNYC, New York
Masterwork Hour
City Council Broadcasts
Want Ad Column of the Air
Let's Make Music
Civil Service Quiz
Radio Playhouse

WOV, New York
Stars in the Making
Album of Love
Veiled Lady Stories
Continental Nights

WQXR, New York
Breakfast Symphony
Musical Memory Contest
Composers Hour

WHDL, Olean
Cheek to Cheek

WHAM, Rochester
True Stories of the N. Y. State Police
Hank and Herb and the Old Timers
Eastman School Symphony
Rochester Philharmonic Orchestra

WHEC, Rochester
Lamp Lighting Time
Down Town Cowboys
Silver and Gold
Broadcast from City Hall
Swap Shop

WNBZ, Saranac Lake
Breakfast Club
This Woman's World

WGY, Schenectady
Studio Spotlight
Musical Tete a Tete
Red Horse Revue
Science Forum
International Melodies

WSYR, Syracuse
Radio Backstage
New York State Employment Program
The Reading Room
At the Crossroads

WHAZ, Troy
Campus Serenaders
Faculty Talks

North Carolina

WWNC, Asheville
Saturday Night Roundup
Eight O'Clock in Asheville

WBT, Charlotte
Briarhoppers
Jamboree
Who's Who in Hollywood

WDNC, Durham
The Melody Kitchen
What's the Name of That Song?
That Which You Should Know
Evening Stars

WPTF, Raleigh
Children's Birthday Party
Man on the Street

WEED, Rocky Mount
Carolina Planters Program
Rooster Crows
Tea Timers
Man on the Warehouse Floor
Old Songs for New

WGTM, Wilson
Mustard and Gravy

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WAIR, Winston-Salem
Looking Around Winston-Salem
Yawn Patrol
Words and Melody
Keaton on the Keys

WSJS, Winston-Salem
The Kiddies Party
Corny-gate Hall
For Madame
Man on the Street

North Dakota

KDLR, Devils Lake
Children's Birthday Train
Saturday Night Amateur
Educational Series

KGCU, Mandan
Traffic Patrol
Barn Dance

KLPM, Minot
Everybody's Hour
Witt and Music
Good News Program
Liar's Club

KOVC, Valley City
Everything Stops for Tea
Catch the Announcer
Know Your Players
Man on the Ice

Ohio

WADC, Akron
Main Street Opinions
Behind the Scenes
Trailer Talks
Fireside Interviews

WICA, Ashtabula
Down the Aisles
I'll Swap You
Sunday School of the Air
Bob Hubbard's Penthouse of Harmony
Top of the Morning

WHBC, Canton
Musical Clock
Good Morning Neighbor
Phantom Ballroom
Little Theater

WCKY, Cincinnati
Safety First
Men of Tomorrow
Renfro Round Up
Melodic Whispers

WCPO, Cincinnati
Dance With News
Pep Unlimited Club
Train Time

WKRC, Cincinnati
Dawn Patrol
Glenn Hughes' Barn Dance
For Your Pleasure
Economy Kitchen

WLW, Cincinnati
Musical Steeplechase
Mad Hatterfields
Mid-Stream
Spotlight
Nation's School of the Air

WSAI, Cincinnati
Tips—Tunes and Topics
Hot Stove Musicale
Battle of Tunes

WCLE, Cleveland
Cleveland Comments
Music for the Ladies
For You

WGAR, Cleveland
Your Town
Public Square
Cultural Institute
Wings Over Jordan
Meet the Rams

WHK, Cleveland
We Americans
New Names
Doctor Swing
Quiz-Bee
Curtain at 8:30

WTAM, Cleveland
Health and Home With Jane Weaver
Do You Remember?
Cobwebs and Cadenzas
Shanghai Nights

WBNS, Columbus
Folks from Pleasant Valley
Hello Ohio

WHKC, Columbus
The Spectator
The Buckeye Four
What Is It?
Neighbor's Noon Hour
Georgia Crackers

WHIO, Dayton
Dunker's Club
Municipal Court

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Echoes and Encores
Morning Almanac

WSPD, Toledo
Quiz-Bee
Sidewalk Interviews
The Editor Speaks
Answer Me This

WALR, Zanesville
Men on the Boulevard
Kiddies Cafe Revue
A.A.U.W. Airline News

Oklahoma

KOCY, Oklahoma City
Man on the Street

KOMA, Oklahoma City
Three Keyboards
Turning the Leaves
Penthouse Serenade
Keyboard Konversations

KTOK, Oklahoma City
Family Life Radio Forum
Original Rollickers
Swingbillies

WKY, Oklahoma City
Uncle Ben's Funny Paper Hour
Pancho and His Ridge Runners
Doghouse Court

KHBG, Okmulgee
Kiddies Review
Keyboard Kutup

KTUL, Tulsa
Old Frougie
Tonight in Tulsa

KVOO, Tulsa
Calling All Tourists Cars
Every Man's Boy
Bob Wills and His Texas Playboys

Oregon

KOAC, Corvallis
Homemakers' Hour
School of the Air
Co-ed Exchange
4-H Club Program

KORE, Eugene
What Lane County Thinks
Eric Merrils Questions and Answers

KMED, Medford
Friendship Circle
It's a Fact
Morning Melodies

KEX, Portland
Covered Wagon Days
Curbstone Quiz
Oregonian on Review

KGW, Portland
Fireside Hour
Trail Blazers
The Night Watchman
Lone Star Troubadour

KOIN, Portland
5-Star Final
Thanks for the Memory
Rainbows End
Oregon on Parade

KWJJ, Portland
Frankly Speaking
Top Tunes of the Day
Free Trade and Swap Service
Montana Wranglers

Pennsylvania

WLEU, Erie
Early Bird Program
Old Philosopher Program
Children's Quiz Program
Man on the Street Program

WIBG, Glenside
Beaver College
Minstrels
Glenside-Weldon P.T.A.
Doris Mae Smith

WHJB, Greensburg
Silly Salesmen
The Index
Memory Lane
Woman to Woman

KYW, Philadelphia
Music for Moderns
Top Hatters
Campus Capers
Musical Clock

WCAU, Philadelphia
Household Favorites
Alan Scott
Horn & Hardart Children's Hour
Continental Rhapsody

WDAS, Philadelphia
Merry-Go-Round
Evening Ledger Music Hour
Varsity Vespers
The Column of the Air

WFIL, Philadelphia
Jack's Jamboree
Romantic Troubadour

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Married Life
Dorothy Dix Dramatizations

WIP, Philadelphia
Varsity Matinee
Clickety Clack
Youth in the News
Hand of Destiny
My Stars

WPEN, Philadelphia
Help a Neighbor
The Boy Counsellor of the Air
Night Club of the Air
Twilight Silhouettes

KDKA, Pittsburgh
Grand Slam Revue
Merry Music
Song Picture
Under Western Skies

KQV, Pittsburgh
Today's Sports
The Show of the Day
Sunshine Minstrel
Morning Meditation

WCAE, Pittsburgh
Stardust
Romance Backstage
Sophisticated Ladies, Girls, Trio
The Airliners

WGBI, Scranton
The Sidewalk Quizzer
Let's Go to School
The High School Reporters
Men of Tomorrow

WPIC, Sharon
Harry Williams Trio
Masters of Rhythm
Poetic Musings
Tic-Toc Tunes
The Final Edition

WKOK, Sunbury
Cameo Tune Quiz
Old Organ Doctor
Reg and Paul
Spelling Bee

WRAK, Williamsport
Smokey Mt. Boys
Jim and Jane
The Melody Men
Smokey & Dot

South Carolina

WIS, Columbia
Treasure Chest
Mickey Mouse Club
The Sun Dial
South Carolina Safety Patrol
Just Thinkin'

WFBC, Greenville
News on Parade
Nothin' Special
Music of the Masters
Museum of Melody
Meeting House in Dixie

WSPA, Spartanburg
Cathedral Chimes
Hal and Pat's Organ Requests
Mugford Again
Crazy House
For Ladies Only

South Dakota

KABR, Aberdeen
Children's Theater of the Air
Among Neighbors Program

KGFX, Pierre
Hospital List
Justice Dept. News Daily

KOBH, Rapid City
Teen Time Tunes
The Man on the Street With
His Word of the Week
Thought for the Day

Tennessee

WOPI, Bristol
Saturday Afternoon Matinee
The Jamboree

WDOD, Chattanooga
Noonday Frolic

WNOX, Knoxville
The Midday Merry-go-Round
Man on the Street
Good Neighbors
Long Remember
Getter-Upper

WHBQ, Memphis
The Sumpus Boys
Etchings in Black and White
Streets and Avenues
The Clock-Watches

WMPS, Memphis
Jam for Supper

WSM, Nashville
Grand Ole Opry
Magnolia Blossoms
Sunny South Minstrels

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Texas

KGNC, Amarillo
Doctor I. Q.
Open Forum of the Air
Sons of the West

KNOW, Austin
Seven Days on the Forty Acres
Your Safety Friend
Sweetheart by Remote Control
Traffic Sentinel
Between the Lines With Roger Busfield
That's That

KBST, Big Spring
Piano Impressions
Girl of a Thousand Lovesongs
Cavalcade of Songs

KGFI, Brownsville
Big Brother Club
Spanish Amateur Hour
Good News
Wake Up and Live

KRLD, Dallas
Morning Jamboree
Sketches in Melody
Stamps Quartet
Singing Convention of the Air

WFAA, Dallas
The Early Birds
Treasure Gold

WRR, Dallas
Morning Melody Shop
Noon Hour Varieties
Business Builders
The Cowboy Ramblers

KTSM, El Paso
Magazine of the Air
Voice of Today
Pathfinders of Medicine
Listeners Club

KFJZ, Fort Worth
Morning Roundup

KTAT, Fort Worth
Stars of Tomorrow
Texas Entertains
Music That Charms
Sweetheart Serenade

WBAP, Fort Worth
Helen's Home
Melodic Moments
On Wings of Song
Black Night

KSAM, Huntsville
Cocktail Varieties

KPAB, Laredo
Man on the Street

KFRO, Longview
Top of Morning
Coffee Cup Cabaret
East Texas Sun Dial

KFYO, Lubbock
Professor Twigleaf
Sidewalk Snoopers
Cosden Git Program

KPDN, Pampa
The Poet's Corner
Console Request Varieties

KTSA, San Antonio
Trading Post
Quarter to One
Alamo Lumber Nightly News by Air
Singin' Sam

WOAI, San Antonio
Dial-A-Smile
Lives of Great Americans
Reverie
Mexican Serenade

KRRV, Sherman
The Gate City Swing Club
The Red River Valley Singing

KTEM, Temple
Czech Melody Hour
Just We Two
Allen Thomas' Blue Jackets

KCMC, Texarkana
Dude Ranch Girls
Circus Broadcasts

KGKB, Tyler
Singing Salesmen
Parade of Values
Welcome Stranger

KRGV, Weslaco
Ty Cobb—Valley News
Birthday Party

Utah

KLO, Ogden
Reddy Kilowatt Club
Old Spinning Wheel
The Music Master
Poet and the Organ
Popeye Club

KEUB, Price
Carbon and Emery Counties Program
Ten Top Tunes of the Week

KDYL, Salt Lake City
Singtime

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Hello, Ladies
The Spelling Bee

Vermont

WQDM, St. Albans
What Is It?
As You Like It
WNBX, Springfield
The Singing Parson
Old Fashioned Githerin'
WDEV, Waterbury
The Old Squire
Housewives Morning Matinee
The Camera Club
Birthday Party

Virginia

WCHV, Charlottesville
Ivory Interludes
Straight Jacket
The Classical Hour
WSVA, Harrisonburg
Rural Rhythm
Musical Merry Go Round
Morning Moods
Make Believe Ballroom
Melody Clinic
WTAR, Norfolk
Radio Luncheon Club
Sports Revue
WRVA, Richmond
Cross Roads Hall
WDBJ, Roanoke
On Wings of Song
Ad Libber's Club
Magic City Varieties
Saturday Night Get Together

Washington

KXRO, Aberdeen
That Was the Time
What Grays Harbor Thinks
What Do You Know?
KELA, Centralia and Chehalis
Audition Hour
Professor Snoop
Kiddies Club
KWLK, Longview
Home Folks Hour
Mary Merk
KGY, Olympia
So You Think You're Smart
Morning Sundial
KWSC, Pullman
Roundtable Discussion
English Club of the Air
The Globe Turns
The Presses Roll
Variety Show
KEEN, Seattle
Seattle Speaks
Enterprise All Colored Program
KIRO, Seattle
Song at Twilight
Starlight Serenade
Meet the Editor
Moonlight Music
KJR, Seattle
Top Tune Revue
KOMO, Seattle
Sunshine Club
Morning Reveries
KFPY, Spokane
Good Morning Neighbors
Meet Your Neighbor
The Welcome Committee
Sunday Night Forum
People and Places
KMO, Tacoma
Syncopated Riddles
Ye Old Town Crier
Smilin' Thru
Musical Klock
KVI, Tacoma
Sunrise Club
Mystic Melodies
Rhyming Ruben
Model Star Question Box
Just Calling
KUJ, Walla Walla
Braden-Bell Serenaders

West Virginia

WHIS, Bluefield
Big Little Broadcast
Early Morning Jamboree
WCHS, Charleston
Old Farm Hour
Young Stars of Tomorrow
Musical Spelldown
WMMN, Fairmont
Sagebrush Roundup
Southern Stars
Club Control Room
Down Memory Lane
WWVA, Wheeling
Young America Broadcasts
Night Owl
Midnight Jamboree

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Wisconsin

WHBY, Green Bay
High Noon Heat
Bud and His Buddies

WTAQ, Green Bay
Farmhands
Mutiny on the Bounty

WCLO, Janesville
Man-on-the-Street

WKBH, La Crosse
Kiddies Club
The William's Sport Flash

WHA, Madison
Wisconsin College of the Air

WISN, Milwaukee
Down by Hermans
Ann Leslie's Scrapbook
Fiddlers Three

WTMJ, Milwaukee
What's New With Nancy Grey
Top o' the Morning
Heinie and His Grenadiers

WRJN, Racine
Moments of Life
Lola Andre
Little Theater of the Air
Twilight Serenade
Juvenile Traffic Court

WSAU, Wausau
Best Wishes
Console Capers
Jamboree
Rhythm in Style

Wyoming

KWYO, Sheridan
Inquiring Reporter
Musical Guessing Contest
Fire Siren—Tie Up

Alaska

KFQD, Anchorage
Ice Worms
Children's Birthday Party

Hawaii

KGU, Honolulu
Voice of Hawaii to NBC
Sojourner

Puerto Rico

WPRP, Ponce
Peticiones-y Dedications

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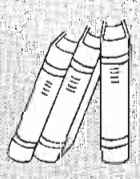

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Radio Artists

AND THEIR WORK DURING 1938

— A —

ABILL, JUNE
WOPI, Bristol, Tenn. Man on the Street Program.

ABBOTT, LEW
CBS. Kate Smith Show.

ACE, GOODMAN
NBC. Easy Aces.

ACE, JANE
NBC. Easy Aces.

ADAMS, ALTON
CKNX, Wingham, Ont. Dr. Peter Harris.

ADAMS, BILL
CBS. Cavalcade of America.

ADAMS, CAROLYN
WICA, Ashtabula, Ohio. Universal Menus.

AGUGLIA, MIMI
WOV, New York, N. Y. Procter and Gamble Ivory Masques.

ALEXANDER, A. L.
WHN. Arbitration Court.

ALEY, ALBERT
CBS. American School of the Air, Columbia Workshop, Let's Pretend.

ALLEN, CHARME
CBS. Pretty Kitty Kelly.

ALLEN, FRED
NBC. Town Hall Tonight.

ALLEN, GRACIE
Chesterfield Program CBS, Burns and Allen NBC.

ALLEN, WALLY
WLAP, Lexington, Ky. The Movie Man.

ALLENBY, PEGGY
Big Sister, Pretty Kitty Kelly CBS, David Harum Sketch NBC.

ALLYN, RITA
NBC. Lucky Strike, Palmolive, True Story.
CBS. Heinz.

AMECHE, DON
NBC. Chase and Sanborn.

AMECHE, JIM
NBC. Attorney at Law.

ANDERSON, EDDIE
NBC. Jello Program.

ANDRE, PIERRE
MBS. Sunday Matinee.

ANDREWS, CAMERON
CBS. Four Corners Theatre, Ghost of Benjamin Sweet.

ANTHONY, JOHN J.
MBS. Good Will Hour.

ARNALL, CURTIS
Artist—Pepper Young's Family NBC and others.

ARNOLD, SETH
CBS. Big Sister.

ARQUETTE, CLIFF
NBC. Tune Types.

ATWELL, ROY
CBS. Joe Penner Program.

AUBREY, WILL
KGO, San Francisco, Calif. Musical Clock.

AUSMUS, G. L.
WBAP, Fort Worth, Texas. Black Night.

AUSTIN, JANE
KOME, Tulsa, Okla.

— B —

BABBIT, GENE
KWK, St. Louis, Mo. Sketches in Melody.

BACHULUPI, TONY
WWL, New Orleans, La. Tony's Songbusters.

BACKUS, JIM
CBS. Big Sister, Aunt Jenny's Real Life Stories, Al Pearce Gang.

BACON, MILTON
WCKY, Cincinnati, Ohio. Apples with Salt.

BADALOTI, MARIO
WOV, New York, N. Y. La Perla, Procter and Gamble Oxydol Program.

BAIRD, GEORGE
CKNX, Wingham, Ont. Dr. Peter Harris.

BAIRD, JANET
KGO-KPO, San Francisco, Cal. Woman's Magazine of the Air, Who's in Town Tonight.

BAKER, PHIL
CBS. Gulf Oil.
NBC. Dole Program.

BALDI, DIANA
WOV, New York, N. Y. Procter and Gamble Oxydol Program, General Mills Wheaties Program.

BALL, LUCILLE
CBS. Jack Haley's Wonder Show.

BANKS, JOE
CBS. Nancy James.

BARKER, BRAD
CBS. Mighty Show.

BARNES, AMANDA
WEW, St. Louis, Mo. Just Home Folks.

BARNES, PAT
MBS. Barnstormers.

BARNEY, MARION STEVENSON
Artist—Pepper Young's Family NBC and others.

BARRETT, BETTY
KWK, St. Louis, Mo. Sketches in Melody, Betty and Her Boyfriend.

BARRETT, PAT
NBC. Alka-Seltzer National Barn Dance Uncle Ezra's Radio Station EZRA.

BARRYMORE, JOHN
CBS. Texaco Star Theatre.

BAUER, DR. W. W.
NBC. Your Health.

BEAUMAND, HUGH
WWL, New Orleans, La. Playhouse of the Air.

BEAUPRE, MAURICE
CHRC, Quebec, Que.

BECK, JACKSON
CBS. Myrt and Marge, The Goldbergs.

BEDARD, ROLLAND
CHRC, Quebec, Que. The Misadventures of Fernandeau.

BEHMILLER, HELEN
WMAQ-WENR, Chicago, Ill.

BELCHER, JERRY
NBC. Interesting Neighbors.

BENADERET, BEA
KECA-KFI, Los Angeles, Cal. Can You Beat That, Parents on Trial.

BENCHLEY, ROBERT
CBS. Melody and Madness.

BENNY, JACK
NBC. Jello Program.

BERG, GERTRUDE
CBS. The Goldbergs. NBC.

BERGEN, EDGAR
NBC. Chase and Sanborn.

BERGMAN, TEDDY
Myrt and Marge CBS, Grand Central Station CBS, Big Sister, The Shadow MBS, Royal Crown Revue NBC.

BIGGS, BUNNY
KGKO. Fort Worth, Texas. Slo 'n Ezy.

BILL, EMIL
WMBD. Peoria, Ill. Wayside Chapel.

BLACKBURN, ARLINE
CBS. Pretty Kitty Kelly.

BLAINE, JOAN
NBC.

BLANE, RALPH
NBC. Royal Crown Cola, Consolidated Edison, Cloutier Presents, The Sunday Show, Design for Dancing, Caricatures in Rhythm, Port of Missing Hits, America Presents.

BLAND, AL
WKRC, Cincinnati, Ohio. Dawn Patrol, Man Behiud the Uniform, Glenn Hughes' Barn Dance, Safety Patrol.

BLISS, MILTON
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin College of the Air.

BLISS, MRS.
WHB, Kansas City, Mo. Magic Kitchen.

BLOCK, MARTIN
WNEW. Make-Believe Ballroom.

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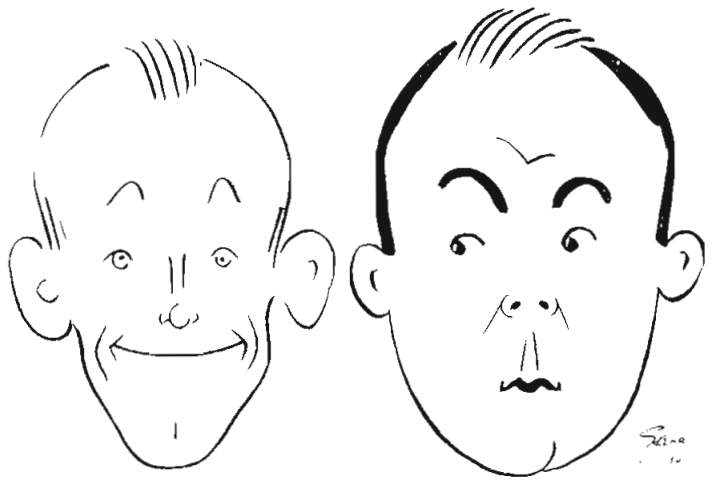

Knight and *Day*

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BLUE, IRA
KPO, San Francisco, Calif. It's a Fact, Sports Graphic.

BOITEAU, ISABELLE
CHRC, Quebec, Que.

BOITEAU, ROGER
CHRC, Quebec, Que.

BOUCHEY, WILLIS
CBS. Helen Trent's Romance.

BOULTON, MILO
CBS. The Goldbergs.

BOUREE, ADJ.
CHRC, Quebec, Que. French Canadian Old-Time Soirces.

BOWES, MAJOR EDWARD
CBS. Major Bowes' Amateurs.

BOYNTON, BESSIE
WMAQ-WENR, Chicago, Ill.

BRACCIANTE, JOE
WMPS, Memphis, Tenn.

BRAGG, MARION
WMAZ, Macon, Ga. Words and Music.

BRAMLEY, RAYMOND
CBS. Pretty Kitty Kelly, Hilltop House, Second Husband, Big Sister, Howie Wing.

BRASSARD, COLETTE
CHRC, Quebec, Que.

BRAYTON, MARGARET
CBS. Joe Penner Program.

BRENNER, FRANCES
KVOO, Tulsa, Okla. Sunday Afternoon Social, Brams of Bright Hope.

BRICE, FANNY
NBC. Good News of 1938.

BRICKERT, CARLTON
WMAQ-WENR, Chicago, Ill.

BROWN, CONSTANCE
CBS. American School of the Air, Columbia Workshop, Four Corners Theatre.

BROWN, HENRY
WOMI, Owensboro, Ky. Fanny Farmer Goes to Town.

BROWN, JOE E.
CBS. Post Toasties Program

BROWN, JOHN
CBS. Al Jolson Program.

BRUCE, ROBERT C.
Snow Village Sketches NBC. Death Valley Days NBC. School of the Air CBS. Gang Busters CBS. Candid Lady CBS. Curtain Rises CBS. Exploring Radio CBS. Grouch Club KFWB.

BUCHMAN, "PAPPY"
WCNW, Brooklyn, N. Y. Your Program.

BUCKLEY, FLOYD
CBS. Howie Wing.

BUNCE, ALAN
NBC. David Harum, Hel'o Peggy, John's Other Wife.

BUNCH, COVITA
KWK, St. Louis, Mo. Mid-Afternoon Madness, Today at Two, Sketches in Melody.

BURBANK, SARA
WBNF, Binghamton, N. Y.

BURGER, TONY
CBS. Pretty Kitty Kelly.

BURKE, BOB
KWK, St. Louis, Mo. Pop Wise and Filbert.

BURNS, GEORGE
Chesterfield Program CBS. Grape-Nuts NBC.

BURNS, ROBIN ("BOB")
NBC. Kraft Music Hall.

BUSLEY, JESSIE
CBS. Big Sister.

BUTTERWORTH, WALLY
NBC. Vox Pop.

— C —

CAINE, BETTY
WMAQ-WENR, Chicago, Ill.

CALVERT, REV. G. R.
CJRC, Winnipeg, Man. Morning Devotions.

CAMERON, VIVIENE
WMEX, Boston, Mass. Campus Varieties.

CAMPBELL, ARCHIE
WNOX, Knoxville, Tenn.

CANTOR, CHARLES
NBC. Kitchen Cavalcade, Town Hall Tonight.

CANTOR, EDDIE
CBS. Camel Caravan Program.

CARD, KATHRYN
WMAQ-WENR, Chicago, Ill.

CAREY, MACDONALD
WMAQ-WENR, Chicago, Ill.

CARL, CLIFF
WHO, Des Moines, Ia. Coffee Pot Inn.

CARLON, LINDA
CBS. Pretty Kitty Kelly, Myrt and Marge, Valiant Lady.

CASE, MARILU
WDNC, Durham, N. C. For Your Information.

CATANDELLA, MRS. GEORGE
WICC, Bridgeport, Conn. Children's Story Parade.

CHAPPELL, ERNEST
MBS. Headlines, Show of the Week.

CHESHIRE, HARRY (PAPPY)
KMOX, St. Louis, Missouri. Pappy Cheshire and Gang.

CHILTON, RUTH
WSYR, Syracuse, N. Y. Ruth Chilton's Matinee.

CHOAT, HELEN
CBS. Pretty Kitty Kelly.

CHOATE, VIRGINIA
WLAP, Lexington, Ky. For Women Only.

CHURCH, MINA
WGTM, Wilson, N. C.

CLAIRE, HELEN
NBC. Death Valley Days, Dream of Long Ago.

CLARK, VIRGINIA
CBS. Helen Trent's Romance.

CLAVET, MADO
CHRC, Quebec, Que. The Misadventures of Fernand eau.

CLEARY, LEO
KGO, San Francisco, Calif. Leo and Ken, Fun Is Where You Find It.

COLBERT, JEAN
CBS. Pretty Kitty Kelly, The Goldbergs, Gang Busters, Second Husband.

COLE, ALZONO DEAN
MBS. The Witch's Tale.

COLE, GRADY
WBT, Charlotte, N. C. Comet Race Philosopher, Grady Cole Alarm Clock.

COLLIN, JEAN
CHRC, Quebec, Que.

COLLINS, RAY
CBS, Cavalcade of America, Philip Morris Program, Kate Smith Show, Aunt Jenny's Real Life Stories, Big Sister, Grand Central Station.

COLLINS, TED
CBS. Kate Smith Show.

COLLYER, CLAYTON
CBS. Pretty Kitty Kelly.

COLONNA, JERRY
NBC. Pepsodent.

COMPERE, DOROTHY
WBAP, Fort Worth, Texas. Helen's Home.

CONRAD, DICK
WRJN, Racine, Wis. Moments of Life.

CONRAD, ROSE MARY
WRJN, Racine, Wis. Little Theatres of the Air.

CONRIED, HANS
KECA-KFI, Los Angeles, Calif. Can You Beat That, Parents on Trial.

CORRELL, CHARLES J.
NBC. Amos 'n' Andy.

COSTELLO, BUD
CBS. Pretty Kitty Kelly.

COSTELLO, DON
CBS. Pretty Kitty Kelly, Columbia Workshop, Gang Busters, Mighty Show.

COSTELLO, LOU
CBS. Kate Smith Hour.

COTT, TED
WNYC, New York, N. Y. Symphonic Varieties, Let Freedom Ring, Bound in Morocco.

COULOURIS, GEORGE
CBS. Joyce Jordon.

COURTNEY, ALAN
MBS. Gloomchasers.

COUTLEE, J. RENE
CHRC, Quebec, Que.

COX, COLEMAN
KGO, San Francisco, Calif. Homespun Philosopher.

CRIBBIN, WALTER
KSAN, San Francisco, Calif. Radio Beginners.

CRIMI, HARRY
WTIC, Hartford, Conn. Noontime Varieties.

CRIZELL, TITO
KGFI, Brownsville, Texas. Amateur Spanish Hi.

CRONKHITE, GLADYS
KGO, San Francisco, Calif. KGO Home Forum.

CROSBY, BING
NBC. Kraft Music Hall Program.

CROWLEY, MATTHEW
CBS. Pretty Kitty Kelly.

CURLEY, LEO
CBS. Big Sister, Pretty Kitty Kelly, Myrt and Marge, Gang Busters.

CURLEY, VIRGINIA
CBS. Cavalcade of America, Al Jolson Program, Dr. Christian, Jack Haley's Wonder Show.

CURTAIN, JOSEPH
CBS. Second Husband, Nancy James.

— D —

DAIGNEAU, KEN
CBS. Gang Busters, Columbia Workshop.

DAMERAL, DONNA
CBS. Myrt and Marge.

DANIS, LEW
WOV, New York, N. Y. Procter and Gamble Ivory Masques.

DANZIG, JERRY
MBS. Let's Visit.

DAVIDSON, GRETCHEN
CBS. Kate Smith Show, Carol Kennedy's Romance.

DAVIS, BILL
KITE, Kansas City, Mo. Wheat Belt Whimsies.

DAVISON, EDWARD
WMAQ-WENR, Chicago, Ill.

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DAWDY, MAUREEN
KFH, Wichita, Kans. Words To Hit Tunes.
DAWSON, NICK
CBS. Follow the Moon.
DAY, GROVER,
KTRI, Sioux City, Ia. Blind Balladier.
DAY, JIM
WLW, Cincinnati, Ohio. Boone County Jamboree, Musical Chuck Wagon, Top O' the Mornin'.
DEANE, DALE
KTAT, Fort Worth, Texas. The Woman's Case.
DEANE, JUDY
KPO, San Francisco, Calif. Gentlemen Preferred.
De BECKER, HAROLD
CBS. Pretty Kitty Kelly.
DeCAMP, ROSEMARY
CBS. Dr. Christian.
DeCROCKER, PAULINE
WKZO, Kalamazoo, Mich. June Bride.
DEERE, DOROTHY
KWEW, Hobbs, N. M. The Homemakers' Hour.
DeKOVEN, ROGER
CBS. Big Sister, Hilltop House, Philip Morris Program, Myrt and Marge, Gang Busters.
DEMLING, BILL
CBS. Post Toasties Program.
DETTINGER, ALMA
WICC, Bridgeport, Conn. How Smart Are You, Beauty on a Budget.
DEVINE, ANDY
NBC. Jello Program.
DEVITT, ALAN
CBS. This Day Is Ours.
NBC. David Harum.
MBS. Famous First Facts, Famous Jury Trials, The Shadow.
DEWEY, PROSPA
KVOL, Lafayette, La. Irish Gajun.
DIAMOND, THEDA
WFIL, Philadelphia, Pa. Married Life.
DICKSON, ARTELLS
CBS. Pretty Kitty Kelly, Mighty Show.
Di CORSIA, TED
CBS. Gang Busters, Cavalcade of America, Kate Smith Show, We the People, Philip Morris Program.
DIXON, BERT
WNYC, New York, N. Y. Temple Incense, Masterwork Hour.
DIXON, NANCY
WCAU, Philadelphia, Pa. What's News in the Stories.
DOUGHERTY, EDWARD P.
WHLS, Port Huron, Mich. The Hired Man.
DRISCOLL, DAVE
MBS. Let's Visit.
DULIN, MARTHA
WBT, Charlotte, N. C. The Woman's World.
DUMAS, HELENE
CBS. The Goldbergs.
DUMKE, RALPH
NBC. Sisters of the Skillet.
DUNLAP, PATRICIA
MBS. Batchelor's Children, We Are Four.
DUNN, J. MALCOM
CBS. American School of the Air.
DUPRE, HENRY
WWL, New Orleans, La. Souvenirs.

— E —

EARL, CRAIG
CBS. Professor Quiz.
EARLE, EMILY
MBS. Barnstormers.
EAST, EDDIE
Sisters of the Skillet NBC, Ed East's Houseparty WHN, Original Amateur Hour WHN.
EDWARDS, EDDIE
KMBC, Kansas City, Mo. KMBC Happy Kitchen.
EINSTEIN, HARRY "PARKYAKARKUS"
CBS. Al Jolson Show.
ELLEN, MINETTA
NBC. One Man's Family.
ELLIOTT, WILLIAM
WICC, Bridgeport, Conn. Street Scene, Do U Kno.
ELLSTROM, SIDNEY
WMAQ-WENR, Chicago, Ill.
ELMAN, DAVE
NBC. Hobby Lobby.
EMERY, BOB
MBS. Rainbow House, Wonderful World.
ENGEL, HAROLD A.
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin College of the Air.
ENSLOW, CATHERINE
WSAZ, Huntington, W. Va. Talkie Tatler.
ERIC, ELSPETH
CBS. Joyce Jordan.
ESTRELLA, BLANCA
WIOD, Miami, Fla.
EVANSON, EDITH
CBS. Myrt and Marge.
EVERETT, LEE
WMAL, Washington, D. C. PDS Presents, Tarheel Tattle, Old Times.

— F —

FAIRLEIGH, PAUL
WMPS, Memphis, Tenn.
FARNUM, WILLARD
WMAQ-WENR, Chicago, Ill.
FENNELLY, PARKER
CBS. Pretty Kitty Kelly.
FIDLER, JIMMY
CBS. Hollywood Gossip.
FIELD, BETTY
CBS. Kate Smith Show.
FIELDS, ARTHUR
NBC. Fields and Hall, Sunday Drivers.
FIFER, JANE
WTAD, Quincy, Ill. Women in the News, Stories Old and New, Just for the Ladies.
FIKE, THOMAS
WLAP, Lexington, Ky. Jake and Jonah.
FILLBRANDT, LAURETTE
WMAQ-WENR, Chicago, Ill.
FISET, ALEXANDRE
CHRC, Quebec, Que.
FISHER, GEORGE
MBS. Hollywood Whispers.
FITZGERALD, ED
MBS. Fitzgerald Revue.
FITZMAURICE, MICHAEL
CBS. Joyce Jordan, Nancy James.
FLEURY, LILY
CHRC, Quebec, Que.
FLINT, JAMES C.
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin College of the Air, Wisconsin School of the Air.
FLIPPEN, JAY C.
WHN. Original Amateur Hour.
FLYNN, BERNARDINE
WMAQ-WENR, Chicago, Ill.
FORREST, JOHNNY
KIRO, Seattle, Wash. Breakfast Club, Newsreel.
FORTIER, ALINE M.
CHRC, Quebec, Que. French Canadian Old-Time Soirees.
FOX, TEMPLETON
Town Hall Tonight, NBC. We the People, CBS. It Can Be Done, CBS. Men in White, NBC. Pulitzer Prize Series, NBC. Columbia Workshop, CBS. First Nighter, CBS. NBC Radio Guild, NBC. Public Hero No. 1, NBC. World Neighbors, NBC. Your Health, NBC. Grand Hotel, NBC.
FRAME, GRACE MADELINE
WSUN, St. Petersburg, Fla. Golden Thoughts.
FRANCIS, ARLENE
Big Sister, Philip Morris Program, Mercury Theatre of the Air CBS, What's My Name MBS.
FRANK, CARL
CBS. Mercury Theatre of the Air.
FRANKEL, MAURICE
CBS. Nancy James.
FROST, ALICE
Big Sister CBS, Philip Morris Program CBS, Mercury Theatre of the Air CBS, Famous Jury Trial MBS.
FUGIT, MERRILL
WMAQ-WENR, Chicago, Ill.
FUNK, CHARLES E.
MBS. Say It With Words.

— G —

GABLE, MARTIN
CBS. Big Sister, Grand Central Station.
GAIGE, CROSBY
NBC. Kitchen Cavalcade.
GALE, GORDON
Joe E. Brown Program CBS, Irene Rich Program NBC, Big Town CBS, Jack Haley Wonder Show CBS, Dr. Christian CBS, Hollywood Playhouse NBC, Lux Radio Theatre CBS.
GALLAHER, BILL
WFIL, Philadelphia, Pa. Colonel Bill.
GALLAGHER, MIKE
KGFI, Brownsville, Texas. Stars of Tomorrow, Casa Manana Barn Dance, Texas Presents, The Old Organ Grinder.
GALLOP, FRANK
CBS. Hilltop House, Nancy James.
GARDE, BETTY
Gang Busters, Kate Smith Show, Al Pearce Gang CBS, Mrs. Wiggs of the Cabbage Patch, Lorenzo Jones NBC.
GARDNER, ED
CBS. This Is New York.
GARNEAU, BERTHE
CHRC, Quebec, Que. Entre-Nous Mesdames.
GARR,ED
NBC. Vallee Program.
GARSTANG, TREMAINE
CKWK, Vancouver, B. C. Plain Jane and Jim, Major King of Scotland Yard, Pageant of Life, Dramatic Medley

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GAUVIN, MAURICE
CHRC, Quebec, Que
GAXTON, WILLIAM
MBS. Mutual Birthday Show.
GERSON, BETTY LOU
NBC. Don Winslow of the Navy, The Story of Mary Marlin.
GILBERT, JANICE
CBS. Hilltop House, Second Husband.
GILL, FRANK
CBS. Post Toasties Program.
GILLAN, BOB
WMEX, Boston, Mass. Question Box.
GILLUM, KENNETH
KGO - KPO, San Francisco, Calif. Leo and Ken, Fun Is Where You Find It. KPO Musical Clock.
GILMAN, PAGE
NBC. One Man's Family.
GIRARD, PAUL
WBAL, Baltimore, Md. It Happened So Quick Program.
GLORIA, ANGELO
WBIL, New York, N. Y. Medaglia D'Oro.
GODFREY, ARTHUR
WJSC. Washington, D. C. Sun Dial.
GOFF, NORMAN
CBS. Lum and Abner.
GOFF, NORRIS
NBC. Lum and Abner.
GORDON, BERT
CBS. Eddie Cantor Camel Caravan.
GORDON, DOROTHY
CBS & MBS. Children's Series.
GORDON, PROF. E. B.
WHA, Madison, Wis. WLBL, Stevens Point, Wis. Wisconsin School of the Air.
GORDON, ELSIE MAE
CBS. Columbia Workshop.
GORDON, GALE
CBS. Dr. Christian, Big Town.
GORDON, RICHARD
CBS. Grand Central Station.
GORMAN, IRENE
WMIN, St. Paul-Minneapolis, Minn. Fashions in Melody.
GOSDEN, FREEMAN F.
NBC. Amos 'n' Andy.
GOUDISS, C. HOUSTON
WHN, New York, N. Y.
GOULD, J. FORREST
WKZO, Kalamazoo, Mich. Peter Pan Frolic.
GOULD, MITZI
CBS. Pretty Kitty Kelly, Our Gal Sunday.
GOURAUD, POWERS
WCAU, Philadelphia, Pa. Around the Town.
GRABER, JACK
WKZO, Kalamazoo, Mich. June Bride.
GRAINGER, SHARON
WMAQ-WENR, Chicago, Ill.
GRANIK, THEODORE
MBS. People's Forum.
GREEN, JANE
WMAQ-WENR, Chicago, Ill.
GREENE, ROSALINE
CBS. Big Sister, Grand Central Station, Eddie Cantor Camel Caravan.
GRENNELL, EILEEN
KSO, Des Moines, Ia. Girl About Town.
GRIFFIN, ROBERT E.
WMAQ-WENR, Chicago, Ill.
GRIGGS, JOHN
CBS. Howie Wing.
GUEST, EDGAR
CBS. It Can Be Done.
GUILBERT, ROBERT
WMAQ-WENR, Chicago, Ill.
GUY, ATHANASE
CHRC, Quebec, Que.

— H —

HAAS, EDNA
KSAN, San Francisco, Calif. Pin Money Club.
HAAS, GRANT C.
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin College of the Air.
HADEL, DR. HERBERT
WICC, Bridgeport, Conn. Let's Go To Work.
HAEBERXLE, ARLETH
WTCN, St. Paul-Minneapolis, Minn. Funnypaper Show.
HAGEN, HARRY
MBS. True or False.
HALEY, JACK
Wonder Show CBS, Log Cabin Revue NBC.
HALL, FRED
NBC. Fields and Hall, Sunday Drivers.
HALL, RADCLIFFE
NBC. Half Past Eleven.
HALLOCK, JEAN
WICC, Bridgeport, Conn. Sunrise Trail, Long Island Hour.
HANNON, MARGERY
MBS. Bachelor's Children, Curtain Time, We Are Four.
HANSEN, CHARLES JR.
WNOX, Knoxville, Tenn.
HANSON, GERTIE L.
WHA, Madison, Wis.-Stevens Point, Wis. Wisconsin School of the Air.
HANTKE, ALICE
WHA, Madison, Wis.—WLBL Stevens Point, Wis. Wisconsin College of the Air.
HARRIS, ARLENE
MBS. What's My Name?
HARRIS, HARRIETT
KFWB, Los Angeles, Calif. Grouch Club, Grandmother's Fairytales, Your America.
HARTLEY, JACK
CBS. Our Gal Sunday.
HAWK, BOB
MBS. People's Rally.
HAWTHORNE, BEN
WTIC, Hartford, Conn. Fox Morning Watch.
HAYES, ALBERT
CBS. American School of the Air, Second Husband, Lux Radio Theatre.
HAYES, CLARENCE
KPO, San Francisco, Calif. Jingletown Gazette.
HAYS, HARVEY
The Story of Mary Marlin, Uncle Sam's Forest Rangers, Words and Music NBC. WMAQ-WENR, Chicago, Ill.
HAZELWOOD, CLATE
WMEX, Boston, Mass. Day's End.
HEALY, CAPT. TIM
Stories Behind the Stamp MBS, Capt. Tim Healy's Stamp Club NBC.
HEARN, SAM
NBC. Jello Program.
HEARNE, JOHN
CBS. Scatlergood Baines.
HEATTER, GABRIEL
CBS. We the People.
HEDGE, RAY
CBS. Myrt and Marge.
HEFLIN, VAN
CBS. Our Gal Sunday, Aunt Jenny's Real Life Stories, Myrt and Marge, Big Sister, Columbia Workshop.
HEILMAN, HARRY
WKZO, Kalamazoo, Mich. Hi Mr. Motorist.
HENDERSON, SAM
WGAN, Portland, Me. Sidewalk Interview.
HENRICKSON, ROD
KPO, San Francisco, Calif. Fact and Fiction.
HENIN, ETHEL
WMAS, Springfield, Mass. Ethel Henin's Radio Chats.
HENSHAW, GAIL
CBS. Aunt Jenny's Real Life Stories.
HERMAN, MILTON C.
CBS. Gang Busters, Big Sister.
HERRICK, JAMES
KOA, Denver, Colo. Light on the West.
HERRMANN, BERNARD
CBS. Mercury Theatre of the Air.
HERSHOLT, JEAN
CBS. Dr. Christian.
HESLOP, STANLEY
WNBF, Binghamton, N. Y. Married Life.
HIGBY, MARY JANE
CBS. Eddie Cantor Camel Caravan, Lux Radio Theatre.
HINN, MICHAEL
WWNC, Asheville, N. C. WWNC Players.
HITTENMARK, GORDON
WRC, Washington, D. C. Timekeeper, Man on the Street Program.
HITZ, ELSIE
CBS. Follow the Moon.
HOFFA, PORTLAND
NBC. Town Hall Tonight.
HOLDEN, JACK
WMAQ-WENR, Chicago, Ill.
HOOEY, DENNIS
CBS. Pretty Kitty Kelly.
HOPE, BOB
MBS. Mutual Birthday Show. NBC. Pepsodent.
HOPKINS, JETTABEE
WOW, Omaha, Nebr. The Jangles.
HOUSE, BILLY
CBS. The Laugh Liner.
HOWARD, HERB
WHLB, Virginia, Minn.
HOWE, ELEANOR
NBC. Homemaker's Exchange.
HUARD, MARCEL
CHRC, Quebec, Que. French Canadian Old-Time Soirees.
HUARD, ROLLAND
CHRC, Quebec, Que. The Old Country Store, French Canadian Old-Time Soirees.
HUBBARD, IRENE
CBS. Hilltop House, Big Sister.
HUGHES, LON
KPO, San Francisco, Calif. Financial Service.
HULICK, BUDD
MBS. What's My Name.
HULICK, WILBUR
NBC. Stoopnagle and Budd.
HULL, ALEXANDER
KOAC, Corvallis, Ore.
HUNNICUTT, HORACE
WNOX, Knoxville, Tenn. Getter-Upper.
HUNT, LUCILLE
CBS. Follow the Moon.
HUNTER, HENRY
WMAQ-WENR, Chicago, Ill.

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HUSING, TED
CBS. Monday Night Show .
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KOAC, Corvallis, Ore.

— I —

IDELSON, WILLIAM JR.
WMAQ-WENR, Chicago, Ill.
INGRAM, C. J.
MBS. Of Mutual Interest.
INTROPIDI, ETHEL
CBS. Pretty Kitty Kelly.
IRVING, CHARLES
WTCN, St. Paul-Minneapolis, Minn. Light and Shadows.
ITO, BETTY
WMAQ-WENR, Chicago, Ill.
IVES, ELLA MAE
WCOL, Columbus, O. Homemakers.

— J —

JAMES, GEE GEE
CBS. Hilltop House.
JAMESON, HOUSE
CBS. Americans at Work, Cavalcade of America, Renfrew of the Mounted.
JANNEY, RUSSELL
CBS. Howie Wing.
JARMAN, FRANCES M.
WDNC, Durham, N. C. Your Fashion Magazine.
JELLISON, ROBERT
WMAQ-WENR, Chicago, Ill.
JEROME, ED
Aunt Jenny's Real Life Stories, Second Husband, Cavalcade of America, Kate Smith Show CBS. Famous Jury Trials.
JESKE, FRED
WSYR, Syracuse, N. Y. Timekeeper.
JESSEL, GEORGE
MBS. Thirty Minutes in Hollywood.
JEWITT, TED
CBS. Mighty Show .
JOHNNIE THE CALL BOY
MBS. What's My Name.
JOHNNY
NBC. Johnny Presents.
JOHNSON, BESS
CBS. Hilltop House.
JOHNSON, PARKS
NBC. Vox Pop.
JOHNSON, RAYMOND
WMAQ-WENR, Chicago, Ill.
JOHNSON, SAM
WNOX, Knoxville, Tenn.
JOHNSTONE, BILL
Cavaleade of America, Aunt Jenny's Real Life Stories, Philip Morris Program, Myrt and Marge CBS. The Shadow MBS.
JOLSON, AL
CBS. Al Jolson - Lifebuoy Show.
JORDON, JIM
NBC. Fibber McGee & Co.
JORDON, MARIAN
NBC. Fibber McGee & Co.
JOSEPHY, ALVIN M.
MBC. The Hines' Trial.
JOSTYN, JAY
CBS. Our Gal Sunday, Second Husband, Hilltop House.

— K —

KAMMAN, BRUCE
NBC. Kaltenmeyer's Kindergarten.
KANE, JOSEPH NATHAN
MBS. Famous First Facts.
KANTOR, TED
WEDC, Chicago, Ill. Theatre of the Air.
KARLOFF, BORIS
NBC. Lights Out.
KARNEY, BEULAH
KMBC, Kansas City, Mo. Happy Kitchen.
KEARNS, JOE
KECA, Los Angeles, Calif. Parents on Trial.
KEATH, BYRON
CBS. Dr. Christian.
KEITH, DICK
MBS. Two on a Shoestring, Famous Jury Trials.
KELK, JACKIE
CBS. Nancy James.
KELLEY, KAY
KVI, Tacoma, Wash. Women's Page, Just Calling.
KELLEY, MARIE
Jack Benny Program, NBC. Walter O'Keefe Program, CBS. Eddie Cantor Camel Caravan, CBS. Burns & Allen Program, CBS & NBC Phil Baker Program, CBS Melody and Madness Program, CBS.
KELLY, JOE
NBC. Alka-Seltzer National Barn Dance.
KENNEDY, JOHN B.
MBS. People's Rally.
KENNEDY, MARGARET
CJRC, Winnipeg, Man. Winnipeg Women.
KENT, ALAN
MBS. Don't You Believe It.
KERST, LULU M.
KVOO, Tulsa, Okla. Brains of Bright Hope.
KEYES, BARON
WIP, Philadelphia, Pa. Clickety Clack.
KINGSTON, LENORS
WMAQ-WENR, Chicago, Ill.
KIRKLAND, ALEXANDER
CBS. Big Sister.
KLEIN, ADELAIDE
CBS. Gang Busters, Kate Smith Show.
KNORR, FRED
WHLS, Port Huron, Mich. Man on the Street.
KOHL, ARTHUR
WMAQ-WENR, Chicago, Ill.
KOHL, FLORENCE
WTMV, East St. Louis, Ill. Hints for Homemakers Program.
KOOPMAN, ROMANCE
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin School of the Air.
KRAATZ, DONALD
WMAQ-WENR, Chicago, Ill.

— L —

LACKLAND, BEN
CBS. Our Gal Sunday.
La CLERQ, LUCILLE
KXA, Seattle, Wash. Touring the Town With Tillie.
LAMOUR, DOROTHY
NBC. Chase & Sanborn Hour.
LANE, GENE
WHAM, Rochester, N. Y. Hank and Herb, Old Timers.
LANE, JANET
CBS. Myrt and Marge.
LANG, HARRY
Joe Penner Program CBS, Jack Haley Wonder Show, Roekett & Co Program.
LAPOINTS, DENISE
CHRC, Quebec, Que.
LARSEN, ARTHUR G.
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wiseonsin College of the Air.
LATHAM, JOE
CBS. Myrt and Marge.
LATIMER, ED
Columbia Workshop, CBS Ghost of Benjamin Sweet, CBS. American School of the Air, CBS. Kate Smith Show, CBS. Gang Busters, CBS. Americans at Work, CBS Wings for the Martins, NBC Mrs. Wiggs of the Cabbage Patch, NBC. Alias Jimmy Valentine, NBC. You the Unseen Jury, NBC. Dick Tracy, NBC. Lorenzo Jones, NBC. Ave Maria Hour, WMCA.
LAUB, JUDY
CBS. The Goldbergs.
LAUCK, CHET
Lum and Abner CBS. Lum and Abner NBC.
LaVALLE, GENE
Reminiscing MBS. Reminiscing WHK, Cleveland, Ohio.
LEE, BARBARA
CBS. Road of Life, The Goldbers.
LEE, JACK
WHAM, Rochester, N. Y. Hank and Herb, Old Timers.
LEHR, LEW
CBS. Ben Bernie - American Tobacco Company Program.
LENROW, BERNARD
CBS. Kate Smith Show.
LEONARD, PAULINE
WNBF, Binghamton, N. Y Married Life.
LESTER, JEANNE
Guy Headlund Players, WTIC. Easter Programs, WMAS.
Le VAN, HENRY
KGKO, Fort Worth, Texas. Slo 'n' Ezy.
LEVY, ESTELLE
CBS. Kate Smith Hour, Orson Welles, Eddie Cantor.
NBC. Tyrone Power Show.
LEVY, JACK H.
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin School of the Air, Wisconsin College of the Air.
LEWIS, ANN
WHO, Des Moines, Ia. Lem and Martha.
LEWIS, FRED IRVING
CBS. Mighty Show.
LEWIS, FULTON JR.
MBS. Commentaries.
LEWIS, HELEN
CBS. Mighty Show.
LEWIS, LEROY
WDNC, Durham, N. C. Better Speech Quiz.
LEWIS, TOM
WHO, Des Moines, Ia. Lem and Martha.
LINDEKE, MARY PROAL
WMIN, St. Paul-Minneapolis, Minn. Woman's Outlook.
LISS, DONALD
CBS. Hilltop House, Let's Pretend.
LIVINGSTONE, MARY
NBC. Jello Program.
LOCKE, RICHARD
CBS. Life Can Be Beautiful.
LONG, CHARLIE
KECA-KFI, Los Angeles, Cal. Can You Beat That, Parents on Trial.
LORD, PHIL
NBC. Guiding Light, Dan Harding's Wife, The Story of Mary Marlin.

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CBS. Big Sister.
LOVEJOY, FRANK
CBS. Gang Busters, Kate Smith Show, Columbia Workshop.
LOWE, NORINE
WWNC, Asheville, N. C. WWNC Players.
LOWELL, DOROTHY
CBS. Our Gal Sunday, Hilltop House, Aunt Jenny's Real Life Stories, Gang Busters, Columbia Workshop.
LUBIN, LEW
NBC. NBC Minstrels of 1938.
LUCAS, PAUL
WTIC, Hartford, Conn. Wrightville Clarion.
LUDDY, BARBARA
CBS. First Nighter.
LYTELL, BERT
NBC. Sweetheart Soap.

— M —

McALLISTER, DARYL
WKY, Oklahoma City, Okla. Uncle Ben's Funny Paper Hour.
McBRIDE, JACK
NBC. Death Valley Days.
McBRIDE, MARY MARGARET
CBS. General Foods Program.
McCALL, GEORGE
CBS. Hollywood Screenscoops.
McCAMBRIDGE, MERCEDES
WMAQ-WENR, Chicago, Ill.
McCARTY, H. B.
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin School of the Air.
McCLARY, JOHN D.
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconson College of the Air.
McCLEARY, GWEN
KSO, Des Moines, Ia. Director of Women's Affairs.
McCOARD, WILLIAM B.
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin School of the Air.
McCUNE, CATHERINE
CBS. Scattergood Baines.
McCUNE, VANCE
WMAQ-WENR, Chicago, Ill.
McDONALD, FRANCES
MBS. Marriage Clinic.
McDONNELL, CRAIG
CBS. Gang Busters.
McGOVERN, JOHN
CBS. Our Gal Sunday.
McKAY, PROFESSOR I. G.
WLAK, Lakeland, Fla. Quiz Program.
McMAHON, TOM
WNBF, Binghamton, N. Y. Quiz Ball.
McNEEL, WAKELIN
WHA, Madison, Wis.—WLBL, Stevens Point, Wisc. Wisconsin School of the Air.
McNEILL, DON
NBC. Breakfast Club, NBC Jamboree.
McWILLIAMS, JIM
Uncle Jim's Question Bee NBC. Ask-It-Basket CBS.
MacDONALD, DONALD
CHRC, Quebec, Que.
MacKAY, PHOEBE
CBS. Myrt and Marge.
MacQUARRIE, HAVEN
NBC. Haven MacQuarrie Presents.
MACK, NILA
CBS. Let's Pretend.
MACKENZIE, DOROTHY
KPO, San Francisco, Calif.
MADDEN, VERONICA
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin School of the Air.
MAJOR, JACK
CBS. Col. Jack Major.
MALLOY, HELEN
KIRO, Seattle, Wash. Feminine Forum.
MALLOY, LES
KSAN, San Francisco, Calif. Radio Telephone Quiz.
MALONE, PICK
CBS. Pick and Pat.
MANN, YVONNE
CBS. Big Sister.
MANNERS, ZEKE
WMCA. Community Optician, Sachs, General Mills, Madison Personal Loan.
MARCOUX, YVETTE
CHRC, Quebec, Que. French Canadian Old-Time Soirees.
MARKS, GARNETT
Gang Busters, CBS. Dr Christian, CBS. You the Unseen Jury, NBC.
MARSHALL, HERBERT
CBS. Hollywood Hotel.
MARTIN, JANE
MBS. Let's Play Games.
MARTIN, PAUL
WIP, Philadelphia, Pa. Youth in the News.
MARVIN, BETSY
WGY, Schenectady, N. Y.
MASON, MARY
WRC, Washington, D. C. WRC Home Forum.
MASTERS, DOUGLAS
CKCL, Toronto, Ont. Playhouse Players.
MATHIEU, MRS. RENE
CHRC, Quebec, Que. French Canadian Old-Time Soirees.
MEAD, DOROTHY
CBS. Romance of Helen Trent.
MEADE, MARTHA
KPO, San Francisco, Calif. Martha Meade's Household Headlines.
MEIGHAM, JAMES
CBS. Second Husband.
MENJOU, ADOLPHE
CBS. Texaco Star Theatre.
MENKEN, HELEN
CBS. Second Husband.
MERCIER, GERMAINE
WHA, Madison, Wis.—WLBL, Stevens Point, Wis. Wisconsin School of the Air.
MEREDITH, JAY
CBS. Mighty Show.
MERKEL, UNA
CBS. Texaco Star Theatre.
MERRIMAN, MARY
WSYR, Syracuse, N. Y. Home Idea Shop, Swappers Club.
MEYERS, JOANNE
CBS. Myrt and Marge.
MICHAUD, MRS.
CHRC, Qnebec, Que. The Old Country Store.
MILLER, BILL
KVOO, Tulsa, Okla. Every Man's Boy.
MILLER, CHESTER
NBC. You, the Unseen Jury.
MILLER, VIRGINIA
WICC, Bridgeport, Conn. Virginia Miller's Shopping Parade.
MILLET, ART
CBS. The Goldbergs.
MILLS, MARJORIE
MBS. The Girl from Maine.
MITCHELL, ALBERT
WOR. The Answer Man.
MOEGLE, FRED
WTMV, East St. Louis, Ill. Opportunity Knocks Program.
MOORE, VICTOR
MBS. Mutual Birthday Show.
MOOREHEAD, AGNES
CBS. Phil Baker Program, Al Pearce Gang, Ben Bernie Program, Mighty Show, Columbia Workshop.
MORGAN, FRANK
NBC. Good News of 1938.
MORGAN, GENE
WBOW. Terre Haute, Ind. Si and Ezra.
MORNING, SHARI
WHO, Des Moines, Ia. Coffee Pot Inn.
MORPHY, ELYDA
WHA, Madison, Wis.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.
MORRISON, DON
CBS. Hilltop House, Second Husband.
MORTENSON, LUELLA
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin College of the Air.
MOYE, CLAUD
WHAM, Rochester, N. Y. Pete and Joe.
MUNRO, GORDON
KMBC, Kansas City, Mo. Across the Breakfast Table.
MUNRO, MARGARET
KMBC, Kansas City, Mo. Across the Breakfast Table.
MURDOCK, MRS. JOHN R.
KOY, Phoenix, Ariz. The Old Clipping Chest.
MURPHY, DONALD J.
KXRO, Aberdeen, Wash. That Was the Time.
MURPHY, PAT
WMAQ-WENR, Chicago, Ill.
MURRAY, FEB
NBC. Bakers Broadcast.

— N —

NAGEL, CONRAD
CBS. Silver Theatre.
NASSAU, JAMES A.
WIBG, Glenside, Pa. Uncle Jim Program, Uncle Jim's Revue.
NAUGH, REX
WKAR, East Lansing, Mich.
NESBITT, JOHN
CBS. The Passing Parade.
NELSON, MARIE
CBS. The Romance of Helen Trent.
NILES, REV. HAROLD
WICC. Bridgeport, Conn. Current Comment.
NOBLETTE, IRENE
NBC. Tim and Irene, Royal Crown Revue.

— O —

O'DARE, TONY
KGO, San Francisco, Calif. Cartoonist of the Air.
O'DAY, JULIE
KPO, San Francisco, Calif. KPO Woman's Forum.
O'DAY, JUNIOR
CBS. Second Husband. Cavalcade of America, Big Sister.
O'MALLEY, NEILL
CBS. Howie Wing.
ORTEGA, SANTOS
CBS. Gang Busters, Myrt and Marge.
OWENS, JACK
KEHE, Los Angeles, Calif. Listen Ladies.

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— P —

PALMER, EFFIE
CBS. Cavalcade of America, Road of Life, Carol Kennedy's Romance.

PALMER, RUSS
Green Boat WMCA, Little Shaver WMCA.

PARKER, ANN
WQDM, St. Albans, Vt.

PARKER, LESTER WARD
WHA, Madison, Wisc.-WLBL. Stevens Point, Wisc. Wisconsin School of the Air, Wisconsin College of the Air.

PARKER, MARY
CBS. Howie Wing.

PARKS, BERT
CBS. Second Husband, Men Behind the Stars.

PATTERSON, WALTER
MBS. Musical Steeplechase.

PEARCE, AL
CBS. Grape Nuts Series.

PEARL, JACK
CBS. This Is New York.

PEARY, HAROLD
WMAQ-WENR, Chicago, Ill.

PENNER, JOE
CBS. Huskies Program.

PEREZ, RALPH
WEDC, Chicago, Ill. Old Mexico.

PERKINS, RAY
MBS. Hi There Audience, Show of the Week.

PERRON, MAURICE
CHRC, Quebec, Que. The Misadventures of Fernandeau.

PERRY, BILL
MBS. Hour of Romance.

PETERSON, ARTHUR H.
WMAQ-WENR, Chicago, Ill.

PHELPS, ELEANOR
MBS. Two on a Shoestring.

PICKARD, JOHN
CBS. Myrt and Marge.

PIERCE, MADELINE
CBS. The Goldbergs, Our Gal Sunday.

PIOUS, MINERVA
Four Corners Theatre CBS, Myrt and Margs CBS, The Goldbergs CBS, Town Hall Tonight NBC.

PODMORE, WILLIAM
CBS. Second Husband.

POLI, JEANNE
WICC, Bridgeport, Conn. Commuter's Club, First Offender, Street Scene.

POLK, OSCAR
CBS. Big Sister.

PONS, BEATRICE
CBS. Gang Busters.

POOLER, WALDO
WTAM, Cleveland, Ohio.

POOR, MURRELL
WMMN, Fairmont, W. Va. Morning Serenade to a Housewife.

PORTER, SUE
WWNC, Asheville, N. C. House and Home Hour, Woman's Matinee.

POST, ROY
NBC. You, the Unseen Jury.

POWELL, WILLIAM
CBS. Hollywood Hotel.

POYNTON, LORETTA
WMAQ-WENR, Chicago, Ill.

PRESCOTT, ALLEN
MBS. Say It with Words.

PROFESSOR QUIZ
CBS. Prof. Quiz Program.

PROVO, FRANK
CBS. Big Sister.

PUGH, JESS
CBS. Scattergood Baines.

— R —

RADCLIFF, CLAUDE
WTCN, St. Paul-Minneapolis, Minn. Funnypaper Show.

RADIO PLAYERS CLUB
WHLB, Virginia, Minn. Radio Workshop.

RAFFETTO, MICHAEL
NBC. One Man's Family.

RAFT, DOROTHY
WRJN, Racine, Wisc. Little Theatre of the Air.

RANDOLPH, ISABEL
WMAQ-WENR, Chicago, Ill.

RATTE, FRED
CHRC, Quebec, Que.

RATTE, HENRIETTE
CHRC, Quebec, Que.

RAWLS, CAROLINA
KARK, Little Rock, Ark. At Home with Carolina Rawls.

RAY, MARTHA
CBS. Al Jolson Program.

READE, DONNA
WMAC-WENR, Chicago, Ill.

REECE, RUTHIE
KOY, Phoenix, Ariz. Side By Side.

REED, VERNON E.
KFH, Wichita, Kans. Facts of Life.

REEVES, ALLAH
KGKO, Fort Worth, Texas. Twilight Soliloquy.

REID, CARL BENTON
CBS. Big Sister.

REID, TED
CBS. Mighty Show.

REILLY, SHERMAN
WICC, Bridgeport, Conn. First Offender. Curiosity Shop.

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REINHEART, ALICE
CBS. Nancy James, Life Can Be Beautiful.

REMSEN, ALICE
NBC. Castle of Romance. Evening in Paris, Echoes of New York Town, Death Valley Days, Master Craft.

REPP, GUY
CBS. Cavalcade of America. Columbia Workshop. Gang Busters.

REVELL, NELLIE
NBC. Neighbor Nell.

RICAU, LIONEL
WWL, New Orleans, La. Captain McBride.

RICHARDSON, ETHEL PARK
NBC. Dreams of Long Ago.

RIDER, MAURY
KIRO, Seattle, Wash. Question Box, Seattle Forum.

RIES, JOSEPH
MBS. Nation's School of the Air.

RIPLEY, ROBERT L.
NBC. Believe it or Not.

ROBERTSON, ARNOLD
CBS. Scattergood Baines.

ROBINSON, BARTLETT
CBS. Pretty Kitty Kelly.

ROBINSON, EDWARD G.
CBS. Big Town.

ROBITAILLE, J. G.
CHRC, Quebec, Que. The Old Country Store.

RODENWOLD, ZELTA F.
KOAC, Corvallis, Ore.

ROGERS, M. E.
CFCY, Charlottetown, P. E. I. Sleepy Town Express.

ROLF, ERIK
CBS. Gang Busters, Kate Smith Show, Joyce Jordan.

ROSELEIGH, JACK
Artist—Pepper Young's Family NBC and others.

ROUNDTREE, LUTHER "RED"
WMPS, Memphis, Tenn.

ROWLAND, HUGH
WMAQ-WENR, Chicago, Ill.

ROY, JEAN
CBS. Kate Smith Show, Ken Murray Program.

RUGGLES, CHARLES
CBS. Texaco Star Theatre.

RUSKIN, JOE
WMEX, Boston, Mass. Joe Ruskin's Discoveries.

RUSS, FARMER
WCOP, Boston, Mass. Rise 'n Shine.

RUSSELL, ROSALIND
CBS. Silver Theatre.

RYAN, TIM
NBC. Tim and Irene. Royal Crown Revue.

— S —

SACCO, EDITH
WATR, Waterbury, Conn. Kiddie Revue.

SAGE, MICHAEL
Little Shaver WMCA. John's Other Wife NBC. Junior G-Men NBC.

SANDS, JIM
WCLE, Cleveland, O. Sunny Jim.

SCHNABEL, STEFAN
CBS. Big Sister. Columbia Workshop, Gang Busters.

SCHUYLER, HELEN B.
KOMA, Oklahoma City, Okla. Turning the Leaves.

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SCRIBNER, JIMMY
MBS. Johnson Family.

SEABROOKE, GAY
CBS. Joe Penner Program.

SEAMAN, LADDIE
CBS. Hilltop House.

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KXRO, Aberdeen, Wash. That Was the Tune.

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KFH, Wichita, Kans. An Orchid to You.

SEVERN, STEVE
MBS. The Pet Club.

SHAW, STAN
WNEW, New York, N. Y. Milkman's Matinee.

SHEDLOVE, POLLY
WHN, New York, N. Y.

SHERIDAN, DAN
WTMV, East St. Louis, Ill. At Random with Dan Sheridan.

SHERMAN, RANSOM
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SHIELDS, BESSIE
WWL, New Orleans, La.

SHIELDS, MARCELLA
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SICKLE, NORMAN
WFIL, Philadephia, Pa. Married Life.
SILBER, ROSLYN
CBS. American School of the Air, The Goldbergs.
SLATER, TOM
MBS. Famous First Facts, Johnson Family.
SLAVIN, J. EDWARD
WICC, Bridgeport, Conn. First Offender.
SLOAN, EVERETT
CBS. The Goldbergs.
SLON, SIDNEY
CBS. Myrt and Marge, Hilltop House.
SLOVER, GUY
WBOW, Terre Haute, Ind.
SMALL, JIM
WHEB, Portsmouth, N. H. Jim Small & Co.
SMITH, BETTY RUTH
KFH, Wichita, Kans. Silhouette of the Stars, Hollywood Scoops.
SMITH, HOWARD
CBS. Pretty Kitty Kelly.
SMITH, KATE
CBS. Kate Smith Show, Kate Smith Comments.
SMITH, MACKSENE
KDYL, Salt Lake City, Utah. Hello Ladies.
CBS. Big Sister.
SMYTHE, J. ANTHONY
NBC. One Man's Family.
SNELL, HELEN
KXRO, Aberdeen, Wash. That Was the Time.
SOCKMAN, DR. RALPH W.
NBC.
SONDERGARD, HESTER
CBS. Philip Morris Program, Columbia Workshop, American School of the Air.
SOUBIER, CLIFF
WMAQ-WENR, Chicago, Ill.
SOUTHERN, CHESTER
CBS. Big Sister.
SPEER, JOHN R.
KFH, Wichita, Kans. The Old Trader.
SPOTTSWOOD, JAMES
CBS. Second Husband.
SPYRES, BILL
KITE, Kansas City, Mo. Wheat Belt Whimsies.
STAFFORD, HANLEY
NBC. Good News of 1938. Hollywood Playhouse.
STANISTREET, J. W.
WDAS, Philadelphia, Pa. Your Neighbor.
STANLEY, CHARLES
WMBC, Detroit, Mich. Happy Hour Club.
STANTON, ANDREW
CBS. Pretty Kitty Kelly.
STARK, CHARLIE
CBS. Oddities in the News, Morning Almanac.
STECK, JACK
WFIL, Philadelphia, Pa. Jack's Jamboree.
STERLI, EDGAR
CBS. The Goldbergs.
STEINKE, BILL ("JOLLY")
NBC. Rise and Shine.
STERLING, LEN
CBS. Pretty Kitty Kelly, Our Gal Sunday.
STERNI, GIUSEPPE
WOV, New York, N. Y. La Rosa Macaroni Program.
STEVE, FANNIE
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.
STEVENS, NAOMI
Eddie Cantor Camel Caravan, CBS. Chase & Sanborn Hour, NBC. Your Witness, KNX. White Fires, KNX. True Story Program, KFWB. Jane Eyre, KFWB. And Sudden Death, KNX. Little Match Girl, KNX. Calling All Cars, KHJ. Mobiloil Magazine, KHJ. Parents on Trial, KECA. Elmer Goes Hollywood, KNX.
STEWART, JAMES
CBS. Silver Theater.
STEWART, PAUL
NBC. Easy Aces, Tommy Dorsey and His Orchestra.
STODDART, HAILA
CBS. Big Sister.
STONE, BOB
KVOO, Tulsa, Okla. Every Man's Boy.
STONE, ELEANOR
WCOU, Lewiston, Me. The Talk of the Town.
STONE, EZRA
CBS. Kate Smith Show.
STRATTON, CHESTER
CBS. Nancy James, Big Sister.
STRAUSS, ROBERT
CBS. Our Gal Sunday.
STROUD, CLARENCE
NBC. Chase and Sanborn.
STROUD, CLAUD
NBC. Chase and Sanborn.
STROZZI, KAY
CBS. Nancy James.
STUDEBAKER, HUGH
MBS. Batchelor's Children, Curtain Time.
SUBER, RAY
WOW, Omaha, Nebr. The Man of Many Voices.
SULLIVAN, FRED
WMAQ-WENR, Chicago, Ill.
SUR, WILLIAM R.
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air, Wisconsin College of the Air.
SUYDAM, LAURA
WAPI, Birmingham, Ala. Romance of Merchandise.
SWENSON, KARL
CBS. Cavalcade of America, Ghost of Benjamin Sweet, Our Gal Sunday, Columbia Workshop.
SWENSON, NORA
CBS. Aunty Jenny's Real Life Stories.
SWOR, BERT
NBC. NBC Minstrels of 1938.

— T —

TALMADGE, CONNIE
MBS. Thirty Minutes in Hollywood.
TALMADGE, NORMA
MBS. Thirty Minutes in Hollywood.
TARPLIN, MAURICE
Gang Busters, CBS. Ripley's Believe It or Not Program, CBS. The Shadow, MBS. Bert Lytel Program, NBC. Easy Aces, NBC. Big Sister, CBS. Valiant Lady, NBC. Alias Jimmy Valentine, NBC. Hilltop House, CBS.
TARSHISH, JACOB
MBS. The Lamplighter.
TAYLOR, FREDERICK CHASE
NBC. Stoopnagle and Budd.
TAYLOR, M. SAYLE
MBS. The Voice of Experience.
TAYLOR, ROBERT
NBC. Good News of 1938.
TEENAN, ANN
CBS. The Goldbergs.
TERRISS, TOM
NBC. Adventure Stories.
THOM, JANE
WHLS, Port Huron, Mich. Children's Program.
THOMAS, CALVIN
CBS. Second Husband.
THOMPSON, WILLIAM
WMAQ-WENR, Chicago, Ill.
THREES, FRANCES
Little Shaver, WMCA; Bambi, NBC.
TIMMONS, CARTHERINE M.
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.
TIPLADY, GEORGE
CBS. American School of the Air, Columbia Workshop.
TOBIAS, GEORGE
CBS. The Goldbergs.
TOWNSEND, VIVIENNE
KFH, Wichita, Kans. Hello Neighbor.
TRAVERSE, CLAUDE
WKY, Oklahoma City, Okla. Radio Derby.
TREMAINE, BARBARA
CKWX, Vancouver, B. C. Plain Jane and Jim, Major King of Scotland Yard, Pageant of Life, Dramatic Medley.
TREMAYNE, LES
CBS. First Nighter.
TRENNER, HARRY
WNBF, Binghamton, N. Y. Quiz Ball.
TREVOR, CLAIRE
CBS. Big Town.
TREVOR, GEORGE
MBS. We Want a Touchdown.
TROUT, FRANCES
CBS. Scattergood Baines.
TROYAN, JOE
WHAM, Rochester, N. Y. Pete and Joe.
TUCKER, DAWN
KELD, El Dorado, Ark. What's Your Idea.
TUCKER, MADGE
NBC. Coast to Coast on a Bus.
TURNER, JENNIE M.
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin College of the Air.

— U —

UTTAL, FRED
NBC. For Men Only.

— V —

VAIL, MYRTLE
CBS. Myrt and Marge.
VALENTINE, GRACE
CBS. Second Husband.
VALENTINE, RANCE
WTAM, Cleveland, Ohio. The Valentines.
VANCE, WILLIAM
WTAD, Quincy, Ill. Yellow Fang.
VAN DYK, JAMES
CBS. Gang Busters, Aunt Jenny's Real Life Stories.
VAN HARVEY, ARTHUR
WMAQ-WENR, Chicago, Ill.
VAN ROOTEN, LUIS
Gang Busters, CBS. Philip Morris Programs, CBS & NBC. Kate Smith Show, CBS. Ripley's Believe It or Not, NBC. Pretty Kitty Kelly, CBS. Alias Jimmy Valentine, NBC. John's Other Wife, NBC. Co-

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Columbia Workshop, CBS; Great Plays, NBC

VARDEN, EVELYN
CBS: Big Sister.

VENUTA, BENAY
MBS: Benay Venuta Revue

VERMILYEA, HAROLD
CBS: Second Husband.

VINCENT, ELMORE
NBC

— W —

WALKER, BENNIE
KPO, San Francisco, Calif.: Women's Magazine of the Air.

WALTMAN, LAVELL
KFAM, St. Cloud, Minn.: The Snooper.

WALTMAN, HUGH
WCAU, Philadelphia, Pa.: What's News in the Stores.

WALTON, JAMES
WRUF, Gainesville, Fla.: Evening Reverie, The Serenade.

WARREN, CARLETON
MBS: Let's Play Games

WATERS, JAMES R.
CBS: The Goldbergs

WEBB, JANE
WMAQ-WENR, Chicago, Ill.

WEBBER, CARL
WMAQ-WENR, Chicago, Ill.

WEBSTER, CHARLES
CBS: Big Sister.
NBC: Aunt Jenny's True Life Stories, March of Time.

WEEKS, BARBARA
CBS: Philip Morris Program, Nancy James

WEIDNER, HENRY
WEDC, Chicago, Ill.: Many Moons Ago

WEIST, DWIGHT
Pull Mull Program, NBC; Around New York, NBC; Grand Central Station, CBS; Cavalcade of America, CBS; March of Time, NBC; The Shadow, MBS; Aunt Jenny's Real Life Stories, CBS; Columbia Workshop, CBS; Americans at Work, CBS; American School of the Air, CBS; Words Without Music, CBS

WELCH, NILES
CBS: American School of the Air; Deep River Boys.

WELLES, ORSON
CBS: Mercury Theater of the Air; Silver Theater; Hollywood Hotel

WEVER, NED
CBS: Big Sister; Nancy James

WHEELER, MARSHA
WKRC, Cincinnati, Ohio: Pet souvlittles on Parade

WHITE, HERSHEL
KITE, Kansas City, Mo.: Whoa Belt Whimsies

WICKER, IRENE
NBC: The Singing Lady

WIDMER, HARRIETTE
NBC: A Tale of Today, Aunt Jemima's Cabin in the Cross-roads

WILSON, DON
NBC: Jello Program

WING, PAUL
NBC: NBC Spelling Bee.

WINKLER, BETTY
WMAQ-WENR, Chicago, Ill.

WINSTON, IRENE
CBS: Gang Busters, Aunt Jenny's Real Life Stories
MBS: Two on a Shoestring.

WINTER, WILLIAM
WBT, Charlotte, N. C.: Headlines in the News, Know Your Constitution, What Would You Like to Know.

WINTERS, JOAN
WMAQ-WENR, Chicago, Ill.

WOLFE, JOHN
KGO-KPO, San Francisco, Calif.: Who's in Town Tonight, Jingletown Gazette

WOLFE, WINIFRED
NBC: One Man's Family

WOLFSON, MARTIN
CBS: The Goldbergs

— Y —

YARBOROUGH, BARTON
NBC: One Man's Family

YOUNG, CARLETON
CBS: Our Gal Sunday, Hill top House, Myrt and Marge, Second Husband

YOUNGMAN, HENNY
CBS: Monday Night Show.

— Z —

ZINKE, PEGGY
MBS: Two on a Shoestring

ZERBE, LAWSON
CBS: Road of Life, The Goldbergs, Kate Smith Show, We the People
NBC: Dick Tracy, Jane Arden, True Story Hour

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Vocal Artists

AND THEIR WORK DURING 1938

— A —

ADAMS, KENNETH
KANS, Wichita, Kans.
ADAMS SISTERS
W A P I, Birmingham, Ala. Deep South Dreams.
AGUE, JIMMY
WHK, Cleveland, Ohio. Songland, Music for Madam.
ALBANI, OLGA
WMAQ-WENR, Chicago, Ill.
ALDRIDGE, LUTHER
KGKO, Fort Worth, Texas. Cowboy Lulte.
ALLEE, ADDIE LOGAN
WFAA, Dallas, Texas.
ALLEN, BOB
CBS. Time to Shine.
ALLEY, BEN
WCAU, Philadelphia, Pa. Melody Lane.
ALISON, ADAH SMITH
WICC, Bridgeport, Conn. Connectieut Federation of Music Clubs Program.
ALLISON, FRAN
NBC. Breakfast Club, Club Matinee, Sunday Dinner at Aunt Fanny's. WMAQ-WENR, Chicago, Ill.
ALLMAND, JOYCE
WTIC, Hartford, Conn.
ALM, JEANNE
WDAY, Fargo, N. D. Tune Time.
AMECHE, DON
NBC. Chase and Sanborn.
AMISON, WILLARD
WOR, Newark, N. J. Moonbeams.
ANDERSON, HERBERT
WICC, Bridgeport, Conn Chapel Echoes.
ANDERSON, OLE
WDAY Fargo, N. D. The News Commutator.
ANDERSON TRIO
WPIC, Sharon, Pa.
ANDREWS SISTERS
CBS. Wrigley Series, Honolulu Bound, Swing Club.
ANGER, MARGUERITE
WBAL, Baltimore, Md. Around the Dinner Table Program.
ANN, SHIRLEY
KVOX, Moorhead, Minn. Serenade to the Stars.
ANTHONY, RITA
WDAS, Philadelphia, Pa.
APPLE, RUSSEL
WLBC, Muncie, Ind. Old Ranger.
ARNOLD, BUDDY
WMCA. General Mills, Bandstand, Sachs Series.
ARNOLD, PAUL
KLZ, Denver, Colo. Hospitality House.
ARNOLD, RHODA
WOR, Newark, N. J. Moonbeams.
ARTHUR, JACK
MBS. Sunday Special, News-Testers.
AUTRY, GENE
MBS. Mutual Birthday Show.
AYARS, LOWELL
WSNJ, Bridgeton, N. J. Words and Music.
AYRES, MARLENE
KOY, Phoenix, Ariz. Melody Express, His Majesty the Baby, Gay Old 90's.

— B —

BABBITT, GENE
KWK, St. Louis, Mo. Sketches in Melody.
BAGGIORE, ATTILIO
MBS. Pageant of Melody, Concert Revue.
BAILLARGEON, HELENE
CHRC, Quebec, Que.
BAKER, JACK
WMAQ-WENR, Chicago, Ill.
BAKER, JERRY
WMCA, New York, N. Y.
BAKER, KENNY
NBC. Jello Program.
BALL, CURTIS
WKAT, Miami Beach, Fla.
BALLARD, ROBERT
WSYR, Syracuse, N. Y. At the Crossroads.
BALLOU, CHARLES
WSVA, Harrisonburg, Va. Sentimental Time.
BARBER, MARTHA
WKOK, Sunbury, Pa.
BARBER, MARY
WKOK, Sunbury, Pa.
BARCLAY, LaVERNE
CJRM, Regina, Sask. Organ Melodies.
BARNARD, BARNEY
CJRC, Winnipeg, Man. Hopelo Hawaiians.
BARNETT, LORRAINE
WHN, New York, N. Y.
BARRETT, BETTY
KWK, St. Louis, Mo. Sketches in Melody, Betty and Her Boyfriend.
BARRIE, CLYDE
CBS. Sustainings.
BARRIS, FAYE
WQAM, Miami, Fla.
BARTLETT, JANE
WBT, Charlotte, N. C. Quaker Time, Duke Power Time.
BARTLETT, JOAN
WJSV, Washington, D. C. Arthur Godfrey Program.
BATYE, HUBERT
WGPC, Albany, Ga.
BAUGHMAN, ELMER
WCKY, Cincinnati, Ohio. Hymn for Everyone.
BAXTER, JEANNE
WCAE, Pittsburgh, Pa. Sophisticated Ladies, Nite at the Inn, Modern Melodies, The Airliners.
BEASON, M. M.
WBOW, Terre Haute, Ind. Central Federal Hour.
BEAUPRE, MAURICE
CHRC, Quebec, Que.
BELL, CARMENA
WKAT, Miami Beach, Fla.
BELLAMY, RALPH
WTOL, Toledo, Ohio.
BENDON, FLORENCE
WFIL, Philadelphia, Pa. Harvest Time, Jack's Jamboree, Rhythm Parade.
BENJAMIN, MARC
KFH, Wichita, Kans. Tea Time Jamboree.
BENNETT, KEN
KPDN, Pampa, Texas. Romantic Songs.
BENNETT, LOIS
NBC.
BERCH, JACK
CBS. Jack Berch and Orchestra.
BILL, EMIL
WMBD, Peoria, Ill. Wayside Chapel.
BINKLEY, VERA
WTAD, Quincy, Ill.
BLANE, RALPH
NBC. Consolidated Edison Program.
BOEHM, HAROLD
WWL, New Orleans, La. Songs You Love to Hear.
BOGGEMAN, FRANK
KTAT, Fort Worth, Texas. Music for Today.
BOLTON, JEAN
WQAM, Miami, Fla.
BONANZA QUARTET
WMFO, Decatur, Ala.
BOND, CYRUS
WKY, Oklahoma City, Okla. The Bell Boys.
BOVAY, DON
WCAU, Philadelphia, Pa. Philly Bandwagon.
BOWE, MORTON
NBC. Sustainings.
CBS. Heinz Program.
BOYETTE, ANDY
WQAM, Miami, Fla.
BRADSTREET, JESSIE
CKCK, Regina, Saskatchewan, Canada.
BRANZ, CELIA
NBC.
BREEN, MAY SINGHI
NBC. Sweethearts of the Air.
BREEN, BOBBIE
CBS. Camel Caravan.
BRINEY, MARTHA
KDKA, Pittsburgh, Pa. Festival of Music.
BRITTON, HOMER
WMFO, Decatur, Ala. Evening Meditations.

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— C B S —

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BRITTON, LILLIAN
KFPW, Fort Smith, Ark.
BROADHURST, EVA
WJMS, Ironwood, Mich. Musical Miniatures.
BROOKE, TOOTS
WCHS, Charleston, W. Va Toots Sings.
BROOKS, BETTY
WMEX, Boston, Mass. Request Serenade.
BROOKS, JOHNNIE
WCOP, Boston, Mass.
BROOKS, RUTH
WDRC, Hartford, Conn. It's a Date.
BROOKS, TED
WAPI, Birmingham, Ala. Day Dreams.
BROWN, BOB
WKRC, Cincinnti, Ohio. For Your Pleasure.
BROWN, LORRAINE
WICC, Bridgeport, Conn. Brown Sisters Program.
BROWN, PHIL
WAVE, Louisville, Ky. New Orleans Swingsters.
BROWN, RUSSELL
KNX, Los Angeles, Calif.
BRUMLEY, WALT
KFNF, Shenandoah, Ia.
BRUTON, GENE
KRRV, Sherman, Texas.
BUMP, EDNA JUNE
WOAI, San Antonio, Texas. Musical Missionaries of Goodwill.
BUNCH, GOYITA
KWK, St. Louis, Mo. Mid-Afternoon Madness, Today at Two, Sketches in Melody.
BURNET, CHESTER
WMAZ, Macon, Ga. The Friendly Voice.
BURNS, EARLINE
WMSD, Sheffield, Ala. Singing Lady.
BURNS, REBECCA
WMSD, Sheffield, Ala. Little Miss Melody.
BUSSINELLI, GUIDO
WOV, New York, N. Y. Tango Cabaret. La Perla.
BUTTERFIELD, PRUDENCE
WMBC, Detroit, Mich. Prudy's Party.

— C —

CARDWELL, JULIA
KGKB, Tyler, Texas.
CARL, CLIFF
WHO, Des Moines, Ia. Coffee Pot Inn.
CARLAY, RACHEL
NBC. Manhattan Merry Go Round.
CARLO, DON
WBIL, New York, N. Y. The Songs of Don Carlo.
CARPENTER, FRANCIS
WLBC, Muncie, Ind. Four Stars.
CARR, BETTY
WTOL, Toledo, Ohio.
CARROLL, FRANCIS
KYW, Philadelphia, Pa.
CARROLL, JAMES
WPEN, Philadelphia, Pa. Goldenberg's Peanut Chew Variety, Nevins Theater Program.
CARROLL, JEANNE
KLZ, Denver, Colo. Carols by Carroll.
CARSWELL, ESTHER
WAYX, Waycross, Ga.
CARTER, BOB
WCAE, Pittsburgh, Pa. Romance Back Stage, Muted Music.
CASINO, DEL
MBS. Hour of Romance.
CHAPMAN, JAMES
KSAC, Manhattan. Music in the Air Program, Reverie in Tune Program.
CHARIOTEERS, THE
MBS. The Charioteers Program.
CHARLES, AUDREY
WWL, New Orleans, La. Twilight Hour.
CHASE, VICKI
WLW, Cincinnati, Ohio. Summertime Concert, Smoke Dreams.
CHERRY, RUTH
WGPC, Albany, Ga. Little Sweetheart.
CHIESA, VIVIAN DELLA
NBC. NBC Promenade Concert, Romance Melodies.
CHISHOLM, LENA
WICC, Bridgeport, Conn. We Two.
CLARK, BUDDY
Design for the Living, MBS; Your Hit Parade, CBS, NBC.
CLARK, CONNIE
WAVE, Louisville, Ky.
CLARK, LILLIAN
WMAQ-WENR, Chicago, Ill.
CLAVET, MADO
CHRC, Quebec, Que. The Misadventures of Fernandeau.
COBB, INEZ
WEED, Rocky Mount, N. C.
COCHRANE, "TEX"
CFCY, Charlottetown, P. E. I The Prairie Yodeler.
COLAMARIA, VICKI
WGY, Schenectady, N. Y. Sing and Swing.
COLE, ARABELLE
KGIW, Alamosa, Colo.
COLEMAN ROGER
Eight Thirty Show, WMCA; Lee Grant & Orchestra Program, WMCA.
COLLIER, SHELBY
KPLT, Paris, Texas.
COLLINS, JAY
WRJN, Racine, Wisc.
COLORADO PETE
KMBC, Kansas City, Mo KMBC Early Birds, Brush Creek Follies.
COMO, PERRY
MBS. Sunday Matinee.
CONN, EDITH
WHO, Des Moines, Ia. Jerry and Lou.
COOK, MARY LOU
KNX, Los Angeles, Calif. Mary Lou Sings.
COOL, HARRY
KMOX, St. Louis, Mo. All Hands on Deck, Harmony Grove.
COOPER, HARRY
WOMI, Owensboro, Ky. The Troubador.
COOPER, JERRY
NBC. Tums Program.
CORBEIL, P. E.
CJBR, Rimouski, Que.
CORLETT, ALICE
KJR-KOMO, Seattle, Wash. Highlight Hour.
COULTHURST, ALBERT
WEBR, Buffalo, N. Y. Songs You'll Like.
COX, DOT
WEEL, Boston, Mass. Rhythm Review.
COZZI, MARIO
NBC. Sustaining.
CRAWFORD, BOB
KMBC, Kansas City, Mo. Texas Rangers' Night Time on the Trail, Brush Creek Follies.
CRITTENDEN, JERRY
WMAQ-WENR, Chicago, Ill.
CRONENBOLD, EDWARD "TOOKIE"
KMBC, Kansas City, Mo. Texas Rangers' Night Time on the Trail, Brush Creek Follies.
CROOKS, RICHARD
NBC. Voice of Firestone.
CROSBY, BING
NBC. Kraft Music Hall.
CROSWELL, DAVE
WOR, Newark, N. J. Moonbeams.
CROW, DOROTHY ANNE
MBC. Musical Steeplechase.
CULMSEE, VIRGINIA
KTRI, Sioux City, Ia. Vocals by Virginia.

— D —

DALE, CARLOTTA
KYW, Philadelphia, Pa.
DANIELS, BILLY
WHN, New York, N. Y.
DANIELS, HELENE
MBS. Jazz Nocturne, Sunday in Manhattan.
DAUVILLIERS, NANA
CHRC, Quebec, Que.
DAVIES, DAVE
MBS. Bands Across the Sea, Music by Davies, Edward.
NBC. NBC Minstrels of 1938, Words and Music Spot Programs.
WMAQ-WENR, Chicago, Ill.
DAVIS, BILLIE LOU
KNOW, Austin, Texas. Sweetheart by Remote Control.
DAVIS, MARTHA
KGVO, Missoula, Mont. Musicale Impromptu.
DAVIS, REX
WCKY, Cincinnati, Ohio, Hymn for Everyone.
DAWES, CLARA
WTAQ, Green Bay, Wise.
DAWSON, MARK
WCAU, Philadelphia, Pa. Trisco Program.
DAY, GROVER
KTRI, Sioux City, Ia. Blind Balladier.
DEANE, JUDY
KPO, San Francisco, Calif. Gentlemen Preferred.
DE ARMANDE, DICK
WSPD, Toledo, Ohio.
DEL GANZA, VINCENTE
WJSV, Washington, D. C. Aladdin's Kitchen.
DEL GROSSO, ANN
WATR, Waterbury, Conn. Songs Old and New.
DELLA CHIESA, VIVIAN
WMAQ-WENR, Chicago, Ill.
DENNIS, CLARK
NBC. Fibber McGee and Molly, Chicago Sunday Dinner at Aunt Fanny's.
WMAQ-WENR, Chicago, Ill.
DESIGNE, SAM
WTAQ - WHBY, Green Bay, Wisc.
DEVINE, VINCE
CHAB, Moose Jaw, Sask. Moose Jaw Greets the Country, The Singing Cowboy.
DEWHIRST, DON
WCLE, Cleveland, Ohio. The World Traveler.
DICKENS, DEAN
WMCA, New York, N. Y.

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THE UKULELE LADY

PETER DE ROSE
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DIERKEN, KATHERINE
WBAL, Baltimore, Md. It Happened So Quick Program.
DIETRICH, YVONNE
WMAS, Springfield, Mass. Song Styles by Yvonne.
DILLER, HELEN
WLW, Cincinnati, Ohio. Musical Chick Wagon.
DION, ROLLANDE
CHRC, Quebec, Que.
DOLMAN, CYRIL
CJRM, Regina, Sask. Slim Wilson Program.
DOMER, ESTHER
KLZ, Denver, Colo. The Pepperettes.
DOMER, MARGARET
KLZ, Denver, Colo. The Pepperettes.
DOMER, NAOMI
KLZ, Denver, Colo. The Pepperettes.
DONOVAN, GRACE
WICC, Bridgeport, Conn.
DORR, RUSSELL
WGAN, Portland, Me.
DOUTHIT, PERRY
KFNF, Shenandoah, Ia.
DOWNEY, MORTON
MBS. Mutual Birthday Show.
DRAGONETTE, JESSICA
NBC. Guest Appearances.
DRESLIN, DOROTHY
NBC. Sustainings.
DUANE, MARY FRANCES
WAVE, Louisville, Ky. Melody Time.
DUCLON, EARL
KARM, Fresno, Calif. Early Riser Clnb.
DU MOND, JOE
WMAQ-WENR, Chicago, Ill.
DUNN, MARY ANN
WJW, Akron, Ohio. Swinging the Blues.
DU VALL, WARD
WJSV, Washington, D. C. The Gypsy Minstrels, Aladdin's Kitchen.

— E —

EASTMAN, MARY
CBS. Saturday Night Serenade.
EDDY, NELSON
NBC. Chase & Sanborn Hour.
EDEN, EVE
KGER, Long Beach, Calif.
EDWARDS, JOAN
CBS. Paul Whiteman Program.
ELLIOT, BILL
WEEI, Boston, Mass. Rumbling Melody Man.
ELLIOTT, BILL
WHEB, Portsmouth, N. H. Singing Cop.
ELSMORE, RALPH
WCAU, Philadelphia, Pa. Household Favorites.
ETON BOYS
CBS. Pick and Pat Program.
ETTERS, CLARENCE
WBT, Charlotte, N. C. Briarhopper Boys, Novelteers, NBC Jamboree.

— F —

FARNAND, MARGARET
KFPW, Fort Smith, Ark.
FAUCETTE, CLEO
WDNC, Durham, N. C. Hymn Singing Time.
FAY, PATSY
WTMC, East St. Louis, Ill. Smiles.
FECTEAU, PAUL
CHRC, Quebec, Que.
FERRY, RUTH
WICC, Bridgeport, Conn.
FIELD, ZOANNA
KFNF, Shenandoah, Ia.
FIELDS, PAULINE
WICC, Bridgeport, Conn. We Two.
FISET, ALEXANDRE
CHRC, Quebec, Que.
FISHER, VIRGIL
WTOL, Toledo, Ohio.
FLETCHER, TEX
MBS. Sustaining.
FOSTER, RALPH
CKCK, Saskatchewan, Canada. The Crown Prince of the Cowboys.
FOX, MARJORIE
WPIC, Sharon, Pa.
FRANCE, MARY JANE
WOW, Omaha, Nebr. Three Maids and Their Mike.
FRANK, OSCAR
KHUB, Watsonville, Calif. Vocal Rhapsodies.
FRANZ, W. W.
WBBR, Brooklyn, N. Y.
FREY, HARRY
WBOW, Terre Haute, Ind. Wabash Valley Jamobree.
FRITZ, DOROTHY
KFH, Wichita, Kans. Romance in Rhythm.
FULTON, JACK
CBS. The Laugh Liner.

— G —

GAINES, NORRINA
WMSD, Sheffield, Ala.
GAINES, RUBEN
KVI, Tacoma. Wash. Rhyming Ruben.
GAMACHE, RITA
WCOU, Lewiston, Me.
GANGE, CONNIE
WHEC, Rochester, N. Y. Streamliners, Down Town Cowboys.
GARDNER, FRANK
KNOW, Austin, Texas. Gardner Sings.
GARLAND, JUDY
NBC. Good News of 1938.
GARR, AL
CBS. The Passing Parade.
GARRETT, GERALDINE
KVOX, Moorhead, Minn. Sweet Songs.
GARY, SID
WMCA, New York, N. Y.
GEARE, JIMMIE
KTAR, Phoenix, Ariz.
GEDIVANI, NINA
WMBC, Detroit, Mich. Contented Hour.
GENOSO, ANGELO
WHK, Cleveland, Ohio.
GENTLEMEN OF SONG
Trio. KARK, Little Rock, Ark. Vocalities.
GERMAN, LESTER
WBAL, Baltimore, Md. Around the Dinner Table Program.
GIBSON, BOBBY
CBS. Ben Bernie—American Tobacco Company Program.
GILBERT, MRS. EUGENE
KFPW, Fort Smith, Ark. Songs All For You.
GLICK, HARRY
WHN, New York, N. Y.
GLIECO, JOSEPHINE
WEBR, Buffalo, N. Y. Songs You'll Like.
GOAD, AUDIE
KTAT, Fort Worth, Texas. Sweetheart Serenade.
GODFREY, ARTHUR
WJSV, Washington, D. C. Sun Dial.
GOLDMAN, MAURICE
KEHR, Los Angeles, Calif. Songs by Mauriee.
GOODMANSON, GORDON
KDYL, Salt Lake City, Utah. Varieties, Hello Ladies.
GORDON, DEWEY
KLZ, Denver, Colo. Mornin' Neighbor.
GORIN, IGOR
CBS. Hollywood Hotel.
GOURLEY, CLARK
WRUF, Gainesville, Fla.
GRAHAM, ROSS
NBC. Cities Service Concert, Dick Leibert's Dinner Concert.
GRANT, JANE
KFPW, Fort Smith, Ark.
GRAY, LEON
KGAR, Tucson, Ariz.
GRENNELL, EILEEN
KSO, Des Moines, Ia. Girl About Town.
GREY, LANNY
NBC. Pianist, Judy and Lanny, Rhythm School of the Air.
GRIFFEN, GEORGE
NBC, Sustaining.
GRIFFITH, REX
WMAQ-WENR, Chicago, Ill.
GRIMM, LORRAINE
KMOX, St. Louis, Missouri. All Hands on Deck, Phillips Poly Follie.
GRISANTI, DORIS
WAVE, Louisville, Ky. Jewel Box Program.
GROVES, DICK
WCHS, Charleston, W. Va. Dick Groves—Songs.
GURNEY, JOHN
NBC. Sustaining.

— H —

HAIN, WILLIAM
MBS. Bach Cantata Series.
HALE, JOAN
WMEX, Boston, Mass.
HALLAHAN, JACK
WDAS, Philadelphia, Pa.
HARDING, HARVEY
KNX, Los Angeles, Calif. Sunrise Salute, Hormel Program, Hollywood Singing Organist, Farmers' Market, Monitor Children's Program.
HARDING, LESTER
KOA, Denver, Colo. Golden Melodies, Colorado's Hour.
HARDKE, RUTH
WSYR, Syracuse, N. Y. At the Crossroads.
HARDY, EMILY
KECA-KFI, Los Angeles, Calif. Broadway.
HARE, ERNIE
WMCA, New York, N. Y.
HARMONETTES
KMOX, St. Louis, Missouri. Evening Serenade.
HARREL, FOY
WKY, Oklahoma City, Okla. The Bell Boys.
HARRIS, TOMMY
KECA-KFI, Los Angeles, Calif. Broadway Memories, Musical Headline.
HART, JOHN
WXYZ, Detroit, Mich.
HARTLEY SISTERS
WMMN, Fairmont, W. Va Singing Strings.

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HAYES, CLARENCE
KPO, San Francisco, Calif. Jingletown Gazette.
HEADLAND, LOUISE MURRAY
WDAY, Fargo, N. D. At Your Service, Noonday Variety.
HEALEY, WILLIAM
WMAS, Springfield, Mass. Reminiscing.
HELLER, JACKIE
WMAQ-WENR, Chicago, Ill.
HELMS, THEODORE
KWEW, Hobbs, N. M. The Smiling Cowboy.
HERMAN, BILLIE
KUMA, Yuma, Ariz.
HERMAN, JIMMIE
KUMA, Yuma, Ariz.
HIGSBY, HIRAM
KMBC, Kansas City, Mo. KMBC Early Bir. Brush Creek Follies.
HILDING, MARION
KFNF, Shenandoah, Ia.
HILL, ARLINE
KOVC, Valley City, N. D.
HILLIARD, HARRIET
NBC. Bakers Broadcast.
HODGES, MILDRED
WWNC, Asheville, N. C. Sunday Hymn Sing.
HOELZLE, ELMER
WMBG, Richmond, Va. Your Singer of Songs.
HOFFMAN, JACK
KTUL, Tulsa, Okla. Musical Interlude, Evening Stars.
HOGAN, GUENN LEORY
WOW, Omaha, Nebr. Sophisticated Rangers.
HOPKINS, SIS
KFNF, Shenandoah, Ia.
HOPPLE, MARY
MBS Bach Cantata Series.
HOSIER, MARY
WOW, Omaha, Nebr. Three Maids and Their Mike.
HOUSE, BROMLEY
WTAM, Cleveland, Ohio. Shanghai Nights.
HOWARD, BOB
NBC. Gliding Swing.
HOWARD, HERB
WHLB, Virginia, Minn.
HOWARD, SHIRLEY
MBS. Studies In Contrast. Mutual Birthday Show.
HOWELL, LLOYD
CJRM, Regina, Sask. Meditation Program. Harmoniers.
HUARD, LARRY
WTIC, Hartford, Conn.
HUARD, ROLLAND
CHRC, Quebec, Que.
HUDON, LEO
CHRC, Quebec, Que.
HUNTER, PINKY
WCLE, Cleveland, Ohio.
HUTCHINSON, LOLA
WMAQ-WENR, Chicago, Ill.
HYDE, DICK
KSO, Des Moines, Ia.

— I —

INGALLS, JAMES
WDRC, Hartford, Conn. Yodlin' Jim Ingalls.
INGRAHAM, GERALD
WHEC, Rochester, N. Y. WHEC Presents Voice of the Amalgamated.

— J —

JACOBS, AMOS
WMBC, Detroit, Mich.
JAMES, JACK
WPIC, Sharon, Pa.
JANNETTE
WLW, Cincinnati, Ohio. Four Stars Tonight.
JESKE, FRED
WSYR, Syracuse, N. Y. Timekeeper.
JOBIN, FRANCOISE
CHRC, Quebec, Que.
JOHNSON, DICK
KGAR, Tucson, Ariz. There Are Smiles.
JOHNSON, SYBIL
KFH, Wichita, Kans. Silhouette in Song.
JOHNSON, VIOLA
KWOC, Poplar Bluff, Mo. Ozark Kid Sings for Phileo.
JOLSON, EDITH
WELI, New Haven, Conn. Poli Parade.
JONES, BILLY
WMCA, New York, N. Y.
JONES, JANET
WCAU, Philadelphia, Pa. Household Favorites.
JORDON, MARION
WFBC, Greenville, S. C.

— K —

KALLEN, KITTY
WCAU, Philadelphia, Pa. Philly Bandwagon.
KARGAU, OLGA
WMAQ-WENR, Chicago, Ill.
KARNES, JOE
KMOX, St. Louis, Missouri.
KAUERZ, ELSA
KOA, Denver, Colo. Musical Varieties. Colorado's Hour.
KAY, KENNETH
WHB, Kansas City, Mo.
KAY, PAT
KEHE, Los Angeles, Calif. Listen Ladies.
KAYE, LILLIAN
WEBR, Buffalo, N. Y.
KDYL SINGERS
KDYL, Salt Lake City, Utah. Varieties.
KELLY, DAN
WCAU, Philadelphia, Pa. Household Favorites.
KELSO, MARIO
KGDM, Stockton, Calif. Organ Fancies.
KENNY, JOHN
WMBG, Richmond, Va.
KIMBLE, MARTHA
KGVO, Missoula, Mont. Musicale Impromptu.
KINDER SISTERS
KDKA, Pittsburgh, Pa. Music Please.
KING, ANNETTE
NBC. Breakfast Club, Club Matinee, Roy Shield Revue, Sunday Dinner at Aunt Fanny's.
WMAQ-WENR, Chicago, Ill.
KING, ERLING
WJSV, Washington, D. C. The Gypsy Minstrels, Aladdin's Kitchen.
KING, LOUISE
MBS. Music by Faith.
KIRBERRY, RALPH
NBC. The Dream Singer.
KIRCHER, IRENE
WMBD, Peoria, Ill. Happy Train.
KISSELL, EVAN
WHBY, Green Bay, Wisc.
KITCHELL, ALMA
NBC. Cities Service Chorus.
KITTENDORF, KAY
KGVO, Missoula, Mont. Musicale Impromptu.
KLEM, OLYA
WNBF, Binghamton, N. Y. Old World Melodies.
KNIGHT, BEE
WJW, Akron, Ohio.
KNIGHT, FELIX
WEAF. Schaeffer Program.
KOTTKAMP, MAUDE
KHSL, Chico, Calif.
KRCHEK, JAMES
WEDC, Chicago, Ill. The Buick Troubadour.
KURENKO, MARIA
WMAQ-WENR, Chicago, Ill.

— L —

LACEY, JUNE
WLAP, Lexington, Ky.
LADEROUTE, JOSEPH VICTOR
WLW, Cincinnati, Ohio. Autumntime Concert.
LAMONTAGNE, ANTONIO
CHRC, Quebec, Que.
LAMOUR, DOROTHY
NBC. Chase and Sanborn.
LANE, SHIRLEY
KFH, Wichita Kans. Your Parlor Playhouse.
LA RAE, VIRGINIA
KELA, Centralis, Chehalis, Wash.
LARSEN, MURIEL
WRJN, Racine, Wisc. Sunday at 12:30.
LARSON, ALICE
KWNO, Winona, Minn. Sing and Swing.
LASHER, WYNNE
CFAC, Calgary, Alta. Sunday Serenade.
LASNIER, EDDY
CHRC, Quebec, Que.
LATELL, MARIE
WIP, Philadelphia, Pa. Cocktails for Two.
LAURA, LEE
KMBC, Kansas City, Mo. Laura Lee and the Prairie Pioneers. Brush Creek Follies, KMBC Early Birds.
LAWLER, JOAN
WIP, Philadelphia, Pa Rhythm and Romance.
LEWIS, ANN
WHO, Des Moines, Ia. Lem and Martha.
LEWIS, TOM
WHO, Des Moines, Ia. Lem and Martha.
LEWIS, WELCOME
WHN, New York, N. Y.
LINDQUIST, LANSING
WSYR, Syracuse, N. Y. In the Music Room.
LINWOOD, LUCILLE
NBC. Lucille and Lanny, Town Hall Tonight.
CBS, Hammerstein Music Hall.
LLOYD, JANET
WOW, Omaha, Nebr. Three Maids and Their Mike.
LOHMAN, OTHA DALE
WOW, Omaha, Nebr. Sophisticated Rangers.
LONG, ED
WAVE, Louisville, Ky. New Orleans Swingsters.
LONG, LUCILLE
WKAT, Miami Beach, Fla.
LORENZ, RITA
WPEN, Philadelphia, Pa.
LOWERY, COIS
WMFO, Decatur, Ala. Song Serenade.
LYMAN, LUCILLE
WOW, Omaha, Nebr.
LYNNE, CAROL
WELI, New Haven, Conn. Noonday Serenade.

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LYONS, ELINOR
KTAR, Phoenix, Ariz.
LYON, RUTH
WMAQ-WENR, Chicago, Ill.

— M —

McALLISTER, ELOISE
WQAM, Miami, Fla. Old Piano Bench.
McALLISTER, JOHN
WBT, Charlotte, N. C. Briarhopper Boys.
McCONNELL, ED
NBC. Sunday Afternoon with Smiling Ed McConnell.
McCORMICK, JAMES
MBS. Song Shop.
McCRAE, MARGARET
CBS. Post Toasties Program.
McCULLOUGH, ANNETTE
WGY, Schenectady, N. Y. Studio Spotlight.
McCURDY, EDWARD
WKY, Oklahoma City, Okla. Your Singer of the Gospel.
McELROY, JACK
KANS, Wichita, Kans. Vocal Varieties.
McILROY, HARLAN
KFPW, Fort Smith, Ark.
McKAY, HARRY
WIP, Philadelphia, Pa. Melody Matinee.
McKEAN, EDDIE
KFH, Wichita, Kans. Uncle Andy and Zeke.
McKINLEY, BARRY
NBC. Sustaining.
McKINNON, HUGH
WABI, Bangor, Me. Thursday Varieties.
MacHUGH, EDWARD
NBC. The Gospel Singer.
MACK, JIMMY
WMAS, Springfield, Mass. The Hi-Volts.
MACKROSS, HENRY
KMOX, St. Louis, Missouri Evening Serenade.
MADDEN, MINNA
KARK, Little Rock, Ark. Vocalities.
MAHONEY, FRAN
KMBC, Kansas City, Mo. Texas Rangers' Night Time on the Trail, Brush Creek Follies.
MANGUSO, EDDIE
WEBR, Buffalo, N. Y. Song Souvenirs.
MANNA, PEPPINO
WBIL, New York, N. Y.
MANNERS, LUCILLE
NBC. Cities Service Concert.
MANSEAU, LUCIENNE
CHRC, Quebec, Que.
MARAS, GEORGE
KMBC, Kansas City, Mo. Laura Lee and the Pioneers, Brush Creek Follies, KMBC Early Birds.
MARTIN, EDWARD
WGBF, Evansville, Indiana. Baker Boy.
MARTIN, ELIZABETH
KPLT, Paris, Texas.
MARTIN, JAMES
WDRC, Hartford, Conn. Tea Time Revue, It's A Date.
MARTIN, JOE
WHN, New York, N. Y.
MARTIN, NANCY
WMAQ-WENR, Chicago, Ill.
MARTIN, TONY
NBC. Burns and Allen.
MARTINI, NINO
CBS. Ford Sunday Evening Hour.
MARY LOU
WDAY, Fargo, N. D. Songs of Yesteryears.
MATEY, REA
WHK, Cleveland, Ohio. Songland Pianissimo.
MAXINE
NBC. The Hour of Charm.
MAXWELL, RICHARD
CBS. Songs of Cheer and Comfort.
MBS. Garden of Memories.
MATHIEU, RENE
CHRC, Quebec, Que.
MAY, ROD
KMBC, Kansas City, Mo. Texas Rangers' Night Time on the Trail, Brush Creek Follies.
MAYBERRY, GEORGE
WHAI, Greenfield, Mass. WHAI Barn Dance.
MAYER, MARGERY
MBS. Pageant of Melody, Streamlined Opera.
MENGES, ESTHER
KGVO, Missoula, Mont. Musicals Impromptu.
MERKER, MARY
WOR, Newark, N. J. Moonbeams.
MERRILL, STEVE
WLW, Cincinnati, Ohio. Four Stars Tonight.
METCALF, JOHN
MBS. Choir Loft.
MILLER, CURLEY
WMMN, Fairmont, W. Va.
MILLER, MARY LOU
WBNS, Columbus, Ohio. Mary Lou Sings.
MILNER, CURLEY
KGAR, Tucson, Ariz. The Yodeling Wrangler.
MINOTT, IVAN Jr.
WHAI, Greenfield, Mass. Siberian Fur Shop Troubadour.
MONROE, BILL
KARK, Little Rock, Ark. The Kentuckians.
MONTGRAIN, MAURICE
CHRC, Quebec, Que.
MOODY, ROGER
KFPW, Fort Smith, Ark.
MOORE, CARRIE MAE
WQAM, Miami, Fla.
MORGAN, JIMMY
KVOX, Moorhead, Minn. The Kentucky Singer.
MORNING, SHARI
WHO, Des Moines, Ia. Coffee Pot Inn.
MORRIS, WILLIE
MBS. Invitation To Waltz. Impressions.
MURRAY, HILDA
CKTB, St. Catharines, Ont.
MURRAY, JACK
WAYX, Waycross, Ga.

— N —

NASH, JOEY
WHN, New York, N. Y.
NAVE SISTERS
WSUN, St. Petersburg, Fla.
NEAL, KAY
WHO, Des Moines, Ia. Coffee Pot Inn.
NEILSON, COZETTE
KDYL, Salt Lake City, Utah. Varieties, What's New.
NELLES, FLORIAN
WXYZ, Detroit, Mich.
NESTOR, HENRY
WKAT, Miami Beach, Fla.
NEVILLE, JULIEN
KWNO, Winona, Minn. Evensong.
NICOLL, MARIAN
KFH, Wichita, Kans.
NIGEY, RUTH
WMCA, New York, N. Y.
NORMAN, DALTON
WMAZ, Macon, Ga. Singing Cowboy.
NORTON, LEE
WKY, Oklahoma City, Okla. Pancho and his Ridge Runners.
NYLAND, RALPH
WLW, Cincinnati, Ohio. Vocal Varieties.

— O —

O'DELL, EDNA
MBS. Sunday Afternoon, Melodies from Sky.
O'HEARN, KEITH LAMB
WFAA, Dallas, Texas.
O'HEREN, DICK
WHK, Cleveland, Ohio. Reveries.
OLIVER, DEAN (MRS.)
KPLT, Paris, Texas.
OLSEN, RAY
WMBD, Peoria, Ill. Melody Magic.
OSBORN, CARL
WELL, Battle Creek, Mich.
OWENS, JACK
KEHE, Los Angeles, Calif. Listen Ladies.
OWENS, TEX
KMBC, Kansas City, Mo. Brush Creek Follies.

— P —

PAGE, GALE
WMAQ-WENR, Chicago, Ill.
PALMASON, ED
KJR-KOMO, Seattle, Wash. Highlights Hour.
PARKER, BOB
WMCA, New York.
PARKER, FAY
KDKA, Pittsburgh, Pa. Tap Time, Romance and Rhythm.
PARKER, FRANK
CBS. Burns and Allen.
PAYETTE, J.
CHRC, Quebec, Que.
PERKINS, CY
KFNF, Shenandoah, Ia.
PERRON, MAURICE
CHRC, Quebec, Que.
PERRY, BILL
CBS. Saturday Night Serenade, Story of Song, Sweetheart Series.
PHILLIPS, ARTHUR
KYW, Philadelphia, Pa.
POPE, JIMMY
KTUL, Tulsa, Okla. Jimmy Pope Sings.
POULIOT, GABRIELLE
CHRC, Quebec, Que.
POWELL, EVA
CHAB, Moose Jaw, Sask. Moose Jaw Greets the Country, Kitty Johnson Sings.
PRATT, ROBERT
KTAT, Fort Worth, Texas. The Hymn Singer.
PRICE, HOWARD
MBS. Gloomchasers, Benay Venuta Revue.
PRICE, MARTHA
KGVO, Missoula, Mont. Musicals Impromptu.

— Q —

QUINE, JOHN
WOR, Newark, N. J. Moonbeams.

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DORIS RHODES

CBS & MUZAK

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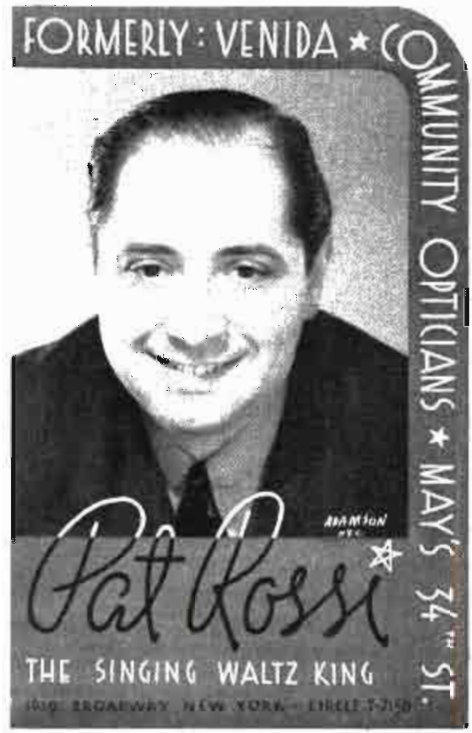

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QUINTONES
CBS. Camel Show, Ben Bernie Show.
NBC. Edison Program.

— R —

RAWLEY, AL
WMEX, Boston, Mass. Al Rawley and his Wild Azalias.
RAY, JEAN
WLBC, Muncie, Ind. Four Stars.
RAYE, MARTHA
CBS. Al Jolson Show.
RECECONI, LOUISE
KVI, Tacoma, Wash. Songs by Louise.
REECE, RUTHIE
KOY, Phoenix, Ariz. Side by Side.
REED, MAURICE
WWL, New Orleans, La. Songs You Love To Hear.
REEDER, CLARENCE
KGIW, Alamosa, Colo. The Gospel Singer.
REESE, BOB
KDYL, Salt Lake City, Utah. Varieties, Singtime.
REEVES, DOROTHY
KWSC, Pullman, Wash. Remember.
RELATED FOUR
KRMC, Jamestown, N. D.
REMSEN, ALICE
NBC. Sustaining.
RENAN, EMILE
MBS. Impressions, Bach Cantata Series.
RENTOUL, KENNETH
CKNX, Wingham, Ont. CKNX Barn Dance.
REYNOLDS, FRANCES
WJDX, Jackson, Miss.
RHODES, DORIS
CBS. Sustaining.
RICHARDSON, JESSE
WRR, Dallas, Texas. Melody Shop, Snapshots.
RIGGS, TOMMY
NBC. Royal Desserts Program.
RIOME, DON
CHAB, Moose Jaw, Sask. The Gospel Singer.
RISTIE, DOROTHY JUNE
WMBD, Peoria, Ill. Juvenile Theatre.
ROBISON, CARSON
CBS. Carson Robison & His Buckaroos.
RODGERS, MARION
KSO, Des Moines, Ia.
RODINE, DIANE
WPEN, Philadelphia, Pa. Musical Vignettes.
ROSE MARIE
NBC. Sustainings.
ROGERS, JOHNNY
WDAY, Fargo, N. D. Songs of Yesteryears.
ROSENBERG, DOROTHY
WCAE, Pittsburgh, Pa. Sophisticated Ladies, Nite At the Inn, Modern Melodies.
ROSENBERG, HENRIETTA
WCAE, Pittsburgh, Pa. Sophisticated Ladies, Nite At the Inn, Modern Melodies.
ROSITA
WOAI, San Antonio, Texas.
ROSS, CLARK
KNX, Los Angeles, Calif.
ROSS, DON
MBS. Rbyming Minstrel.
ROSS, GILBERT
KXA, Seattle, Wash. Yodeling Melodies.
ROSS, LANNY
CBS. Your Hit Parade.
ROSSE, RAY
WBNS, Columbus, Ohio. Romance in Rhythm.
ROSSELLI, EMELITA
WOV, New York, N. Y. Tango Cabaret.
ROSSI, PAT
WHN, New York, N. Y.
WOV. Venida. Community Opticians, May's Program.
WMCA. Sustaining.
ROULEAU, GERARD
CJBR, Rimouski, Que.
RUBINO, DON
WEBR, Buffalo, N. Y. Don Rubino Serenades.
RUDDELL, MARIE GENDRON
WJMS, Ironwood, Mich. Song Time.
RUDY AND RAY
KLPM, Minot, N. D.
RUSH, FORD Jr.
MBS. Dad and Junior.
RUSSELL, EVELYN
KYW, Philadelphia, Pa.
RYAN, ALMA
WHK, Cleveland, Ohio. Songland Pianissimo.

— S —

ST. GERMAINE, KAY
KEHE, Los Angeles, Calif. Listen Ladies.
SALERNO, LAWRENCE
MBS. On A Sunday Afternoon.
SAMPSON, DICK
WTAQ, Green Bay, Wisc.
SANANDRAS, AMELIA
WOV, New York, N. Y. Personenl Program.
SCHREIBMAN VOCAL CHORUS, JOSEPH
WDAS, Philadelphia, Pa.
SCHULER, SELM
WTAM, Cleveland, Ohio. Do You Remember.
SCOTT, MARGIE
WCOP, Boston, Mass. Margie Scott and her Music.
SEARS, CHARLES
WMAQ-WENR, Chicago, Ill.
SEITER, CHRIS
WDAS, Philadelphia, Pa.
SHADLE, MAXINE
KARM, Fresno, Calif. Moods by Maxine.
SHAW, JEAN
WCAU. Philadelphia, Pa. Household Favorites.
SHAW, MONETTE
WOAI, San Antonio, Texas. Tapestry of Songs.
SHAYNE, AL
Sally's Studio Party, WMCA & WHN.
SHEEHAN, JOHN
WGY, Schenectady, N. Y.
SHEPARD, ETHEL
WHN, New York, N. Y.
SHERIDAN, LARRY
KGKO, Fort Worth, Texas. KGKO'S Irish Tenor.
SHERMAN, BILLY
KDKA, Pittsburgh, Pa. Tap Time, Romance and Rhythm.
SHERMAN, FLOYD
NBC & CBS. Philip Morris Programs.
SHERRY, ELINOR
MBS. Sunday Special, Gloomchasers.
SHIELDS, JIMMY
MBS. Studies In Contrast.
SHOPE, HENRY
WOR, Newark, N. J. Moonbeams.
SHUMATE BROTHERS
KMOX, St. Louis, Missouri. Country Journal, Magic Kitchen and All Hands on Deck.
SIMMONS, ROBERT
NBC. Cities Service Concert. The Revelers.
SIMPSON SISTERS
Trio.
WOAI, San Antonio, Texas.
SLATTERY, ROBERT
WELI, New Haven, Conn. Morning Musicale.
SLICER, HERNDON
WDBJ, Roanoke, Va.
SLOAN, HELEN
WTOL, Toledo, Ohio.
SMALL, MARY
CBS. Ben Bernie — American Tobacco Company Program.
SMITH, EDMEE
WIS, Columbia, S. C.
SMITH, ESTIS
WIS, Columbia, S. C.
SMITH, FERNE
KFPW, Fort Smith, Ark. KFPW Personality Girl.
SMITH, JERRY
WHO, Des Moines, Ia. Jerry and Lou.
SMITH, KATE
CBS. Kate Smith Sbow.
SMITH, LORENE
WEOA, Evansville, Indiana. Hoosier Sweetheart.
SMITH, RACHEL
WGPC, Albany, Ga.
SMITH, SIDNEY
KYW, Philadelphia, Pa.
SMITH, VIOLET
KWOC, Poplar Bluff, Mo. Standard Oil's Sweetheart.
SNODGRASS, RAY
KFH, Wichita, Kans. To Tell The Truth.
SOKOLOFSKY, VERNA
KJR-KOMO, Seattle, Wash. Greater Washington Hour.
SOUTHER, JOHNNY
WMBC, Detroit, Mich. March of Hits.
SOWDEN, VERNON
KOVC, Valley City, N. D. Songs of Memory.
SPEAKS, MARGARET
NBC. Voice of Firestone.
SPIEGEL, DORIS
WSUN, St. Petersburg, Florida.
STANLEY, LARRY
KFH, Wichita, Kans. Ten Pretty Girls.
STANLEY, NADINE
WDRC, Hartford, Conn. Tea Time Revue.
STANTON, HARRY
WICA, Ashtabula, Ohio. Universal Troubadour.
STAR, YVONNE
WPEN, Philadelphia, Pa. Songs of Today.
STARKEY, ELEANOR
WPEN, Philadelphia, Pa. Melodies That Never Grow Old.
STARR, JOSEPHINE
MBS. Thirty Minutes In Hollywood.
STARR, KAY
WMPS, Memphis, Tenn.
STECK, JACK
WFIL, Philadelphia, Pa. Jack's Jamboree.
STEELE SISTERS
MBS. Musical Steeplechase.

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STOKER, BILL
KDYL, Salt Lake City, Utah
Varieties, Hello Ladies.
STOLLER, ELDA
KOVC, Valley City N D.
Songs of Memory
STROLL, ESTHER
WJW, Akron, Ohio
STUART, BONNIE
KYW, Philadelphia Pa
SUITS, GORDON
WFAA Dallas Texas.
SWEETHEARTS QUARTET
KRMC, Jamestown, N. D
SYLVESTER QUARTETTE
WWNC, Asheville, N. C Musical America.

— T —

TALLEY, MARION
NBC Ry-Krisp Presents
TANNER, ELMO
MBS, Sunday Mariner.
TAYLOR, DOLORES
KANS, Wichita, Kans Studio Party
TAYLOR, LARRY
WCAU, Philadelphia Pa
Household Favorites.
TILTON, MARTHA
CBS, Camel Caravan
TOLLIN, MARY DOLORES
WIP, Philadelphia, Song Serenade
TRUMBO, COLISTA
WSVA, Harrisonburg, Va
Song Recipes.
TSOULES, HELEN
WABI, Bangor, Me, Vocals by Marie.
TURLEY, CHARLES
WTOL, Toledo, Ohio
TWAROSH, FRED
WBBR, Brooklyn N Y

— V —

VALLEE, RUDY
NBC The Royal Desserts Program.
VENUTA, BENAY
MBS, Benay Venuta Revue
VERRILL, VIRGINIA
CBS, Jack Haley's Wonder Show, Jack Haley's Log Cabin Program
NBC, Log Cabin Revue
VINCENT, LARRY
WCAU, Philadelphia, Pa.
Manhattan Soap Program.

— W —

WAHLSTEAT, JOHN
WHB, Kansas City, Mo, Silver Sails.
WAKELY, JAMES
WKY, Oklahoma City Okla
The Bell Boys
WALKER, KENNEY
KDKA, Pittsburgh Pa. Music Please.
WARE, MARGARET
KFPW, Fort Smith Ark
WARNER, MAURICE
WMBD, Peoria, Ill WMBD Music Hall.
WARREN, LEONARD
MBS, Music For Today
WARREN, PATRICIA
WMAS, Springfield, Mass
WARRICK, LEON
WTOL, Toledo, Ohio
WAYNE, IVAN
WFAA, Dallas, Texas.
WEEDE, ROBERT
NBC Radio City Music Hall On the Air
WEYMAN, CAROL
NBC, Sustaining
WIGGINS, VERONICA
WOR, Newark, N J Moonbeams.
WITWER, KATHRYN
MBS, Pageant of Melody, Concert Revue
WOLFE, JOHN
KGO - KPO, San Francisco Calif. Jingletown Gazette.
WOOD, BARRY
CBS, Sustaining.
WOODWARD, A. L.
WBAP, Fort Worth, Texas
Red Hawks.
WRIGHT, EDYTHE
NBC, Tommy Dorsey and His Orchestra

— Y —

YORK, LEE
WEOA, Evansville, Indiana.
Singing Cowboy.

— Z —

ZAVIDOW, LILLIAN
WPEN, Philadelphia, Pa.
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ZIMMERMAN, BOB
KWSC, Pullman, Wash. A K L Glee Club

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— A —

AGNEW, CHARLIE
NBC. Dance Periods.
ALBERT, DON
WHN, New York, N. Y. Cocktail Lounge, To the Ladies, Fraternity Row, Everybody Dance.
ALDIN, JIMMY
NBC. Sustainings.
ARMBRUSTER, ROBERT
NBC. Chase and Sanborn Program.
ARMSTRONG, LOUIS
NBC. Dance Periods.

— B —

BAKER, CHARLES A.
NBC. Highlights of the Bible, National Vespers.
BARBIROLLI, JOHN
CBS. Philharmonic-Symphony Orchestra Program.
BARLOW, HOWARD
NBC. The March of Time.
BARRON, BLUE
NBC. Dance Periods.
BATTLE, REX
NBC. Rex Battle Ensemble.
BAUM, CHARLES
CBS. Sustaining Series.
BECKER, "BUBBLES"
NBC. Sustaining.
BENTER, LIEUT. CHARLES
NBC. U. S. Navy Band.
BERNIE, BEN
CBS. Ben Bernie—American Tobacco Co. Program.
BESTOR, DON
NBC. Dance Periods.
BILTMORE BOYS, THE
NBC. Sustaining.
BLACK, DR. FRANK
NBC. Cities Service Concert, Magic Key of RCA.
BLAINE, JERRY
NBC. Dance Periods.
BLAUFUSS, WALTER
NBC. National Farm and Home Hour, Viennese Sextet.
BLOCK, BERT
NBC. Dance Periods.
BLOCK, RAY
MBS. What's My Name, NBC. The Swing Fourteen.
BOURDON, ROSARIO
NBC. Cities Service Concerts.
BRADLEY, OSCAR
CBS. Passing Parade.
BRANDYWYNNE, NAT
MBS. Show of the Week.
BRANSON, CAPT. TAYLOR
NBC. U. S. Army Band.
BREESE, LOU
NBC. Dance Periods.
BREWER, GAGE
KFXJ, Grand Junction, Colo.
BROWN, LES
NBC. Sustaining.
BRUSILOFF, NAT
WMCA. Sustainings.
BRYANT, WILLIE
NBC. Dance Periods.
BUDD, WALTER
CJRM, Regina, Sask. Walter Budd and his Blossoms Program.
BUNDY, RUDY
NBC. Sustaining.
BUSSE, HENRY
NBC. Dance Periods.

— C —

CAMDEN, EDDIE
NBC. Sustaining.
CHAVEZ, CARLOS
NBC. NBC Symphony Orchestra.
CHERNIAVSKY, JOSEF
MBS. Musical Steeplechase, NBC. Musical Camera.
CHILDS, REGGIE
NBC. Sustainings.
CLINTON, LARRY
MBS. Show of the Week, NBC. Quaker Oats Program
CLOUTIER, NORMAN C.
NBC. Norman Cloutier Presents.
CORRAL, TONY
KTAR, Phoenix, Ariz.
CRAIG, FRANCIS
NBC. Francis Craig Presents.
CROSBY, BOB
MBS. Radio Candid Camera Program.

— D —

DAMROSCH, DR. WALTER
NBC. Symphony Programs.
DARBY, LOU
CFAC, Calgary, Alta. Good Morning Neighbor.
D'ARCY, CAPT. THOMAS F.
MBS-NBC. United States Army Band.
D'ARTEGA
NBC. Jello Summer Series.
MBS. Admiracion Series.
CBS. Energetic Series.
DELAMARTER, ERIC
MBS. WOR Symphony Program.
DICKEY, TOM
WOAI, San Antonio, Texas.
DONAHUE, AL
NBC. Sustainings.
DONNIE, DON
NBC. Manhattan Merry Go Round.
DORSEY, JIMMY
MBS. Show of the Week.
DORSEY, TOMMY
NBC. Raleigh-Kool Program.
DUCHIN, EDDY
MBS. Show of the Week, Hour of Romance, NBC. Pall Mall

— E —

ERWIN, VIC
MBS. Musical Cartoons.

— F —

FAITH, PERCY
MBS. Bands Across the Sea, Music By.
FIELDS, SHEP
MBS. Sustainings.
NBC. Sustainings.
FIORITO, ERNIE
MBS. Studies in Contrast.
FREDERIC, MARVIN
NBC. Sustaining.
FREUDBERG, LEO
MBS. Gloomchasers, Football Review.

— G —

GALLICCHIO, JOSEPH
WMAQ-WENR, Chicago, Ill.
GARBER, JAN
NBC. Burns and Allen Program.
GARCIA, ENRICI
WOAI, San Antonio, Texas. Rhumba Kings.
GART, JOHN
NBC. Lanny Gray's Rhythm School.
GILL, ERNEST
NBC. Songs We Remember.
GILLETTE, JACK
NBC. Sustaining.
GINSBERG, HARRY TRUSTMAN
NBC. Golden Melodies.
GODWIN, FREDDIE
CKTB, St. Catharines, Ont.
GOODMAN, AL
MBS. Show of the Week, CBS. Hit Parade.
GOODMAN, BENNY
CBS. Camel Caravan, Benny Goodman Swing School CBS.
GORDON, GRAY
NBC. Sustainings.
GOULD, MORTON
MBS. Music for Today.
GOULD, WILLIAM
KFXJ, Grand Junction, Colo.
GRANT, LEE
WMCA. General Mills Program.
GRASSO, FRANK
WFLA, Tampa, Fla. Magic Flutes.
GRAY, GLENN
NBC. Sustainings.
GRAYSON, BOB
NBC. Sustaining.
GREEN, HAROLD
CJRC, Winnipeg, Man. Fantasia, Modern Strings.
GROFE, FERDE
MBS. What's My Name.

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— H —

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HAINSWORTH, ROBERT
KIRO, Seattle, Wash. Moonlight Music.
HAMP, JOHNNY
NBC. Sustaining.
HANLEY, MYRON
NBC. Sustaining.
HANSEN, V. REES
CHRC, Quebec, Que. The Misadventures of Fernandeau.
HANSON, BUSSIE
KOVC, Valley City, N. D.
HANSON, DR. HOWARD
WHAM, Rochester, N. Y. Eastman School Symphony.
HARRIS, FRED
WTMV, East St. Louis, Ill. Rhythm Roundup.
HARRIS, PHIL
NBC. Jello Program.
HARRISON, GUY FRASER
WHAM, Rochester, N. Y. Rochester Civic Orchestra.
HEIDT, HORACE
NBC. Horace Heidt and His Alemite Brigadiers.
HEIMLICH, RAY
WDAS, Philadelphia, Pa.
HENDLEY, FISHER
WIS, Columbia, S. C. Balentine's Aristoeratic Pigs.
HICKS, BILLY
NBC. Sustaining.
HIMBER, RICHARD
CBS. Monday Night Show.
HOFF, CARL
CBS. Al Pearce and His Gang.
HODEK, FRANK
NBC. California.
HOHENGARTEN, CARL
CBS. The Laugh Liner.
HONTI, JOSEF
NBC. Continental Varieties, Let's Talk It Over, Melody Moments.
HOWARD, OLLIE
KGIW, Alamosa, Colo.
HUGHES, GLENN
WKRC, Cincinnati, Ohio. Glenn Hughes' Barn Dance.
HUTCHINSON, CHARLES R.
WGBF, Evansville, Ind. Little German Band.

— I —

ISLES, J. HARRISON
NBC. Cheerio.
ITURBI, JOSE
CBS. Ford Sunday Evening Hour, WHAM, Rochester Philharmonic Orchestra.

— J —

JAHMS, AL
NBC. Sustaining.

— K —

KAYE, SAMMY
MBS. Show of the Week.
KELSEY, WALTER
NBC. Design for Music.
KEMP, HAL
CBS. Time to Shine.
KING, WAYNE
NBC. Lady Esther Serenade.
KIRILLOFF, ALEXANDER
NBC. Music Internationale Russian Melodies.
KOESTNER, JOSEF
NBC. Ry-Krisp Presents Marion Talley.
KOGEN, HARRY
NBC. Kaltenmeyer's Kindergarten, NBC Jamboree, NBC Minstrels of 1938.
KYSER, KAY
NBC. Kay Kyser's Musical Klass.

— L —

LaPRADE, ERNEST
NBC. NBC Home Symphony.
LEASH, PAUL
NBC. Swingology.
LEONARD, HAL
KWNO, Winona, Minn. Treasure House.
LOMBARDO, GUY
CBS. Lady Esther Serenade, Bond Bread Program.
LOPEZ, VINCENT
MBS. Show of the Week.
LUNCEFORD, JIMMIE
NBC. Sustaining.
LYMAN, ABE
NBC. Waltz Time.

— M —

McCUNE, BILL
NBC. Sustainings.
MARCHELLI
CBS. House by the Side of the Road.
NBC. Fibber McGee & Molly
MARTIN, PAUL
NBC. Paul Martin and His Music.
MAUPIN, REX
WMAQ-WENR, Chicago, Ill.
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CKCL, Toronto, Ont. Morning Varieties.
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NBC. Mickey Mouse Theater of the Air.
MONTEUX, PIERRE
NBC. NBC Symphony Orchestra.
MOORE, CARL "DEACON"
NBC Sustaining.
MORGAN, RUSS
NBC. Johnny Presents.
MURRAY, LYN
CBS. Sustainings

— N —

NAGEL, HAROLD
NBC Sustaining
NAYLOR, OLIVER
WAPI, Birmingham, Ala.
NEEL, PAUL
WBNS, Columbus, Ohio.
NEELY, UBERTO
MBS Nation's School of the Air.
NELSON, OZZIE
NBC Bakers' Broadcast.
NEWTON, JOHNNY
WHAI, Greenfield, Mass. Relaxed Rhythm
NOBLE, RAY
CBS. Burns and Allen Program.
NORMAN, JOAN
WAGA, Atlanta, Ga. Stringtime.
NOVAK, FRANK
MBS. Design for the Living.

— O —

OLSEN, GEORGE
NBC. The Royal Crown Revue.
OSBORNE, WILL
MBS. Show of the Week.

— P —

PAIGE, RAYMOND
CBS. Hollywood Hotel
PARANOV, MOSHE
NBC Music for Everyone.
PENDARVIS, PAUL
NBC Sustainings.
PHELPS, NORMAN
WGH, Newport News, Va.
PIRRO, VINCENT
MBS. Sustainings.
PITT, MERLE
WNEW, New York.
POLLACK, BEN
CBS. Joe Penner Program.
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— Q —

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— R —

RAKOV
NBC. The Four of Us, Little Variety Show, Rakov's Orchestra, Swingtime Trio, Waltz Serenade.
RANDALL, GORDIE
NBC. Half-Past Eleven.
RAPEE, ERNO
NBC Radio City Music Hall on the Air
RAPP, BARNEY
NBC Sustaining.
RAVAZZA, CARL
NBC. Sustaining.
REISMAN, LEO
Show of the Week MBS. The Schaefer Revue, NBC.
RICH, LOUIS
MBS. Louis Rich Presents.
RICHARDS, JIMMY AND BILLY
NBC. Sustaining.
RILEY, MIKE
NBC. Sustaining.
RINES, JOE
WBC Magic Key, Sustaining.
RODZINSKI, ARTUR
NBC NBC Symphony Orchestra
ROLFE, B. A.
NBC. Believe It or Not.
ROTH, AL
NBC. Al Roth and His Orchestra.
ROUNDTREE, LUTHER "RED"
WMPS, Memphis, Tenn.
RUVINSKY, ABRAM
WHKC, Columbus, Ohio. Ruvinsky Ensemble, Silhouettes in Music.

— S —

SABIN, PAUL
NBC. Sustaining.
SACKS, CARL
WNBF, Binghamton, N. Y. WNBF Studio Ensemble.
SAGERQUIST, ERIC
NBC. The First Nighter.
SALTER, HARRY
Hobby Lobby. NBC, Jello Summer Series NBC.
SANFORD, HAROLD
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NBC. Popular Waltzes, Rise and Shine, Sunshine Express.
SENYK, STEVE
CJCA, Edmonton, Alta Good Morning Neighbor.
SHACKLEY, GEORGE
WOR, Newark, N. J. Moonbeams.
SHAW, ARTIE
CBS Melody in Madness
SHIELD, ROY
NBC. NBC Promenade Concert Romance Melodies, Roy Shield Revue, Sunday Dinner at Aunt Fanny's.
SILBERBERG, BEN
NBC. Do You Remember?
SINATRA, RAY
MBS Moonlight Rhythms
SISSON, KEN
CBC. Hello America, Imperial Cigarette Show.
SMITH, "STUFF"
NBC. Sustaining.
SOSNICK, HARRY
NBC. Hollywood Playhouse.
SPITALNY, H. LEOPOLD
NBC. Popular Classics, Tales of Great Rivers.
SPITALNY, MAURICE
NBC. KDKA Presents.
SPITALNY, PHIL
NBC. The Hour of Charm.
STANLEY, BOB
MBS. We Want a Touchdown, Jazz Nocturne
STEINBERG, SIGMUND,
CKCL, Toronto, Ont. Viennese Trio.
STEVENS, LEITH
CBS. This is New York. Swing Session.
STEVENS, SKIPPY
KVOC, Valley City, N. D.
STOCK, FREDERICK
MBS Chicago Symphony Program.
STOESS, WILLIAM
MBS. Nation's Playhouse.
STOKES, HAROLD
MBS. Sunday Afternoon, Lifetime Revue.
STUDEBAKER, HUGH
MBS. Bachelor's Children, Curtain Time.

— T —

THOMPSON, LANG
NBC. Sustaining.
TOSCANINI, ARTURO
NBC. NBC Symphony Orchestra.
TROTTER, JOHN SCOTT
NBC. Kraft Music Hall.
TUCKER, TOMMY
MBS Thirty Minutes in Hollywood.

— V —

VALLEE, RUDY
NBC. The Royal Desserts Program.
VAN STEEDEN, PETER
NBC. For Men Only, Town Hall Tonight.
VARZOS, EDDIE
NBC. Sustaining.
VELAZCO, EMIL
NBC. Sustaining.

— W —

WALLENSTEIN, ALFRED
Firestone Fireside Recital NBC, Symphonic Strings MBS, Sinfonietta MBS, Bach Cantata MBS, Voice of Firestone NBC.
WARING, FRED
Show of the Week MBS, Fred Waring and His Pennsylvanians NBC
WARNOW, MARK
New York on Parade NBC, We the People CBS, Hit Parade CBS, Sophie Tucker Show CBS.
WEBB, CHICK
NBC. Sustaining
WEBER, HENRY
MBS. Concert Revue. Pageant of Melody.
WEBER, MAREK
NBC. Contented Program.
WEEMS, TED
MBS. Sunday Matinee.
WHITEMAN, PAUL
CBS Chesterfield Program.
WILLIAMS, SAMMY
NBC. Aunt Jemima's Cabin at the Crossroads.
WILSON, MEREDITH
NBC. Good News of 1938 and 1939.

— Y —

YATES, BILLY
NBC. Sustaining.

— Z —

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— A —

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The Hour of Charm, NBC. General Motors Concert, NBC. Five Star Revue, CBS. Sweetheart Time, MBS-CBS. Fun in Swingtime, MBS.

ALEXANDER, A. L.
True Stories, NBC. Good Will Court, NBC. Rudy Vallee Hour, NBC. Joe Cook Show, NBC. Radio Guide Court of Honor, NBC.

ALLMAYER, BEN
CKCN, Kansas City, Kans.

— B —

BAILEY, H. C.
NBC.

BALLARD, PAT
WBC, CBS.

BARKER, ALBERT
WMAQ-WENR, Chicago, Ill.

BELONI, ED
NBC. Jack Benny.

BERG, GERTRUDE
CBS, The Goldbergs. NBC.

BIXBY, CARL
CBS. Big Sister, Life Can Be Beautiful, This Day Is Ours

BLOCH, HAL
CBS. Phil Baker Series.

BOYNTON, BESSIE
There Was a Woman, NBC. WMAQ-WENR, Chicago, Ill.

BOGERT, VIN
The Zany Family, CBS. Free for All Revue, MBS. The Singing Druggist, MBS. Laugh with Zeke Manners, WMCA.

BRODNEY, OSCAR
CBS, Jack Haley Wonder Show.

BRYAN, ARTHUR Q.
KFWB, Los Angeles.

BURDICK, HAL
NBC. Dr. Kate, Night Editor

— C —

CARRINGTON, ELAINE STERNE
NBC, Pepper Young's Family.

COOK, BURR
NBC, It May Have Happened.

CRUSINBERRY, JANE
NBC, The Story of Mary Marlin.

— E —

EDGLEY, LESLIE
WMAQ-WENR, Chicago, Ill.

ELLIS, CAROLINE
KMBC, Kansas City, Mo.

ETHERINGTON, JAMES
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— F —

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KHUB, Watsonville, Calif.

FELDSTEIN, HENRIETTA
Little Shaver, WMCA. Rudy Vallee Hour, NBC.

FERRO, MATHILDE
NBC, Lorenzo Jones.

FERRO, THEODORE
NBC, Lorenzo Jones.

FIMBERG, HAL
Jack Haley Log Cabin Jamboree, NBC. Jack Haley Wonder Show, NBC.

FRAMER, WALTER
WWSW.

FRAZER, JOHN
WMAQ-WENR, Chicago, Ill.

FRY, EVAN
KCKN, Kansas City, Kans.

FUSON, JAMES
KOME, Tulsa, Okla.

— G —

GILL, FRANK
CBS, Post Toasties Program.

GOLDSMITH, C. H.
WCHV, Charlottesville, Va. Straight Jacket.

— H —

HARRIS, HARRIETT
KFWB, Los Angeles, Calif. Grandmother's Fairytales.

HECKLE, MARGARET
KMBC, Kansas City, Mo.

HIKEN, NAT
CBS. The Grouch Club.

HUMMERT, ANNE
NBC, Backstage Wife.

HUMMERT, FRANK
NBC, Backstage Wife.

— K —

KEARNEY, BEULAH
KMBC, Kansas City, Mo.

KEEHM, NEAL
KMBC, Kansas City, Mo.

KRUM, FAVETTE
WMAQ-WENR, Chicago, Ill.

KURTZMAN, SAMUEL
Eddie Cantor Camel Caravan, CBS. Jack Oakie Program, CBS. Al Jolson Show, CBS. Bob Hope Program, NBC. Screen Actors' Guild Program, CBS.

— L —

LANGDON, GRACE
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin College of the Air.

LAUFERTY, LILLIAN
NBC, Your Family and Mine.

LAWRENCE, HARRY
Kaltenmeyer's Kindergarten, NBC. WMAQ-WENR, Chicago, Ill.

LEAF, MARGARET
NBC, Adventures in Reading.

LEONARD, LEONARD M.
WOR, Newark, N. J. Press Time, News Testers.

LESCOULIE, JACK
KFWB, CBS. Grouchmaster.

LOFFREDO, GIUSEPPE
CBS. NBC.

LUDLAM, GEORGE
NBC, Spy at Large.

LUDLOW, CHARLES
WMAQ-WENR, Chicago, Ill.

— M —

MARKS, LAWRENCE
The Zany Family, CBS. Free for All Revue, MBS. Laugh with Zeke Manners, WMCA. Singin' in the Rain, WHN. The Old Counselor, WIP.

McCLARY, JOHN D.
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin College of the Air.

McLEAN, DOUGLAS
CBS, Aunt Jennie's Real Life Stories.

McLEAN, ELIZABETH
CBS, Aunt Jennie's Real Life Stories.

MAHONEY, WILKIE
CBS. California.

MAURO, A.
WOV. P. & G. Series.

MADDEN, VERONICA
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.

MEISNER, FRANCIS
KCKN, Kansas City, Kans.

MILLER, ALBERT G.
Eno Crime Club, CBS & NBC Buck Rogers, CBS. Camel Hour, NBC. Royal Canadian Mounted Dramas, NBC. Gruen Watch Program, MBS. Pou-

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Script Writer
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OVER
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ON THE AIR AT THE END OF 1938

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tiae Varsity Show, NBC. American Banks Program, CBS. Phyl Coe Mysteries, WLW. Town Hall Tonight, NBC. Ben Bernie Program, CBS.

MORROW, BILL
NBC. Jack Beuny.

MORSE, CARLTON E.
NBC, One Man's Family.

MULLINAX, EDWIN
WHMA, Anniston, Ala.

MURDOCK, MRS. JOHN R.
KOY, Phoenix, Ariz. The Old Clipping Chest.

MURPHY, WILLIAM J.
WMAQ-WENR, Chicago, Ill.

— O —

OBOLER, ARCH
Lights Out. NBC. WMAQ-WENR, Chicago, Ill.

— P —

PEREZ, RALPH
WEDC, Chicago, Ill. Old Mexico.

PERRIN, SAM
The Jello Program Starring Jack Benny. NBC. Screen Actors Guild Show, CBS.

PERSONS, KATHERINE B.
WMAQ-WENR, Chicago, Ill.

PHILLIPS, ARTHUR
Phil Baker Program, CBS. Jack Haley Wonder Show, CBS.

PHILLIPS, IRNA
NBC, Guiding Light, The Woman in White, Road of Life.

POST, ROY
MBS. You, the Unseen Jury. NBC. Fred Allen.

— Q —

QUINN, DON
NBC, Fibber McGee and Molly.

— R —

RHYMER, PAUL
Vic and Sade, NBC. WMAQ-WENR, Chicago, Ill.

RICHARDSON, ETHEL PARK
NBC, Dreams of Long Ago.

RIDGWAY, AGNES
NBC, Those We Love.

ROBINSON, KEN
Dan Harding's Wife, NBC. WMAQ-WENR, Chicago, Ill.

— S —

ST. CLAIR, GORDON
NBC, A Tale of Today.

SEATON, WRETHA
KCKN, Kansas City, Kans.

SILVER, SAM
Rudy Vallee Program, NBC. Tommy Riggs Program, NBC.

SMITH, LeROY
KMBC, Kansas City, Mo.

SPEER, JOHN R.
FH, Wichita, Kans.

STAFFORD, GENE
Quite By Accident, NBC. We Want a Touchdown, MBS. You the Unseen Jury, NBC. Secret Agent K-7, MBS. Symphony of Power, MBS. Transcriptions: Wings Over the Work, Front Page Drama, Jungle Jim, The Sports Magazine of the Air, Voices of Yesterday.

— T —

TAYLOR, J. LENARD
WKST, New Castle, Pa.

TODD, ELIZABETH
NBC, Mother-in-Law.

TOEPFER, SUE
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin College of the Air.

— V —

VANDEL, GEORGE
Grand Hotel, NBC. First Nighter, NBC. Prelude to Peace, WHN. The Ghost Walks, WHN. Broadway Melody, WHN. American Scenes, KFWB.

— W —

WAMBOLDT, M. P.
Staff riter. Transamerican Broadcastiug & Television Corp.

WARWICK, HOWARD
NBC, You, the Unseen Jury.

WEBSTER, ELTON MAURICE
CBS, Columbia's Camera Club.

WEIDNER, HENRY
WEDC, Chicago, Ill. Many Moons Ago.

WEST, JANE
NBC, The O'Neills.

WILDER, TRULAN
KMBC, Kansas City, Mo.

WINN, EMERY
KOME, Tulsa, Okla.

HAL BURDICK

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Musicians

AND THEIR WORK DURING 1938

— A —

ADAMS, KENNETH
KANS, Wichita, Kans. Guitarist.

AGNEW, JOHN KENWARD
WHKC, Columbus, Ohio. Organist. Evening Elegy, Songs That Sweethearts Sing.

ALLEN, ALMEDA
WCOU, Lewiston, Me. Pianist.

ALLEN, WALLY
WLAP, Lexington, Ky. Pianist. The Movie Man.

ALPERT, PAULINE
MBS. Console and Keyboard. Pianist.

ALVES, JOSEPHINE
WKY. Oklahoma City, Okla. Pianist. Two Keyboards and a Console.

ANDERSON, AL
WCOL, Columbus, Ohio. Pianist - Violinist - Xylophonist. Morning Serenaders.

ANDERSON, ANDY
WHB, Kansas City, Mo. Violinist. Romancers.

ANDERSON, BEVERLY
KOVC, Valley City, N. D. Pianist. Piano Impressions.

ANDERSON, LENNARD
KVI, Tacoma, Wash. Pianist. Say It with Music.

APPLE, RUSSEL
WLBC, Muncie, Ind. Guitarist. Old Ranger.

ARDEN, VICTOR
NBC. Pianist. American Album of Familiar Music.

ARMSTRONG, BERNIE
KDKA, Pittsburgh, Pa. Organist.

AYARS, LOWELL
WSNJ, Bridgeton, N. J. Organist-Pianist. Stanley Theatre Program Words and Music.

— B —

BAKER, EDWARD J.
WHOM, Jersey City, N. J. Organist.

BANTA, FRANK
NBC, Pianist. Herman and Banta, R and R Entertainers.

BARCLAY, RIDGELY
WGH, Newport News, Va. Pianist. Moments of Melody.

BARNARD, BARNEY
CJRC, Winnipeg, Man. Guitarist. Hopele Hawaiians.

BARON, DENNY
CJCA, Edmonton, Alta. Bass Violinist. Good Morning Neighbor.

BARTLETT, JANE
WBT, Charlotte, N. C. Pianist-Organist-Violinist. Quaker Time, Duke Power Time.

BAUER, GEORGE
WISN, Milwaukee, Wisc. Instrumentalist.

BECKER, ALFRED
KOY, Phoenix, Ariz. Organist. Road to Paradise, Doubling in Ivory, The Old Clipping Chest.

BELLVILLE, DON
WCAZ, Carthage, Ill. Pianist. Sophisticated Swing Program.

BENNETT, KEN
KPDN, Pampa, Texas. Pianist-Organist. The Poet's Corner, Console Request Varieties, Romantic Songs.

BERCOVITZ, ABE
KEX-KGW, Portland, Ore. Violinist. Pleasant Interlude, Melody Memoirs, Vienese Melodies, Melody in Three Quarter Time, Melodic Strings, Little Concert.

BERGENER, WALT
WTAM, Cleveland, Ohio. Organist. Musical Bulletin.

BERKEY, JANE
KFPY, Spokane, Wash. Instrumentalist. Artists in the Spotlight.

BERMAN, LENNY
KNX, Los Angeles, Calif. Pianist. Berman at the Keyboard.

BEST, LILLIAN
KGDM, Stockton, Fla. Organist. Organ Fancies.

BIRD, ALBERTA
WHB, Kansas City, Mo. Organist. Twilight Hour.

BIVIANO, JOE
NBC, Accordionist, Kitchen Cavalcade.

BOLSTER, MARY
KGY, Olympia, Wash. Pianist-Organist. Morning Sundial Program.

BORELLO, JOHN
KARM, Fresno, Calif. Accordionist. The Borellometer.

BOSLEGO, MICHAEL
WKOK, Sunbury, Pa. Accordionist.

BOULTON, JACK
CJCA, Edmonton, Alta, Pianist. Good Morning Neighbor.

BOVAY, DON
WCAU, Philadelphia, Pa. Guitarist. Philly Bandwagon.

BRADFORD, DOROTHY
WHEB, Portsmouth, N. H. Pianist.

BRADLEY, BILL
CKTB, St. Catharines, Ont. Pianist.

BRAGDON, ROBERTA
KOY, Phoenix, Ariz. Pianist. Side by Side, Stories in Song, Do You Remember.

BRANDER, GEORGE
WISN, Milwaukee, Wisc. Instrumentalist.

BREWESTER, MRS. C. M.
KWSC, Pullman, Wash. Organist.

BRITE, JOE
KGIW, Alamosa, Colo. Pianist. Piano Melodies.

BROOKS, JOHNNIE
WCOP, Boston, Mass. Pianist.

BROOKS, TED
WAPI, Birmingham, Ala. Guitarist. Day Dreams.

BROWN, CLEO
WMAQ-WENR, Chicago, Ill. Pianist.

BROWN, EDDY
WQXR, New York, N. Y. Violinist. String Classics, Salon Strings.

BRUMLEY, WALT
KFNF, Shenandoah, Ia. Instrumentalist.

BRUTON, GENE
KRRV, Sherman, Texas. Pianist.

BURGARD, WILLIAM
WKZO, Kalamazoo, Mich. Instrumentalist. Morning Moods.

BURNET, CHESTER
WMAZ, Macon, Ga. Pianist. The Friendly Voice.

BURNHAM, ELIZABETH
WRUF, Gainesville, Fla. Pianist-Organist.

BUSSE, HENRY
NBC, Trumpeter.

BUTTERFIELD, PRUDENCE
WMBC, Detroit, Mich. Pianist. Prudy's Party.

BYER, SY
WELI, New Haven, Conn. Violinist. Continental Trio.

— C —

CALLOWAY, HOWIE
CJCA, Edmonton, Alta, Xylophonist. Good Morning Neighbor.

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CLARKE, MARGUERITE FISHER
KGVO Missoula Mont Pianist Musicale Impromptu

CARLTON & WAYNE
KYW Philadelphia, Pa Pianists

CHASINS, ABRAM
NBC Pianist Chasins Melodies

CHRISTMAN, EARL
WHIO, Dayton, Ohio Pianist Echoes and Encores

COLEMAN, AL
KFKA Greeley Colo Accordionist Accordion Minstrel

COLEMAN, WILLIE
WSVA, Harrisonburg, Va Pianist Piano Moods

COLLINS, JERRY
WNOX, Knoxville, Tenn Staff Orchestra Midday Merry-go-Round, Varioteers

COLLINS, MARGARET
WIBG, Glenside Pa Pianist, Piano Symphonie

COLTON, CLARENCE
CKTB St Catharines, Ont Pianist Morning Melodies

COOK, GEORGE
WLBC, Muncie, Ind Organist Four Stars.

COOL, GOMER
KMBC, Kansas City Mo, Violinist, Texas Rangers' Night Time on the Trail, Brush Creek Follies

COURBOIN, CHARLES M.
MBS Central Hall Organist

CRANDALL, DOROTHY
WTAM, Cleveland, Ohio Pianist Evening Prelude

CULLEN, THOMAS
KHUB, Watsonville, Calif Pianist Piano Ramblings

CUMMINS, BAYNE
WJMS Ironwood, Mich Organist Organ Reveries.

CUNNINGHAM, MARJORIE
WTOL Toledo Ohio Pianist

— D —

DALE, MARTA
CBS Pianist.

DALTON, DOUGLAS
WNOX Knoxville Tenn Staff Orchestra

D'AMORE, ROSE
WOL, Washington D C Pianist

DANIEL, KARLIN
KOMA Oklahoma City Okla Organist Penthouse Serenade Number Please

DARBA, WILLIAM
KWJJ Portland Ore Pianist

DARROCH, MARGARET
CFAC Calgary, Alta Pianist Sunday Serenade

DAVIS, BILL
WBT Charlotte N C Bass Violinist Bl Jamboree, Novelteers

DAVIS, BILLIE LOU
KNOW, Austin, Texas Pianist Sweetheart By Remote Control

DAVIS, CHARLES
WBT, Charlotte, N C Trumpeter Bl Jamboree Novelteers

DAVIS, JUDGE
WBT Charlotte N C Bass Violinist Clarinetist Briarhopper Boys

DAVIS, MARTHA
KGVO Missoula Mont Instrumentalist Musicale Impromptu

DAWDY, MAUREEN
KFH Wichita Kans Violinist Words to Hit Tunes.

DE ROSE, PETER
NBC Sweethearts of the Air

DEL GANZA, VINCENTE
WJSV Washington D C Guitarist Aladdins Kitchen

DENNIS, BOB
KTUL Tulsa Okla Instrumentalist

DENNY, HAL
KHSL, Chico Calif Violinist

DeROSE, PETER
NBC, Pianist, Sweethearts of the Air.

DILLER, DOROTHY
WTOL, Toledo Ohio, Pianist

DOENSCH, CLARENCE
WHIO, Dayton, Ohio Saxophonist Clarinetist Serenade Espagnole

DOUTHIT, PERRY
KFNF, Shenandoah, Ia Guitarist.

DOWDEN, FRANCES
WOL, Washington, D. C. Pianist.

DOWNING, LARRY
WNOX Knoxville Tenn Staff Orchestra, Midday Merry-go-Round, Varioteers.

DRESSLER, PHYLLIS
WCHS Charleston W. Va Pianist Dozen the Piano

DUBE, GILBERTE
CJBR, Rimouski, Que Guitarist

DUBE, SIMONE
CJBR, Rimouski Que Guitarist

DUCLON, EARL
KARM Fresno Calif Pianist Early Riser Club

DUGUAY, THEODORE
CHRC Quebec Que Guitarist.

DUNKELBERGER, TOMMY
WHIO Dayton Ohio Organist-Pianist Musical Adventures

DURHAM, DAVE
WNOX Knoxville Tenn staff Orchestra Midday Merry-go-Round Varioteers

— E —

EHLE, FRANCIS
WCHS, Charleston, W Va. Pianist Piano Moods

EISLER, ART
WISN, Milwaukee Wisc Pianist Organist, Piano Moods and Organ Melodies

EMMONS, DONALD
WKZO Kalamazoo Mich Instrumentalist Morning Moods

ETTERS, CLARENCE
WBT Charlotte, N C Pianist-Organist Briarhopper Boys, Novelteers Bl Jamboree

— F —

FEBEL, FRED
CBS Organist Organ Recital

FERGUSON, MAC
KOMA Oklahoma City, Okla Pianist Dusky Rhythm

FLATH, P. HANS
KMBC Kansas City, Mo Pianist-Organist P Hans Flath Entertains

FORGET, JEAN
CKAC Montreal Que. Pianist Organist Rhapsodies Printanieres Chansons en Choeur, Gala Humoristique et Musical, La Tram de Plaisir, Le Carrousel de la Gaiete La Parade du Matin Mecedaire Radiophonique

FOSTER, RALPH
CKCK Regina, Saskatchewan, Canada Guitarist

FOX, JESS
KFNF Shenandoah, Ia Violinist

FULLER, MRS. GLEN
KWSC Pullman Wash. Organist

— G —

GAGNON, JEANNE
CJBR, Rimouski, Que Pianist.

GALE, TONY
CBS Arranger

GANZ, WILLIAM
KMBC Kansas City, Mo, Organist-Pianist Midland Melodiers.

GARCIA, ISLA
WFLA, Tampa Fla Organist-Pianist

GARRETT, ROGER
WCOL Columbus Ohio, Organist, Morning Melodies

GAUDET, LAURA
WTHC Hartford, Conn Pianist

GENOSO, ANGELO
WHK Cleveland Ohio, Violinist.

GENTHON, DEL
CJRC, Winnipeg, Man. Violinist, The Grumbelters.

GERSHMAN, PAUL
WTAM, Cleveland, Ohio, Violinist Wings of Song

GIBSON, DOROTHY
KFPW Fort Smith Ark Organist Organ Reveries, For You

GIBSON, ELIZABETH
WAYX, Waycross, Ga Pianist Piano Interlude

GILLEA, ROBERT
WBOW Terre Haute Ind. Violinist Monday Night Party

GINN, EDITH
WSUN, St Petersburg Fla Pianist Smiling Serenade

GLADSTONE, EVE
WXYZ, Detroit Mich. Pianist Organist

GLEN, IRMA
WMAQ WENR, Chicago, Ill Organist.

GODT, PAUL
WTMV, East St. Louis, Ill Organist Rose Room Melodies.

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GORDON, HELEN
WHEB. Portsmouth, N. H. Violinist.

GORDON, TERRY
KTRI, Sioux City, Ia. Pianist.

GOTTESMANN, HUGO
WQXR, New York, N. Y. Violinist. String Classics, Salon Strings.

GRANT, MARSHALL
KNX, Los Angeles, Calif. Organist. Grant at the Organ.

GRAVES, TED
WBAP, Fort Worth, Texas. Accordionist.

GREEN, HAROLD
CJRC, Winnipeg, Man. Pianist. Fantasia, Modern Strings.

GREY, LANNY
NBC. Pianist—Lucille and Lanny, Rhythm School of the Air.

GRUHEN, JOHN D.
WFLA, Tampa, Fla. Violinist.

GRUIS, RAY
WRJN, Racine, Wisc. Pianist-Organist. Music Chest, Console Capers.

GUIMONT, ALPHONSE
CJBR, Rimouski, Que. Violinist.

— H —

HAGLUND, BLANCHE
WJTN, Jamestown, N. Y. Pianist. Juvenile Jamboree.

HALEY, RUTH
WAYX, Waycross, Ga. Pianist. Study in Black.

HALL, JOE
KMBC, Kansas City, Mo. Banjoist. Laura Lee and the Prairie Pioneers, Brush Creek Follies, KMBC Early Birds.

HALL, STEVE
WGY, Schenectady, N. Y. Pianist.

HAMILTON, BOB
WHN, New York, N. Y. Organist.

HAMILTON, WADE
KTUL, Tulsa, Okla. Organist. Music of the Night, Evening Stars.

HAMMON, WALLY
KLPM, Minot, N. D. Instrumentalist. Boys of Swing.

HANSEN, MARIE
KGIW, Alamosa, Colo. Pianist.

HANSEN, MELVIN
KELA, Centralis - Chehalis, Wash. Organist. Midnight Reveries, Voice of Morning Reveries.

HARDING, HARVEY
KNX, Los Angeles, Calif. Organist. Sunrise Salute, Hormel Program, Hollywood Singing Organist, Farmer's Market, Monitor Children's Program.

HAROUN, BETTY
KHSL, Chico, Calif. Pianist. Sunshine Girl.

HARTLEY SISTERS
WMMN, Fairmont, W. Va. Instrumentalists. Singing Strings.

HARTMAN, CLARENCE
KMC, Kansas City, Mo. Bass Violist. Texas Rangers' Night Time on the Trail, Brush Creek Follies.

HARTSHORN, GORDON
KEX-KGW, Portland, Ore. Cellist. Pleasant Interlude, Melody Memoirs, Viennese Melodies, Melody in Three Quarter Time, Melodic Strings, Little Concert.

HENSON, BERNARD
WSAZ, Huntington, W. Va.

HENSON, MARY ATKINSON
Violinist. Rainbow Ridge. WDBJ, Roanoke, Va. Pianist-Organist.

HERMAN, BILLIE
KUMA, Yuma, Ariz. Instrumentalists.

HERMAN, JIMMIE
KUMA, Yuma, Ariz. Instrumentalist.

HERMAN, SAM
NBC. Xylophonist, Herman and Banta.

HERZER, CLIFFORD
WQXR, New York, N. Y. Pianist. String Classics, Salon Strings.

HILDING, MARION
KFNF. Shenandoah, Ia. Guitarist.

HILLS, CARL
CJRC, Winnipeg, Man. Organist. When Day Is Done, Kidding the Console, Twilight Fantasies.

HINETT, ARTHUR
KYW, Philadelphia, Pa. Organist.

HOCKTER, GENE
WCKY, Cincinnati, Ohio. Organist-Pianist. Organ and Piano Moods.

HOGAN, GLENN LEROY
WOW, Omaha, Nebr. Instrumentalist. Sophistiecated Rangers.

HOLMES, ERNESTINE
KPDN. Pampa, Texas. Pianist.

HOTZI, JAMES
WISN, Milwaukee, Wisc. Instrumentalist.

HOUCHENS, BUCK
WNOX, Knoxville, Tenn. Staff Orchestra. Midday Merry-go-Round, Varioteers.

HOWARD, BOB
NBC. Pianist. Gliding Swing.

HUDGENS, RAY
WHB. Kansas City, Mo. Organist. Romancers.

HUEBNER, WALTER
WISN, Milwaukee, Wisc. Instrumentalist.

HUNTER, HENRY
WHIO, Dayton, Ohio. Saxophonist-Clarinetist. Modern Matinee Melodies.

— I —

IMSDAHL, DORIS
WJMS, Ironwood, Mich. Pianist. Melodies in the Modern Manner.

IRWIN, MOLLY
WOMI, Owensboro, Ky. Pianist. Guess Again.

— J —

JACKSON, JESSE
WFBC, Greenville, S. C. Organist. Music of the Masters.

JACOBS, DICK
CJCA, Edmonton, Alta. Accordionist - Violinist. Good Morning Neighbor.

JEAN, GUS
WHIO, Dayton, Ohio. Saxophonist-Clarinetist. Memories in Melody.

JESKE, FRED
WSYR, Syracuse, N. Y. Pianist. Timekeeper.

JOACHIM, DICK
WICA, Ashtabula, Ohio. Pianist. Modern Melodies.

JOBIN, PHIL
CHRC, Quebec, Que. Accordionist.

JOHNSON, DICK
KGAR, Tucson, Ariz. Pianist-Organist. There Are Smiles, Home Folks Hymn Hour.

JOHNSON, GEORGE
KVI, Tacoma, Wash. Violinist. Say It with Music.

JOHNSON, LAURA
WJMS, Ironwood, Mich. Pianist-Organist. Sketches in Ivory, Musical Miniatures.

JOHNSON, MARGARET
KWNO, Winona, Minn. Pianist-Organist.

JONES, TONI
KFXJ, Grand Junction, Colo. Pianist.

JONES, VENIDA
KMOX, St. Louis, Missouri. Organist.

— K —

KAPPEY, CECIL
CJAC, Calgary, Alta. Organist-Pianist. Piano and Poetry. Sunday Serenade, Pianograms. Shadowland, Pacific Pipes Ambitious Amateurs.

KAY FRANCIS
KTAT, Fort Worth, Texas. Organist. At the Console.

KELLER, BOB
NBC, Organist, Betty Moore.

KEST, ALFONS
KFPY, Spokane, Wash. Instrumentalist.

KIMBLE, MARTHA
KGVO, Missoula, Mont. Instrumentalist. Musicale Impromptu.

KIRSHMAN, WILLIAM
WKZO, Kalamazoo, Mich. Instrumentalist. Morning Moods.

KISSINGER, HAROLD
WISN, Milwaukee, Wisc. Instrumentalist.

KITTS, MRS.
WMSD, Sheffield, Ala. Pianist. Piano Moods.

KOESTER, GELINE
WATR, Waterbury, Conn. Pianist. Morning Bazaar.

KOVATISH, JAELS
NBC, Steel Guitar. Royal Crown Revue.

KRATOSKA, Herb
KMBC, Kansas City, Mo. Banjoist-Guitarist. Texas Rangers' Night Time on the Trail, Brush Creek Follies.

KREBS, HARRY
WHIO, Dayton, Ohio. Cellist. Rise and Shine.

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KRENDRICKS, FRANK
KFKA, Greeley, Colo. Guitarist Hottentots.

— L —

LACEY, JUNE
WLAP Lexington Ky. Pianist.
LA CHAPPELLE, HAROLD
WHAI, Greenfield Mass. Organist.
LACKEY, INEZ
WRR, Dallas Texas. Pianist. Songs and Smiles. Keyboard Varieties. Maids of Harmony.
LAFRANCE, GASTON
CBRC, Quebec, Que. Pianist.
LANGE, HENRY
WHO, Dayton, Ohio. Pianist Accordionist-Harpist. Music Box Melodies.
LANGLOIS, GABRIELLE
CBRC, Quebec, Que. Pianist.
LARSEN, LARRY
NBC, Organist. Malcolm Claire, Words and Music.
LaRUE, FRANK
WCOL, Columbus, Ohio. Pianist - Violinist - Xylophonist. Morning Serenaders.
LAUER, VIRGIL
KANS, Wichita, Kans. Violinist. Title Tales.
LAUGHLIN, RAY
KMBC, Kansas City, Mo. Violinist. Midland Melodiers.
LEIBERT, RICHMOND
NBC, Organist. Dick Leibert Morning Program. Dick Leibert Dinner Concert.
LeSIEUR, LEO
CKAC, Montreal, Que. Organist. Radio Marathon.
LINDGREN, DAVID
KFPY, Spokane, Wash. Instrumentalist.
LLOYD, RUBY
KEHE, Los Angeles, Calif. Organist. Musical Memories.
LOHMAN, OTHA DALE
WOW, Omaha, Nebr. Instrumentalist. Sophisticated Rangers.
LOPEZ, ANTONIO
WKAT, Miami Beach, Fla. Pianist. With the Masters, Tony's Music Box.
LOWE, JACK
WAYX, Waycross, Ga. Accordionist.
LOWE, WHITNEY
KWEW, Hobbs, N. M. Organist. Music by Remote.
LUNDQUIST, GEORGE
WJTN Jamestown, N. Y. Organist.
LYDELL, ARTHUR
KOVC, Valley City, N. D. Organist. Hymns and Music.
LYON, JACK
WMBD, Peoria, Ill. Organist. Breakfast Club, Women of Today.

— M —

McALPIN, CLO
WAPI Birmingham Ala. Organist. Day Dreams.
McGHEE, GENE
WNOX, Knoxville Tenn. Staff Orchestra.
McGRATH, KAY
KLPM, Minot, N. D. Pianist. Piano Moods.
McINTYRE, HAL
KHUB, Watsonville, Calif. Pianist.
McKINSTRY, DIXIE
KENF, Shenandoah Ia. Instrumentalist.
McMEINS, KENNETH
KMBC, Kansas City, Mo. Violinist. Laura Lee and the Pioneers, Brush Creek Follies, KMBC Early Birds.
MacRAE, ROSS
CKCK, Regina, Saskatchewan, Canada, Violinist.
MALOTTE, STAN
WAPI, Birmingham, Ala. Organist. The Organ Rhymo grammer, Warehouse No. 21.
MARCH, ALBERTA
WHAI Greenfield Mass. Pianist. Morning Moods in Melody.
MARLOWE & LYON
WMAQ-WENR, Chicago Ill. Piano Team.
MARTZ, K. A.
KGKB, Tyler, Texas. Pianist.
MASON, BUELL
WCOL, Columbus, Ohio. Pianist Violinist Xylophonist. Morning Serenaders.
MEREDITH, LEE CARL
WOMI, Owensboro, Ky. Pianist. Pianistic Moods.
MILES, ELEANOR
WSPD Toledo, Ohio. Pianist. Concert Grand, Keyboard Rapers.
MITCHELL, JOHNNA
WCAE Pittsburgh, Pa. Organist. Romance Back Stage. Organ Melodies.
MITLER, BESSE
WRJN, Racine, Wisc. Pianist.
MORGAN, JACK
WMPS, Memphis, Tenn. Pianist.
MORIN, BEATRICE
WOAI, San Antonio Texas. Organist. Reverie. Crazy Quilt.
MOSLEY, LOUISE
WLAK, Lakeland Fla. Pianist.
MOSS, ROBERT A.
WQXR, New York, N. Y. Violist, String Classics. Salon Strings.
MUMMA, HARRY
WLW, Cincinnati Ohio. Bass. Boone County Jamboree.
MURPHREE, CLAUDE L.
WRUF, Gainesville, Fla. Pianist-Organist.
MUZZY, FLORENCE
NBC, Pianist. Ward and Muzzy.
MUTH, BILLY
KTAT, Fort Worth, Texas. Organist. The Organ Grinder.

— N —

NELLI, CHARLES
WPEN, Philadelphia Pa. Violinist. Wednesday Matinee.
NELSON, RUTH HULSEN
KMOX, St. Louis Miss. Organist.
NEURAUER, OTTO
WDRC, Hartford, Conn. Pianist. Dizzy Fingers.
NIDES, HARRY
WNOX, Knoxville, Tenn. Staff Orchestra. Midday Merry-go Round. Varioteers.
NININGER, EVE
WDBJ, Roanoke, Va. Pianist.
NOBLE, CARL
WLMC, Muncie, Ind. Pianist. Noble Melodies, Four Stars.
NORMAN, CARL
KFKA Greeley, Colo. Violinist Hottentots.
NORMAN, DALTON
WMAZ, Macon Ga. Guitarist Singing Cowboy.

— O —

OWEN, EM
WTAQ WHBY Green Bay Wisc.
OWENS, JACK
KEHE Los Angeles Calif. Pianist. Listen Ladies.

— P —

PAIMET, JULES
CBRC, Quebec, Que. Violinist.
PALACK, FRANK
WLAK, Lakeland, Fla. Pianist.
PARCHMAN, EARLE
WJIM, Lansing, Mich. Pianist.
PARKINSON, GEER
WBNS, Columbus Ohio, Organist.
PARKS, RUTH
WCLE, Cleveland Ohio. Organist. The Magic Console Organ Moods.
PELLETIER, PAUL
WMAS, Springfield, Mass. Pianist. Serenades.
PERKINS, CY
KENF, Shenandoah Ia. Instrumentalist.
PESSL, YELLA
NBC, Harpsichordist. The Madrigal Singers.
PHIPPS, JACK
WBT, Charlotte, N. C. Pianist Organist. Voice of America on the Air, Quaker Time.
POULIOT, RAYMOND
CBRC, Quebec, Que. Xylophonist.
POWERS, JANE
XVI, Tacoma, Wash. Pianist-Organist. Piano Ramblings. Top of the Morning.
PRESBY, O. K.
CFCY, Charlottetown, P. E. I. Pianist. O. K. with the Steinway.
PRICE, MARTHA
KGVO, Missoula, Mont. Instrumentalist, Musicale Impromptu.
PRICILLA, MARTHA
WGPC, Albany, Ga. Pianist. Keyboard Harmonies.
PRIOR, CHARLES
KMBC, Kansas City, Mo. Xylophonist Vibraphonist, Midland Melodiers.
PRITCHARD, HELEN
WSPD Toledo, Ohio. Harpist. Dream Fantasy.
PYE, JIMMIE
KENF, Shenandoah Ia. Violinist.

— R —

RAPHAEL, DON
WELI, New Haven Conn. Organist. Rhapsodies by Raphael.
RAVEL, ELIZABETH
WPIC, Sharon, Pa. Pianist.
REINHERZ, SID
WCOP, Boston, Mass. Pianist. Frohemakers with Sid Reinherz.

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RENTOUL, KENNETH
CKNX, Wingham, Ont. Bagpiper. CKNX Barn Dance.
REX, TEX and BLACKY
KRMC, Jamestown, N. D. Strong Ensemble.
REYNOLDS, MARION
WELI, New Haven, Conn. Pianist-Organist. Organ Melodies.
RHYTHM THREE
KANS, Wichita, Kans. Instrumentalists.
RHYTHM THREESOME
KARK, Little Rock, Ark. Instrumental Trio.
RIDER, EDDIE
WCLE, Cleveland, Ohio. Violinist. Modernaire.
RIGS, NELL
WCLE, Cleveland, Ohio. Pianist. Two Keyboards.
RIPPEPI, AL
WHK, Cleveland, Ohio. Accordionist. Whispers.
RIPPEPI, FRANK
WHK, Cleveland, Ohio. Bass Violinist. Whispers.
ROBERTS, BILLY
WPIC, Sharon, Pa. Banjoist-Guitarist.
RODGERS, MARIAN
KSO, Des Moines, Ia.
ROPER, PAT
WGBF, Evansville, Ind. Pianist. Mysterious Pianist.
RUDOLPH, JOE
WCBD, Chicago, Ill. Pianist. Pianoland Program.

— S —

SALL, JOLIN
WJSV, Washington, D. C. Organist. Arthur Godfrey's Program.
SANDS, JIM
WCLE, Cleveland, Ohio. Pianist. Sunny Jim.
SARDONI, LAWRENCE
KFXJ, Grand Junction, Colo. Violinist. KFXJ Symphony Orchestra.
SAVAGE, PHIL
CJBR, Rimouski, Que. Organist.
SAYRE, HARRY
WSAZ, Huntington, W. Va. Pianist.
SELLS, PAUL
KMBC, Kansas City, Mo. Accordionist. Texas Rangers Night Time on the Trail, Brush Creek Follies.
SEWELL, LOUISE
KFPW, Fort Smith, Ark. Violinist.
SEWELL, MARY FRANCES
KFPW, Fort Smith, Ark. Pianist.
SHAFFER, ISABEL
WIOD, Miami, Fla. Organist.
SHAW, CLIFFORD
WAVE, Louisville, Ky. Pianist. Creations in Ivory.
SHEARER, JAMES H.
KPPC, Pasadena, Calif. Organist.
SHELB, CECELIA
WKZO, Kalamazoo, Mich. Instrumentalist. Light Classic Trio.
SHELLEY, GLENN
KEX-KGW, Portland, Ore. Organist-Pianist, Pleasant Interlude, Melody Memoirs, Vienese Melodies, Melody in Three Quarter Time, Melodic Strings, Little Concert.
SHELLEY, RAYMOND
KANS, Wichita, Kans. Organist. Morning Serenade.
SHERWOOD, FAN E.
WKZO, Kalamazoo, Mich. Instrumentalist. Light Classic Trio.
SHREDNICK, MILTON
KOA, Denver, Colo. Pianist. Wells of Music, Colorado's Hour.
SILVERBERG, BEN
WTAM, Cleveland, Ohio. Violinist. Violin in the Night.
SINGLETARY, DAVE
WBAP, Fort Worth, Texas. Clarinetist. On Wings of Song.
SLICER, HERNDON
WDBJ, Roanoke, Va. Pianist.
SLOCUM, GOODSEL
KFXJ, Grand Junction, Colo. Pianist. KFXJ Symphony Orchestra.
SMITH, A. R.
CKCK, Regina, Saskatchewan, Canada. Pianist, Pianologue.
SMECK, ROY
WHN, New York, N. Y. Guitarist.
SMITH, CHESTER
KMBC, Kansas City, Mo. Guitarist. Laura Lee and the Prairie Pioneers, Brush Creek Follies, KMBC, Early Birds.
SMITH, EDMEE
WIS, Columbia, S. C. Pianist.
SMITH, ESTIS
WIS, Columbia, S. C. Pianist.
SMITH, HELENE
KGER, Long Beach, Calif. Organist.
SMITH, ISADOR
WBT, Charlotte, N. C. Violinist. BC Jamboree, Novelteers.
SMITH, LLOYD
WHIO, Dayton, Ohio. Trumpeter.
SMITH, ROBERTA
WMSD, Sheffield, Ala. Pianist. Piano Pal.
SMITH, TOMMY
KARM, Fresno, Calif. Pianist. Piano Pranks.
SMITHLINE, LILLIAN
KTUL, Tulsa, Okla. Pianist. Piano Minuet, Evening Stars.
SONS OF THE WEST
KRMC, Jamestown, N. D. String Ensemble.
SPAIN, JOE
WFLA, Tampa, Fla. Vibraharpist.
SPECHT, FRANCIS
KELA, Centralis - Chehalis, Wash. Pianist-Organist. Mid-Morning Melodies, Audition Hour.
SPEER, MARJORIE
KOMA, Oklahoma City, Okla. Pianist. Three Keyboards, Melodies by Marjorie.
SPENCER, CLYDE
WWNC, Asheville, N. C. Instrumentalist. Musical America, Tidbits.
SPENCER, JOSEPHINE
WWNC, Asheville, N. C. Pianist.
SPOONER, MILL
WFIL, Philadelphia, Pa. Organist. Peaceful Valley, Rhythm Serenade.
STANTON, HARRY
WICA, Ashtabula, Ohio. Guitarist. Universal Troubadour.
STEEN, CHARLES J.
KFXJ, Grand Junction, Colo. Flutist. KFXJ Symphony Orchestra.
STEINBERG, SIGMUND
CKCL, Toronto, Ont. Violinist. Vienese Trio.
STEINER, GEORGE
WQXR, New York, N. Y. Violinist. String Classics, Salon Strings.
STEWART, DIXIE
CCA, Edmonton, Alta. Pianist. Summertime, Skyride.
STEWART, VIOLA
CKTB, St. Catharines, Ont. Pianist.
STIER, CLIFF
WNOX, Knoxville, Tenn. Staff Orchestra. Midday Merry-go-Round, Varioteers.
STINSON, RAY
KMBC, Kansas City, Mo. Saxophonist - Flutist - Clarinetist. Midland Melodiers.
STONE, DOROTHY
WDRC, Hartford, Conn. Organist. Console Varieties.
STRODOFF, GERTRUDE LaSALLE
WJTN, Jamestown, N. Y. Organist. Melodic Panorama.
SYPHER, MAX
KHSL, Chico, Calif. Pianist.

— T —

TAGGART, MILDRED
WICA, Ashtabula, Ohio. Pianist. Music of the Moment.
TAYLOR, BETTYE LEE
WKAT, Miami Beach, Fla. Organist. Musical Taylor Shop. Cathedral Echoes.
TAYLOR, JACK
CJCA, Edmonton, Alta. Guitarist-Banjoist. Good Morning Neighbor.
TAYLOR, POLLY
WKY, Oklahoma City, Okla. Piauists. Two Keyboards and a Console.
TENNIS, LOWELL FAY
WOW, Omaha, Nebr. Instrumentalist. Sophisticated Rangers.
THODE, HIX
WIS, Columbia, S. C. Violinist-Saxophonist-Piauist. Viosaxano.
THOMPSON, TOMMY
KSO, Des Moines, Ia. Guitarist.
THOR, MARIUS
WBAP, Fort Worth, Texas. Violinist. Melodic Moments.
THUE, NORMAN
KFPY, Spokane, Wash. Instrumentalist. Good Morning Neighbors.
TONHAZY, FRANCIS
WQXR, New York, N. Y. Cellist. String Classics, Salou Strings.
TOURTELLOTTE, WESLY
KECA-KFI, Los Angeles, Calif. Organist. Silhouettes in Segue. NBC, Organist. One Man's Family.
TRUMAN, EDDIE
KRNT, Des Moines, Ia. Pianist. Eddie Truman Entertains.

— V —

VAN DOREEN, MILDRED
WELL, Battle Creek, Mich. Pianist.

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VIOLIN, MISCHA
NBC Music Hall Series
VINCENT, LARRY
WCAU, Philadelphia Pa Piano Manhattan Soap Program

— W —

WAGNER, VIOLET
KFAM St Cloud, Minn Organist Organalities
WALKER, BILL
WHLB Virginia Minn Pianist
WALL, PHIL
NBC Pianist American Album of Familiar Music
WARD & SORENSON
KOA Denver, Colo. Pianists Talents of All Ages
WARRENN, GARNETT
WBT, Charlotte, N C. Violinist Briarhopper Boys
WATERS, GEORGE MARO
WIS Columbia, S C Pianist Organist. Keyboard Fantasies
WATTS, GUY
WHBY, Green Bay, Wisc. Pianist
WEATHERBY, CARL
WGPC Albany, Ga Pianist Poet of the Piano
WEISEN, JOE
WPIC Sharon Pa Violinist-Pianist
WERNER, MARGUERITE
WXYZ, Detroit Mich Organist Pianist
WEST, WAYNE
WHK, Cleveland Ohio Pianist Morning Meditations Dr Swing Kitchen Quiz
WESTERFIELD, THORPE
WBT Charlotte N C Guitarist BC Jamboree Novelteers
WHITE, DON
WBT Charlotte N C Guitarist Briarhopper Boys BC Jamboree
WHITE, GRADY
KGKB, Tyler Texas Organist Organ Varieties
WHITE, KENNETH
KMBC Kansas City, Mo Saxophonist Clarinetist Midland Melodiers
WHITE, LEW
NBC Cooks Travelogue
WHITE, ROBERT CLARENCE
WOW Omaha Nebr Instrumentalist Sophisticated Rangers
WILKINS, FREDDIE
KTUL Tulsa Okla. Instrumentalist
WILLIAMS, MARY TOM
WOMI Owensboro Ky Accompanist Accordiana
WILSON, BILL
CJRC Winnipeg, Man Pianist Organist Keyboard Ramps
WILSON, CLYDE CARROLL
WOW Omaha Nebr Instrumentalist, Sophisticated Rangers
WILSON, HARRY
KFKV Greeley Colo Pianist Piano Bender
WORDEN, HELEN
CJCA Edmonton Alta Pianist Summertime Skyrode
WRIGHT, KEN
WKY Oklahoma City Okla Organist
WYANT, HELEN
WCLE Cleveland Ohio, Electric Organist Two Keyboards

— Y —

YANDON, DAVID
KFPY Spokane Washington Instrumentalist Good Morning Neighbors
YANDON, DEL
KFPY Spokane Wash. Instrumentalist Good Morning Neighbors Keyboard and Console
YOUNG, GILBERT
WBT Charlotte N. C. Guitarist BC Jamboree, Novelteers, Briarhopper Boys.

— Z —

ZAYDE, JASCHA
WQXR, New York, N Y Pianist, String Classics, Salon Strings.
ZELIFF, KENDALL
WAYX, Waycross Ga Violinist.
ZEPP, ARTHUR
KFPY, Spokane Wash. Instrumentalist Portraits in Black and White Melody Rendezvous
ZILMER, HELEN
WKZO, Kalamazoo, Mich. Instrumentalist, Light Classic Trio

RADIO ARTISTS

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RADIO DAILY

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Musical Directors

OF STATIONS EVERYWHERE AND THEIR WORK DURING 1938

— A —

ADAMSON, W. G.
CKTB, St. Catharines, Ont.

ALBERT, DON
WHN, New York, N. Y.

ALBERTI, OLIVER
KMPC, Beverly Hills, Cal.

ANDREWS, Abbie
WDAY, Fargo, North Dakota.

ARRIGA, ARNO
WBNX, New York City.

AURANDT, DICK
KSFO, San Francisco, Cal.

AYARS, LOWELL
WSNJ, Bridgeton, N. J.

— B —

BACON, GEORGE
KGB, San Diego, Cal.

BAUGH, GENE
WBAP, Ft. Worth, Texas.

BAUMEL, EDDIE
KGNC, Amarillo, Tex.

BAXTER, LEO
WBOW, Terre Haute, Ind.

BECKER, ALFRED
KOY, Phoenix, Ariz.

BELL, KENNETH
WMFF, Plattsburg, New York.

BENAVIE, SAMUEL
WJR, Detroit, Michigan.

BENNETT, JOHN
KHUB, Watsonville, Cal.

BENNETT, KEN
KPDM, Pampa, Texas.

BENNING, W. J.
WTMJ, Milwaukee, Wisc.

BERCOVITZ, ABE
KEX-KGW, Portland, Ore.

BEHRMAN, BURT
KCMO, Kansas City, Mo.

BERRY, ED
KLO, Ogden, Utah.

BERRY, JACK
WORL, Boston, Mass.

BEST, LILLIAN
KGDM, Stockton, Cal.

BLINKLEY, VERA
WTAD, Quincy, Ill.

BLAIR, FRANK
WOL, Washington, D. C.

BLAKE, AFTON
KFPW, Fort Smith, Ark.

BOLIN, DOROTHY
WMBO, Auburn, N. Y.

BOOKER, MARTHA JEAN
KBTM, Jonesboro, Ark.

BORDSEN, M.
KRKO, Everett, Wash.

BRADY, WILLIAM P.
WEDC, Chicago, Ill.

BRAKEBILL, JOHN A.
WCPO, Cincinnati, O.

BREECE, GEORGE
KFBK, Sacramento, Cal.

BRESCIA, PETER
WSM, Nashville, Tenn.

BREWINGTON, H. FULTON
WSAL, Salisbury, Md.

BROOKS, WILLIAM
KVOO, Tulsa, Okla.

BROWN, EDDY
WQXR, New York City.

BROWN, WALBERG
WGAR, Cleveland, Ohio.

BRUSILOFF, LEON
WJSV, Washington, D. C.

— C —

CALLISON, GEORGE T.
WJTN, Jamestown, New York.

CANDELORI, ANTHONY
WFIL, Philadelphia, Pa.

CARR, ALBERTA
WGTM, Wilson, N. C.

CATTON, STAN
CJOR, Vancouver, B. C.

CHANEY, HERMAN C.
KOMA, Oklahoma City, Okla.

CHARNINSKY, HYMAN
KRLD, Dallas, Texas.

CHERNIAVSKY, JOSEF
WLW-WSAI, Cincinnati, Ohio.

CHURCHILL, BERT
CFGP, Grande Prairie, Alta.

CHUTE, WINNIE
KFAM, St. Cloud, Minn.

CICCONE, SYLVIO
WFBG, Altoona, Pa.

CLARK, ALLAN
WKY, Oklahoma City, Okla.

CLARK, JAMES B.
KFPY, Spokane, Wash.

CLARK, I. G.
CKFC, Vancouver, B. C.

CONTI, ANTHONY
WLEU, Erie, Pa.

COOK, O. D.
KFYO, Lubbock, Texas.

CORBEIL, P. E.
CJBR, Rimouski, Que.

CORRIS, ALLYN
WRDW, Augusta, Ga.

COTE, BERNARD
WCOU, Lewiston, Me.

COUCH, STERLING V.
WDRC, Hartford, Conn.

COX, TED
WDZ, Tuscola, Ill.

— D —

DELFINO, ROMEO
WATR, Waterbury, Conn.

DE LUCA, GUISEPPE
WHOM, Jersey City, N. J.

DIAMOND, MAURICE
WORC, Worcester, Mass.

DICKINSON, BOB
KOMO-KJR, Seattle, Wash.

DIEHL, ROBERT
WHP, Harrisburg, Penn.

DOAN, DOROTHY
KOME, Tulsa, Okla.

DORR, ROY
KUJ, Walla Walla, Washington.

DOUGLAS, WILSIA (Miss)
WJW, Akron, Ohio

— E —

EBENER, FREDDIE
WOW, Omaha, Nebr.

— F —

FAIRBANKS, LUCILLE A.
KFIZ, Fond-Du Lac, Wisc.

FAULKNER, DICK
WAPI, Birmingham, Ala.

FELD, BEN
KMOX, St. Louis, Mo.

FLATH, P. HANS
KMBC, Kansas City, Kans.

FRANSOZA, JOSEPH
WPEN, Philadelphia, Pa.

FUHRMAN, CLARENCE
WIP, Philadelphia, Pa.

FULLER, FREDERICK
WHA, Madison, Wisc.

— G —

GARDNER, CLYDE
WMBR, Jacksonville, Fla.

GARERI, IRMA
WGES, Chicago, Ill.

GIGHTON, JOHN
WJRD, Tuscaloosa, Ala.

GLUCKSMAN, ERWIN
WEBR, Buffalo, New York.

GODT, PAUL
WTMV, East St. Louis, Ill.

GOFF, WILLBY
WGH, Newport News, Va.

GOHRING, RUSSELL
WSPD, Toledo, Ohio.

GOLDEN, ROBERT
WCAU, Philadelphia, Pa.

GOODRICH, W. G.
WAAW, Omaha, Nebr.

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GRANT, DOUGLAS B.
WMT, Cedar Rapids - Waterloo, Ia.

GRANT, LEE
WMCA, New York City.

GRASSO, FRANK
WFLA, Tampa, Fla.

GREENWOOD, WARREN M.
WHAI, Greenfield, Mass

GRIMES, HARRY L.
WGAU, Athens, Ga.

GRUIS, RAY
WRJN, Racine, Wisc.

— H —

HAINSWORTH, ROBERT
KIRO, Seattle, Wash.

HALL, HARRIET
WQDM, St. Albans, Vt.

HANSON, EARLE BARR
WIOD, Miami, Fla.

HARTZELL, WILLIE
KFEL, Denver, Colo

HATCH, WILBUR
KNX, Los Angeles, Cal.

HECTOR, CHARLES
WEEI, Boston, Mass.

HENSON, MARY
WDBJ, Roanoke, Va

HILLIER, SAM
CJKM, Regina, Sask

HINZMAN, BESS
WCBD, Chicago, Ill

HOCKTER, GENE
WCKY, Cincinnati Ohio.

HOHENGARTEN, CARL
WBBM, Chicago, Ill.

HOLLOWELL, STELL
KDB, Santa Barbara Cal

HOOD, MARGUERITE
KGVO, Missoula Mont

HOUSTON, EDDIE
CJRC, Winnipeg, Manitoba

HOVEY, DON
WHO Des Moines Iowa

HUBICKI, TARAS
WMBC, Detroit, Michigan

HULL, DICK
WSAY, Rochester, N. Y

HUNT, HARRY
KFKA, Greeley, Colo

HUTSELL, ROBERT
WHAS Louisville Ky

— I —

INGRAM, JAN
WBNY, Buffalo, N. Y

INGSTAD, BOB
KOVC, Valley City N. D.

IULA, ROBERT
WBAL, Baltimore Md

— J —

JOACHIM, RICHARD
WICA, Ashtabula Ohio

JOHNSON, MARGARET
KWNO, Winona, Minn.

JONES, LILLIAN
WMIN, St. Paul Minneapolis, Minn.

— K —

KALAR, PHIL
WJS, Chicago, Ill.

KANE, BILL
KFBB, Great Falls, Mont

KANTER, BEN
WJJD, Chicago, Ill

KAPPEY, CECIL
CFAC, Calgary, Alberta

KASPAR, GORDAN
WPTF, Raleigh, N. C.

KATZMAN, LOUIS
WINS, New York City

KAUFFMAN, CHARLOTTE
WTHT, Hartford Conn

KEATON, CHARLES
WAIR, Winston-Salem N. C.

KEESE, KEN
WATL Atlanta, Ga.

KELLY, FLORENCE B.
WEMP Milwaukee Wisc

KELLY, JACK
WCFL, Chicago Ill

KELSEY, WALTER
KGO - KPO San Francisco Calif.

KENDALL, ARTHUR F.
WCSH, Portland, Maine

KENEASTER, MARY VANCE
KBST, Big Spring Texas.

KILEY, JOHN
WMEX, Boston, Mass

KIMBULEY, HELEN
WROK Rockford Ill

KNUTTI, FRANK
WMMN, Fairmont W. Va

KREBS, ELMER
WISN, Milwaukee Wisc

KVTE, BENNA
WXYZ, Detroit Michigan

— L —

LA BLONDE, ETHEL
WSAU, Wasau Wis

LALLY, ED
KGKO Fort Worth Texas

LAMB, ELIZABETH
WNBF Binghamton N. Y

LAMBERT, MURRAY
WRR Dallas Texas

LAMBERTZ, KARL
WFAA, Dallas Texas

LANGE, HENRY
WHIO, Dayton Ohio

LEE, VIRGINIA
WOMI, Owensboro Ky

LEDERER, JACK
WCAO Baltimore Md

LEIGH, LEONARD
KSTP, St. Paul-Minneapolis, Minn.

LETONDAL, HENRI
CKAC, Montreal Quebec

LINDQUIST
KSAC, Manhattan Kansas

LINDSAY, ART
KXRO, Aberdeen Wash

LINEBERGER, EBER
WFBC Greenville S. C

LOGAN, WALTER
WTAM Cleveland, Ohio.

LUKENS, STELLO
WMBH, Joplin Mo

LYON, JACK
WMBD Peoria Ill

LYONS, RUTH
WKRC, Cincinnati, Ohio.

— M —

MARTONE, JOHNNY
WADC, Akron, Ohio.

MAYNARD, PAT
WOC Davenport, Iowa

McADEN, TOM
KGIW, Alamosa, Colo.

McALLISTER, JOHN
WBT, Charlotte, N. C.

McEWEA, LEONARD
WMC, Memphis Tenn.

McGRATH, KAY
KLPM, Minot N. D.

McKEON, RAY
WLLH, Lowell, Mass.

McNEIL, IDA A.
KGFX, Pierre, S. D.

MEDOFF, SAMUEL
WARD, Brooklyn, N. Y.

MEEK, SANDY
WOOD WASH Grand Rapids, Mich.

MERKELEY, C. N.
CKNX, Wingham, Ont

MEYER, T. SPENCER
WMBG, Richmond, Va

MEYERS, GUS, JR.
WICC Bridgeport, Conn.

MILLER, HARRISON
KIT, Yakima, Wash

MILLER, VICTOR
WSYR, Syracuse N. Y

MORGAN, JACK
WMPS, Memphis, Tenn

MOSER, CLYDE
WKBO, Harrisburg, Pa

MUTH, BILLY
KTAT, Ft. Worth Texas

MYHRE, KERMIT
KDLR Devils Lake, N. D

— N —

NAFF, E. D.
WRVA, Richmond, Va

NELSON, BUD
KGGM Albuquerque New Mex

NEUMAN, HERMAN
WNYC New York City

NEWBERRY, VELLA JOHN
KUBG, Okmulgee Okla

NEWMAN, ROY
WRR, Dallas, Texas Assis tant Musical Director

NICHOLS, JOSEPH
WSUN, St. Petersburg, Fla.

NICHOLSON, FABE
WAAT, Jersey City, N. J

NIDES, HARRY
WNOX, Knoxville, Tenn.

NILES, A. O.
WHAZ Troy N. Y

NOBLE, CARL
WLBC Muncie Ind

NORRIS, BOE
WSOC, Charlotte N. C.

NUGENT, MARY
WLAP, Lexington, Ky

— O —

OCCHIBOI, JULIO
WQV-WBIL, New York City.

OLSON, WALLY
WCCO, Minneapolis St. Paul, Minn.

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OWEN, EM.
WTAQ - WHBY, Green Bay, Wis.
OWEN, HARRIS
KARK, Little Rock, Ark.

— P —

PAGLIARA, N.
WCHS, Charleston, W. Va.
PARANOV, MOSHE
WTIC, Hartford, Conn.
PARSON, VINCENT
KPPC, Pasadena, Calif.
PASTOR, GILBERTO
WPRP, Ponce, Puerto Rico.
PEAK, GENE
WPAD, Paducah, Ky.
PECK, DORRIS
WNBC, New Britain, Conn.
PERRY, IRMA
KFAB, Lincoln, Nebr.
PITT, MERLE
WNEW, New York, N. Y.
PREIS, REX L.
KTSA, San Antonio, Texas.
PRESBY, O. K.
CFCY, Charlottetown, P. E. I.
PRICILLA, MARTHA
WGPC, Albany, Ga.
PRIOR, LOUIS
WALR, Zanesville, Ohio.
PUDNEY, EARL
WAGA, Atlanta, Ga.

— R —

RANDALL, GORDIE
WGY, Schenectady, N. Y.
RANHARD, CONRAD
WRTD, Richmond, Va.
RAPKIN, MAURICE
CKCL, Toronto, Ont.
REED, PHIL
KWEW, Hobbs, N. M.
REESE, BERTHA
KSCJ, Sioux City, Iowa.
REMICK, DEAN
WSBC, Chicago, Ill.
REULEAUX, WALTER H.
WFBM, Indianapolis, Ind.
REYNOLDS, MARION
WELI, New Haven, Conn.
REINHERZ, SID
WCOP, Boston, Mass.
RICE, KEN
WDWS, Champaign, Ill.
RICH, LOUIS
WCLE-WHK, Cleveland, Ohio.
RICHARDS, JACK
KEVB, Price, Utah.
RICHSMITH, MR.
KMO, Tacoma, Wash.
RILEY, LOWELL
WBNS, Columbus, Ohio.
ROGERS, BOB
KARM, Fresno, Calif.
ROGERS, FEY
WOPI, Bristol, Tenn.
RODGERS, FLOYD D., JR.
WIS, Columbia, S. C.
ROGERS, RAY
WCOA, Pensola, Florida.
ROPER, PAT
WGBF-WEOA, Evansville, Ind.
ROYAL, RUTH
KCKN, Kansas City, Kans.
RUDOLPH, WALTER
KYA, San Francisco, Calif.
RUSHING, WILL
WBRC, Birmingham, Ala.
RUVINSKY, ABRAM
WHKC, Columbus, Ohio.

— S —

SANTAELLA, SALVATORE
KMTR, Hollywood, Calif.
SARLI, AL
KWK, St. Louis, Mo.
SARLI, JEAN
WOAI, San Antonio, Texas.
SAVITT, JAN
KYW, Philadelphia, Pa.
SCHREIBMAN, JOSEPH
WDAS, Philadelphia, Pa.
SCOTT, G. HOWARD
WCAP, Asbury Park, N. J.
SEVERI, GINO
KFAC, Los Angeles, Calif.
SHAW, CLIFFORD
WAVE, Louisville, Ky.
SHELLEY, RAYMOND
KANS, Wichita, Kansas.
SHIELD, ROY
WMAQ-WENR, Chicago, Ill.
SHOOP, DAVID
WHP, Harrisburg, Pa.
SHREDNIK, MILTON
KOA, Denver, Colo.
SILER, WENDELL
WSVA, Harrisonburg, Va.
SIVERSON, CHARLES
WHAM, Rochester, N. Y.
SMITH, A. R.
CKCK, Regina, Sask.
SMITH, CHESTER
KFRC, San Francisco, Calif.
SMITH, HELENE
KGER, Long Beach, Calif.
SMITH, MAX
KSAL, Salina, Kans.
SMITH, R.
KELD, Eldorado, Ark.
SMITHLINE, LILLIAN
KTUL, Tulsa, Okla.
SNIDER, MERLE
KOH, Reno, Nevada.
SNYDER, GEORGE Y.
WCBA-WSAN, Allentown, Pa.
SNYDER, GUY
KFH, Wichita, Kans.
SPARNON, KEN
WHEC, Rochester, N. Y.
SPECHT, FRANCIS
KELA, Centralia and Chehalis, Wash.
SPEERSTRA, GERALD E.
KWJJ, Portland, Ore.
SPENCER, CLYDE
WWNC, Asheville, N. C.
SPITALNY, MAURICE
KDKA, Pittsburgh, Pa.
SPRINGER, HARRY
WESG, Elmira, N. Y.
STANLEY, JACK
KEHE, Los Angeles, Calif.
STEIN, RALPH
WEW, St. Louis, Mo.
STEINER, LEO
WHIS, Bluefield, W. Va.
STEWART, E. CALDWELL
WSFA, Montgomery, Ala.
STEWART, H. WELLINGTON
WCAD, Canton, N. Y.
STONEMAN, LLOYD
WSPR, Springfield, Mass.
STRUTZ, ELAINE
KRMC, Jamestown, N. D.
STRYKER, ELLSWORTH
KTAR, Phoenix, Ariz.
SUMMERS, EARL, SR.
WWVA, Wheeling, W. Va.
SWEETEN, CLAUDE
KECA-KFI, Los Angeles, Cal.

— T —

TALBOT, J. R.
CBV, Quebec, Que.
TARRAS, DAVE
WBBC, Brooklyn, N. Y.
TATZ, CARL
WEAN, Providence, R. I.
TAYLOR, BETTYE LEE
WKAT, Miami Beach, Fla.
THORNTON, BOB
KGFI, Brownsville, Texas.
TRETHEWEY, CHARLES
CJCS, Stratford, Ont.
TRUXELL, EARL
WCAE, Pittsburgh, Pa.
TUTTLE, ELSIE
WSJS, Winston-Salem, N. C.

— V —

VAN WYCK, R.
WKBZ, Muskegon, Mich.
VIDACOVICH, PINKY
WWL, New Orleans, La.
VOLKOW, D.
WHFC, Cicero, Ill.
VOYER, GASTON
CHRC, Quebec, Que.

— W —

WALLACE, BERNICE H.
WOLS, Florence, S. C.
WALLACE, LOLA
WGST, Atlanta, Ga.
WALLENSTEIN, ALFRED
WOR, Newark, N. J.
WALTERS, JEAN
KGY, Olympia, Wash.
WAYNE, ROGER
WCNW, Brooklyn, N. Y.
WEELANS, LES
KLZ, Denver, Colo.
WELCH, JOSEPHINE Y.
WSAR, Fall River, Mass.
WHITEHEAD, HENRY COWLES
WTAR, Norfolk, Va.
WILLIS, GORDON
KSAN, San Francisco, Calif.
WILLS, HARRY
WJMS, Ironwood, Mich.
WILSON, ELVAN B.
WLAK, Lakeland, Fla.
WOODBURY, T. B.
KDYL, Salt Lake City, Utah.
WRIGHT, JOHN H.
WBZ - WBZA, Boston and Springfield, Mass.
WRIGHTZ, R. HAMILTON
CFRN, Edmonton, Alberta.
WRIGHT, WILL
KTFI, Twin Falls, Idaho.
WYLIE, ALISTER
WIL, St. Louis, Mo.

— Z —

ZDARSKY, FRANK
WTCN, St. Paul-Minneapolis, Minn.

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— A —

ABBOTT, EDMUND
WCCO, Minneapolis-St. Paul, Minn.

ABERNATHY, WILLIAM
NBC.

ACKLEY, WAYNE
KSO, Des Moines, Ia.

ADAMS, BILL
KGW, Portland, Ore.
KEX.

ADAMS, CLARANCE
KBTM, Jonesboro, Ark.

ADAMS, LEON
KCMC, Texarkana, Texas.

ADAMS, WARD
WRVA, Richmond, Va.

ADAMSON, W. G.
CKTB, St. Catharines, Ont.

ADEMY, JOHN
WCAO, Baltimore, Md.

ALAN, PAT
WBIW, Terre Taute, Ind.

ALBURTY, BOB
WHBQ, Memphis, Tenn.

ALDERMAN, JAMES
WFAA, Dallas, Texas.

ALEXANDER, A. L.
NBC, True Stories.

ALEXANDER, JACK
KFPW, Fort Smith, Ark.

ALEXANDER, JOHN
KFBB, Great Falls, Mont.

ALFONSO, A.
WPRP, Ponce, Puerto Rico.

ALFONSO, MRS. A.
WPRP, Ponce, Puerto Rico

ALGER, PAUL
WSNJ, Bridgeton, N. J.

ALLEN, BOB
KSTP, St. Paul-Minneapolis, Minn.

ALLEN, CLIFF
WWVA, Wheeling, W. Va.

ALLEN, HERB
KECA, Los Angeles, Calif.
KFI.

ALLEN, PHIL
KTRI, Sioux City, Iowa.

ALLEN, REGINALD
WBT, Charlotte, N. C.

ALLISON, PAUL
WNOX, Knoxville, Tenn.

ALT, JIM
KMOX, St. Louis, Mo.

ALTER, BENNE
WMT, Cedar Rapids-Waterloo, Iowa.

ALTMAN, DICK
KBTM, Jonesboro, Ark.

ALVARES, ARTHUR
WNBZ, Saranac Lake, N. Y.

ALVAREZ, JOSE
WHOM, Jersey City, N. J.

AMAULI, ADA
WHOM, Jersey City, N. J.

AMAULI, GUILIO
WHOM, Jersey City, N. J.

ANDERS, WAYNE
KWNO, Winona, Minn.

ANDERSON, ARTHUR
KTAR, Phoenix, Ariz.

ANDERSON, EDWARD
WQDM, St. Albans, Vt.

ANDERSON, FRANK
KEHE, Los Angeles, Calif.

ANDERSON, ORVAL
WKUF, Gainesville, Fla.

ANDERSON, REX
WROK, Rockford, Ill.

ANDERSON, ROBERT
KFPY, Spokane, Wash.

ANDERSON, R. L.
WNOX, Knoxville, Tenn.

ANDRE, PIERRE
WMAQ-WENR, Chicago, Ill.
Sunday Matinee MBS.

ANDRIA, SABRI
WBBC, Brooklyn, N. Y.

ANDRUS, EDWARD
WTAR, Norfolk, Va.

ANGELO, EDWIN
WNAD, Norman, Okla.

ANGELE, MEL
KEHE, Los Angeles, Calif.

ANDRE, PIERRE
NBC, Little Orphan Annie.

ANDREWS, BILL
NBC.

ANSBRO, GEORGE
NBC, Mrs. Wiggs of the Cabbage Patch.

ANTHONY, ALLA C.
KWK, St. Louis, Mo.

ANZJON, ARNE
KGCU, Mandan, N. D.

APPLEGATE, GEORGE
KECA, Los Angeles, Calif.
KFI.

APPLER, EDWARD
KTHS, Hot Springs, Ark.

ARLINGTON, CHARLES
WBT, Charlotte, N. C.

ARNOLD, ALVIN
KDLR, Devils Lake, N. D.

ARNOLD, GENE
NBC, Minstrels of 1938.

ARNOLD, GEORGE
KGLO, Mason City, Ia.

ARTHUR, DOUGLAS
WNEW, New York, N. Y.

ATWOOD, JACK
WRDO, Augusta, Me.

AUSTIN, HERB
WCAU, Philadelphia, Pa.

AUSTIN, MEL
WATL, Atlanta, Ga.

AVERY, ALLAN
WJJD, Chicago, Ill.

AVERY, GAYLORD
WOW, Omaha, Nebr.

AVERY, IRA
WRVA, Richmond, Va.

— B —

BACON, ROGER
WTMV, East St. Louis, Ill.

BAILEY, BILL
KWTO-KGBX, Springfield, Mo.

BAILEY, WILLIAM J.
NBC, Just Plain Bill.

BAIRD, DORWIN
CJOR, Vancouver, B. C.

BAKER, CARL
WIRE, Indianapolis, Ind.

BAKER, JEFF
WTAR, Norfolk, Va.

BAKER, KAY
KELA, Betw. Centralia, and Chehalis, Wash.

BAKER, RAY
WCNW, Brooklyn, N. Y.

BALANOFF, MORRIS
WCNW, Brooklyn, N. Y.

BALDWIN, BILL
KRNT, Des Moines, Ia.

BALDWIN, GARLAND
WHIO, Dayton, Ohio.

BALDWIN, ROBERT
WMBO, Auburn, N. Y.

BALFE, KAY
WMMN, Fairmont, W. Va.

BALLAGH, MERNIE
KTRI, Sioux City, Iowa.

BALLOU, CHARLES
WSVA, Harrisonburg, Pa.

BALLS, FLETCHER
KELD, El Dorado, Ark.

BANKS, DAVID
KARK, Little Rock, Ark.

BANNON, JAMES
KFI, Los Angeles, Calif.

BARBARA, LESTER
KTRI, Sioux City, Iowa.

BARNES, WADE
WHBC, Canton, Ohio.

BARNETTE, MELVIN
WHIS, Bluefield, W. Va.

BARRETT, ELLIS
WABY, Albany, N. Y.

BARRETT, LAWRENCE
WAYX, Waycross, Ga.

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BARRETT, LOUIE
KTAR Phoenix Ariz

BARRETT, RAY
WDRC Hartford Conn

BARRY, NORMAN
WMAQ WENR Chicago Ill

BARTH, BERNIE
KOBH Rapid City S D

BARUCH, ANDRE
Kate Smith Show Your Hit Parade CBS Waltz Time NBC

BESS, FRED C.
CKWX Vancouver B C

BATES, BILL
KWOC Poplar Bluff Mo

BATES, KARL
WJW Akron Ohio

BATES, RICHARD E.
WGAN Portland Me

BATEY, HUBERT
WGPC Albany Ga

BATSON, CHARLES
WFBC Greenville S C

BAUER, TED
WIBG Glenside Pa

BAUGHMAN, ELMER
WCKY Cincinnati Ohio

BAULU, ROGER
CKAC Montreal, Quebec, Can

BAUMEL, EDDIE
KGNC Amarillo Texas

BAXTER, LIONEL
WAPI Birmingham, Ala

BAXTER, VERNICE
WPAD Paducah Ky

BAYEK, GIL
WDRC Hartford Conn

BAYLOR, DAVE
WGAR, Cleveland Ohio

BEAUCHAMP, R. RODRIGUEZ
WNEL San Juan Puerto Rico.

BEBOUT, GEORGE
WHKC, Columbus Ohio

BECK, JAMES
KFRO, Longview, Texas

BECKER, PHILIP
WTIC, Hartford Conn

BECKET, CHESTER A.
WHAT, Philadelphia Pa

BEEBE, WALLACE
KIT, Yakima, Wash

BEEDLES, BOB
WRVA, Richmond Va

BEENSON, STERLING
WTOL Toledo, Ohio

BELANGER, LOUIS
CKCV, Quebec, Que

BELANGER, M. A.
CJBR, Rimouski, Que

BELFI, CHARLES L.
KTSA, San Antonio Texas

BELL, CLAYTON
CFAC Calgary Alberta Can

BELL, DON
WFLA Tampa, Fla

BELL, KENNETH
WMFF Plattsburg, N. Y

BELL, VICTOR
KUTA Salt Lake City Utah

BENCE, BOB
KFRC, San Francisco Calif

BENNETT, BURTON
KGO, San Francisco, Calif
KPO

BENNETT, DAVID
WKBO, Harrisburg Pa.

BENNETT, HAL
WHIO, Dayton, Ohio

BENNETT, JOHN
KHUB Watsonville, Calif

BENNETT, KEN
KPDN, Pampa Texas

BENNETT, THURSTON
WRDW, Augusta Ga.

BENWARE, REX KEITH
WQXR, New York N. Y

BERESFORD, EARL
CKFC, Vancouver B C, Can

BERGEVIN, F.
CHLP, Montreal, Quebec, Can

BERGSTROM, ARTHUR
WSPR, Springfield, Mass.

BERNDT, JR., IRVING
WRAK, Williamsport, Pa

BERRY, CHARLES
WBIL, New York N. Y. Continental Nights, Mays 34th Street Program, "Music in Many Moods," Consumers' Information Service Program

BERRY, CHARLES
WOV, New York N. Y Continental Nights, Mays 34th Street Program, "Music in Many Moods" Consumers' Information Service Program

BERRY, JACK
WORL, Boston, Mass

BERTHA, ALBERT
KGDE, Fergus Falls, Minn

BETTS, FRANKLIN L.
WCHV Charlottesville, Va.

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WIRE, Indianapolis, Ind.

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WDWS, Champaign, Ill.

BICE, MAX
KMO, Tacoma, Wash.

BIEBER, FRED
WTHT, Hartford, Conn.

BIER, JOSEPH
WOR, Newark, N. J.

BILL, EMIL
WMBD, Peoria, Ill.

BINGHAM, BOB
WWNC, Asheville, N. C.

BINKIN, SYL
WEW, St. Louis, Mo.

BISHER, BENNETT
KOMO, Seattle, Wash.

BISPUIG, HUBERT
WCAZ, Carthage, Ill.

BIVENS, WILLIAM
WBT, Charlotte, N. C.

BJORK, MERLE
KDLR, Devils Lake, N. D.

BLACK, RICHARD
KGDM, Stockton, Cal.

BLACKWELL, BURT
WAVE, Louisville, Ky.

BLAIR, FRANK
WOL, Washington, D. C.

BAKELY, CLINT
WAPI, Birmingham, Ala.

BLANCHARD, LOWELL
KNOX, Knoxville, Tenn.

BLENDER, MORTON
WCOP, Boston, Mass.

BLOCK, MARTIN
WNEW, New York, N. Y.

BLOOM, LARRY
KFEL, Denver, Colo.

BOGARTE, HOWARD
KRLD, Dallas, Texas.

BOGGESS, JOHN
WMFO, Decatur, Ala.

BOLAND, TOM
KOH, Reno, Nev.

BOLEY, JOSEPH
WBIL, New York, N. Y. Musical Comedy Favorites Program, Strings of Melody.

BOND, BILL
WAVE, Louisville, Ky.

BOND, FORD
NBC, Believe It or Not, Cities Service Concert, Easy Aces, David Harum, Just Plain Bill, Manhattan Merry-go-Round, Your Family and Mine.

BOOTHBY, JOHN
WSAY, Rochester, N. Y.

BOOTON, FRAN
WDZ, Tuscola, Ill.

BORELLI, R.
WPEN, Philadelphia, Pa.

BOREN, JOHN
KWLK, Longview, Wash.

BOSLEY, LYLE
WMFF, Plattsburg, N. Y.

BOSWELL, LAURA
WHMA, Anniston, Ala.

BOTZER, ALLAN
KIRO, Seattle, Wash.

BOUDREAU, DELPHIS
CHRC, Quebec, Que.

BOULTINGHOUSE, KENNETH L.
WEOA, Evansville, Ind.

BOULTINGHOUSE, KENNETH L.
WGBF, Evansville, Ind.

BOURQUE, CHARLES J.
WLAW, Lawrence, Mass.

BOWE, GEORGE
WTIC, Hartford, Conn.

BOWEN, BETTY
WCAM, Camden, N. J.

BOWEN, MARTIN
KWK, St. Louis, Mo.

BOWER, G. ROGER
WOR, Newark, N. J.

BOWERS, FRANK
WKBO, Harrisburg, Pa.

BOWNE, NORMAN
WBRC, Birmingham, Ala.

BOYD, CHARLES
KFRO, Longview, Texas.

BOYER, JOHN
KTSA, San Antonio, Texas.

BOYLING, J. S.
CHAB, Moose Jaw, Saskatchewan, Canada.

BRADLEY, BOB
WTMV, East St. Louis, Ill.

BRADLEY, PETE
WGES, Chicago, Ill.

BRAGG, MARION
WMAZ, Macon, Ga.

BRAILES, LUTHER
KSAL, Salina, Kans.

BRAMSTEDT, AL
KXRO, Aberdeen, Wash.

BRANDL, MILTON
WISN, Milwaukee, Wisc.

BRANDT, LYNN
NBC.

BRANDT, LYNN
WMAQ-WENR, Chicago, Ill.

BRANNEN, LYNNE
WGAU, Athens, Ga.

BRANNON, JERRY
WMCA, New York, N. Y.

BRANT, ROY
WCCO, Minneapolis-St. Paul, Minn.

BRAS, CHARLES
KJR, Seattle, Wash.

BRAS, CHARLES
KOMO, Seattle, Wash.

BRAXTON, JACK
WEED, Rocky Mount, N. C.

BRECKNER, GARY
KNX, Los Angeles, Calif.

BREINING, P. M.
WRAK, Williamsport, Pa.

BRENEMAN, MARK
KFAC, Los Angeles, Calif.

BRENGEL, GEORGE
WSOC, Charlotte, N. C.

BRENNAN, WILLIAM
WORC, Worcester, Mass.

BRENNER, PAUL
WNEW, New York, N. Y.

BRENNER, ROBERT
WMEX, Boston, Mass.

BRENT, EDWARD
WLEU, Erie, Pa.

BRENTSON, PAUL
KMBC, Kansas City, Mo.

BREWER, DUKE
KWTO-KGBX, Springfield, Mo.

BREWINGTON, H. FULTON
WSAL, Salisbury, Md.

BRICE, DON
KSAL, Salina, Kans.

BRICKHOUSE, JACK
WMBD, Peoria, Ill.

BRIGGS, FRED
KVOE, Santa Ana, Calif.

BRINKLEY, JACK
NBC.

BROOK, BERYL B.
WHAS, Louisville, Ky.

BROOK, PHILIP
WGY, Schenectady, N. Y.

BROOKS, DAVID
WEAN, Providence, R. I.

BROOKS, FOSTER
WHAS, Louisville, Ky.

BROOKS, RUSSELL
WORC, Worcester, Mass.

BROOKS, WESTON
WDAS, Philadelphia, Pa.

BROSE, CARL
WHA, Madison, Wisc.

BROWN, AL RAY
KABR, Aberdeen, S. D.

BROWN, ALLAN
WHMA, Anniston, Ala.

BROWN, ART
WOL, Washington, D. C.

BROWN, BOB
NBC, Vic and Sade.

BROWN, GORDON
KSRO, Santa Rosa, Calif.

BROWN, LELAND
KGY, Olympia, Wash.

BROWN, LEONARD
WMBH, Joplin, Mo.

BROWN, RICHARD
WHAM, Rochester, N. Y.

BROWN, ROBERT
WMAQ-WENR, Chicago, Ill.

BROWN, TOM
KRGV, Weslaco, Texas.

BROWN, JR., WILL
CFCY, Charlottetown, P. E. I., Canada.

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WCNW, Brooklyn, N. Y.

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WLW, Cincinnati, Ohio.

BRUKER, JOE
WRDW, Augusta, Ga.

BRUNDIGE, BILL
WAVE, Louisville, Ky.

BRYAN, WILLIAM P.
WHAS, Louisville, Ky.

BRYANT, CHARLES
KCKN, Kansas City, Kans.

BRYANT, DONALD
KRMC, Jamestown, N. D.

BRYANT, ED
CJCA, Edmonton, Alta.

BRYNE, WOODRUFF
WIS, Columbia, S. C.

BUCK, LOUIE
WAGA, Atlanta, Ga.

BUCKLEY, SCOTT
WGNY, Newburgh, N. Y.

BUDD, MILTON
WMBD, Peoria, Ill.

BUENNING, PAUL
KTOK, Oklahoma City, Okla.

BULLARD, WILLIS
WKZO, Kalamazoo, Mich.

BURG, HARRY
WLW, Cincinnati, Ohio.

BURGENI, EDWARD
WNBZ, Saranac Lake, N. Y.

BURGER, FRANK
WIS, Columbia, S. C.

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WSBC, Chicago, Ill.

BURGIN, RALPH
WPTF, Raleigh, N. C.

BURHAM, THOMAS H.
CHRC, Quebec, Que.

BURKE, ED
WCFL, Chicago, Ill

BURKE, HARRY
WOW, Omaha, Nebr

BURMAN, NED
KGDM, Stockton, Calif.

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WCLE, Cleveland, Ohio

BURNS, JERRY
WLW, Cincinnati, Ohio.

BURT, BILLY
WTAQ, Green Bay, Wisc.

BURT, L.
KRKO, Everett, Wash.

BUSART, CARL E.
KEUB, Provo, Utah

BUTHERNS, EDDIE
KWSC, Pullman, Wash

BUTLER, FRANCIS
KFAM, St. Cloud, Minn.

BUTTERFIELD, BILL
KGRC, Enid, Okla

BUTTON, WINFIELD
WMBO, Auburn, N. Y

BUZZINI, BERTRAM
KYA, San Francisco, Calif

BYERS, WAYNE
WHLB, Virginia, Minn.

BYRN, DAVID
WBAP, Ft. Worth, Texas.

BYRNELL, JOHN
WHK, Cleveland, Ohio.

— C —

CABINESS, TRAVIS
KRMD, Shreveport, La

CAIRNS, GEORGE
WORC, Worcester, Mass

CALDWELL, BOB
WHB, Kansas City, Mo.

CALL, ELLIS
KTFI, Twin Falls, Idaho

CALLAWAY, EDWIN
KTEM, Temple, Texas

CALLISON, GEORGE T.
WJTN, Jamestown, N. Y

CAMERON, RAY
WMFF, Plattsburg, N. Y

CAMPBELL, BOB
WCCO, Minneapolis St. Paul Minn.

CAMPBELL, HARRY
KFRU, Columbia, Mo

CAMPBELL, JAMES
KOA, Denver, Colo.

CAMPBELL, TED
WMCA, New York, N. Y

CANTER, RUSSELL
WBNS, Columbus, Ohio.

CAPLAN, N.
WHAZ, Troy, N. Y.

CARD, CLELLAN
WCCO, Minneapolis St. Paul, Minn.

CAREY, JACK
WDAS, Philadelphia, Pa.

CARLON, ANDRE
WCPO, Cincinnati, Ohio.

CARLSON, HOWDY
KFNT, Shenandoah, Iowa

CARPENTER, KEN
NBC, Kraft Music Hall, One Man's Family, Ry Krisp Presents Marion Talley.

CARPENTER, WILLIAM
WNBZ, Saranac Lake, N. Y.

CARR, WESS
KVMO, Kansas City, Mo

CARRAWAY, HOWARD
KGKO, Ft. Worth, Texas.

CARRIER, G.
CKBI, Prince Albert, Sask.

CARROLL, JIM
KWYO, Sheridan, Wyo

CARSON, GRANT
CJRM, Regina, Sask.

CARTER, NICK
WNBX, Springfield, Vt.

CARTIER, J. G.
CJBR, Rimouski, Que.

CASE, ERNE
WCNW, Brooklyn, N. Y.

CASE, NELSON
NBC, A. L. Alexander's True Stories, The Hour of Charm, Dorothy Thompson.

CASEY, THOMAS
WMAQ WENR, Chicago, Ill

CASTLE, BOB
WBRC, Birmingham, Ala

CATTON, STAN
CJOR, Vancouver, B. C.

CHAMBERS, CLAIR
CJRC, Winnipeg, Manitoba Canada

CHAMBERS, ELMER W.
WCSH, Portland, Me.

CHAMBERS, HAL
KMTR, Hollywood, Calif

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WEOA, Evansville, Ind.

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WGBF, Evansville, Ind.

CHAMBERLIN, FRANCIS
WMPS, Memphis, Tenn.

CHANCE, GEORGE
KDAL, Duluth, Minn.

CHAPEL, JOHN K.
WOW, Omaha, Nebr.

CHAPMAN, DAVE
KCKN, Kansas City, Kans.

CHAPMAN, DOREEN
KGLO, Mason City, Iowa.

CHAPMAN, JAMES
KSAC, Manhattan, Kans.

CHAPMAN, PAUL
WFBC, Greenville, S. C.

CHAPPELL, ERNEST E.
Campbell Playhouse, CBS. Edwin C. Hill News Parade, NBC.

CHARLES, LEWIS
WHN, New York, N. Y.

CHASE, BOB
WIL, St. Louis, Mo.

CHASE, EDDIE
WCFL, Chicago, Ill.

CHASE, EWARD E.
WOOD-WASH, Grand Rapids, Mich.

CHASE, JACK
KRNT, Des Moines, Iowa.

CHASE, TOM
WOW, Omaha, Nebr.

CHATTERTON, LARRY
KNX, Los Angeles, Calif.

CHILD, BERT
WBBC, Brooklyn, N. Y.

CHILDS, LELAND
WBRC, Birmingham, Ala.

CHRISTOPHER, CARL
KEX, Portland, Ore.

CHRISTOPHER, CARL
KGW, Portland, Ore.

CHURCHILL, BERT
CFGP, Grand Prairie, Alberta, Canada.

CLAIRE, MALCOLM
NBC, Own Program, Stories for Children.

CLANCY, RUSSELL
WHN, New York, N. Y.

CLANEY, HOWARD
NBC, American Album of Familiar Music, Horace Heidt and His Alemite Brigadiers, Dick Tracy, Voice of Firestone, Waltz Time.

CLARK, BILL
WHOM, Jersey City, N. J.

CLARK, CHESTER
WCAE, Pittsburgh, Pa.

CLARK, HAROLD
WEAN, Providence, R. I.

CLARK, HARRY
WTIC, Hartford, Conn.

CLARK, HOWARD
CKSO, Sudbury, Ont.

CLARK, I. G.
CKFC, Vancouver, B. C., Can.

CLARK, J. B.
WPTF, Raleigh, N. C.

CLARK, JAMES
WHIS, Bluefield, W. Va.

CLARK, PAUL A.
WGBF, Evansville, Ind.

CLARKE, JOHNNY
WATL, Atlanta, Ga.

CLAYTON, TOM
WLLH, Lowell, Mass.

CLEMENT, T.
KFPY, Spokane, Wash.

CLIFFER, MAURICE
KMOX, St. Louis, Mo.

CLINE, CALDWELL
WBT, Charlotte, N. C.

CLOVER, BOB
KVCV, Redding, Cal.

COBB, DAVID
WSM, Nashville, Tenn.

COBBLE, J. G.
WHMA, Anniston, Ala.

COFFIN, TED
WAGM, Presque Isle, Maine.

COLBORNE, FRED
CJCJ, Calgary, Alberta.

COLE, FRED B.
NBC, The Four of Us, Little Variety Show, Swing Serenade.

COLE, FRED B.
WBZ-WBZA, Boston & Springfield, Mass.

COLEMAN, W. A.
WHBB, Selma, Ala.

COLLINS, JUD
WSGN, Birmingham, Ala.

COLON, ROYCE
KRLD, Dallas, Texas.

COLVILLE, FRED
WALR, Zanesville, Ohio.

COMPTON, WALTER
WOL, Washington, D. C.

CONDON, MAURICE
WGAR, Cleveland, O.

CONN, MARVIN
WMBH, Joplin, Mo.

CONNELLY, JOHN
WCBS, Springfield, Ill.

CONNOLLY, JAMES
WMSD, Sheffield, Ala.

CONNOLLY, JOSEPH
WHOM, Jersey City, N. J.

CONOVER, HUGH
WJSV, Washington, D. C.

CONRAD, RICHARD W.
WRJN, Racine, Wisc.

CONRAD, WILTON
WTAM, Cleveland, Ohio.

CONTE, JOHN
The Passing Parade, CBS. Burns and Allen, NBC. Silver Theater, CBS.

CONWAY, JAMES
WISN, Milwaukee, Wisc.

COOK, HENRY
WBOW, Terre Haute, Ind.

COOKE, JOSEPHINE
KFRO, Longview, Texas.

COOK, MILTON
KARM, Fresno, Calif.

COOK, O. D.
KFYO, Lubbock, Texas.

COOPER, CHARLES
KSAN, San Francisco, Calif.

COOPER, JACK
WSBC, Chicago, Ill.

COOPER, JOHN M.
WCSH, Portland, Maine.

COPE, BILL
KOCY, Oklahoma City, Okla.

COPE, FRANK N.
KJBS, San Francisco, Calif.

COSTELLO, JACK
NBC, The Catholic Hour, R & R Entertainers, Radio Newsreel, Vox Pop.

COTTER, FRANK L.
WSAR, Fall River, Mass.

CORBIN, PAUL
KELA, Betw. Centralia and Chehalis, Wash.

CORDRAY, DON
WMCA, New York, N. Y.

CORKHILL, C. W., JR.
KSCJ, Sioux City, Iowa.

CORLEY, BILL
WDOD, Chattanooga, Tenn.

CORRIS, ALLYN
WRDW, Augusta, Ga.

COSTLEY, JAN
WSYR, Syracuse, N. Y.

COTT, TED
WNYC, New York, N. Y. Symphonic Varieties, Let Freedom Ring, Bound in Morocco, World's Fair Broadcasts.

COURSEY, ALEX
WQDM, St. Albans, Vt.

COUTURE, CHARLES E.
CKCV, Quebec, Que.

COUTURE, MIVILLE
CHRC, Quebec, Que.

COWAN, T. H.
WNYC, New York, N. Y.

COWLES, HAZEL
WHAM, Rochester, N. Y.

COWPER, IRWIN
WTIC, Hartford, Conn.

COX, KENNETH
WNOX, Knoxville, Tenn.

COZAD, SAMMY
WTBO, Cumberland, Md.

CRABTREE, CHARLES
KTFI, Twin Falls, Idaho.

CRAGO, WILLIAM
WMAL-WRC, Washington, D. C.

CRAIG, ELLIS
KOY, Phoenix, Ariz.

CRAIG, HARRY W.
WSAR, Fall River, Mass.

CRAWFORD, VERNON
WFIL, Philadelphia, Pa.

CREASMAN, JAMES
KTAR, Phoenix, Ariz.

CREMEENS, GEORGE
WOC, Davenport, Iowa.

CRISWELL, WILLIAM
WKZO, Kalamazoo, Mich.

CROCKER, JIM
KRLD, Dallas, Texas.

CROCKET, DAVID
KGKB, Tyler, Texas.

CROCKETT, DAVID
KJR, Seattle, Wash.

CROCKETT, DAVID
KOMO, Seattle, Wash.

CROMBIE, RICHARD
KJR, Seattle, Wash.

CROMBIE, RICHARD
KOMO, Seattle, Wash.

CROSA, CHARLES
KGDM, Stockton, Cal.

CROSBY, LEW
NBC, Hollywood Playhouse.

CROSS, MILTON J.
NBC, Coast to Coast on a Bus, The Armchair Quartet, Magic Key of RCA, The Singing Lady, You, the Unseen Jury.

CROWELL, GEORGE
WORL, Boston, Mass.

CROXFORD, NORMAN
WBBR, Brooklyn, N. Y.

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CROXTON, TOMMY
WIOD, Miami, Fla.

CRUICKSHANK, JOHN
CKNX Wingham, Ontario Canada

CUBBERLY, DAN
KGY, Olympia, Wash

CULL, DICK
WHIO, Dayton, Ohio

CULVER, HAL
WLS, Chicago, Ill

CULVER, HOWARD
KMTR, Hollywood Calif

CURTO, KEN
WLLH Lowell Mass.

CUTLER, CHARLES
WATR Waterbury Conn.

— D —

DAIGER, FRED
WGST, Atlanta, Ga

DAIVERSON, C. E.
WJBW New Orleans, La.

DALE, MARYLYN
WATR, Waterbury, Conn

DALY, CHARLES
WJSV, Washington, D. C

DANA, JOE
KOY, Phoenix, Ariz

DANE, THOMAS
WBAL, Baltimore Md

DANIEL, CLAY
WPTF, Raleigh, N. C.

DARLINGTON, ERWIN
WRVA, Richmond, Va.

D'ASSALVA, ERN.
CJBR, Rimouski, Que.

DAUB, JACK
WCOA, Pensacola Fla

DAVENPORT, JAMES
WRDW, Augusta, Ga

DAVIES, WILLIAM S.
WCBA-WSAN, Allentown, Pa.

DAVIS, ALFRED
WMMN, Missoula Mont.

DAVIS, CLIVE
WARD, Brooklyn, N. Y

DAVIS, G.
CJOR Vancouver B. C

DAVIS, HENRY
KHSL, Chico Calif

DAVIS, REX
WCKY, Cincinnati, Ohio.

DAVIS, ROBERT
WDAF Kansas City, Mo.

DAVIS, RUSS
KWTO KGBX Springfield, Mo

DAWSON, JACK
CJCA, Edmonton Alberta

DAY, JACK
WSJS, Winston Salem N. C

DEAN, BEV
WCKY Cincinnati, Ohio

DEAN, BILL
WDAY Fargo N. D.

DEAN, GEORGE
KFR, Seattle Wash.

DEAN, GEORGE
KOMO, Seattle Wash

DEAN, STEWART
KOMA, Oklahoma City, Okla.

DE ANGELIS, RICHARD
KJBS, San Francisco Calif

DECKER, BEN
WJNO, West Palm Beach, Fla

DEEM, WARREN K.
WDWS, Champaign, Ill.

DEIL, HAROLD
WDEV, Waterbury, Vt.

DELANEY, JOSEPH
WATR, Waterbury, Conn

DeLASAUX, HARRY
KVCV, Redding, Calif

DELGADO, MUCIO
KGAR, Tucson, Ariz

DELVINO, RALPH
WDEV, Waterbury Vt

DEMETRIADES, TETOS
WHOM, Jersey City, N. J

DeMOSS, LYLE
WOW, Omaha, Nebr.

DENNETT, JACK
CFAC, Calgary Alberta, Can.

DENNIS, LLOYD
WJSV, Washington D. C

DEMMY, C. CURTISS
WKBO, Harrisburg, Pa

DENKEMA, EDWARD
WOOD-WASH Grand Rapids, Mich.

DERDEYN, EILEEN
WHMA, Anniston, Ala

DesAUTELS, VAN
KTSM, El Paso, Texas

DESIGNE, SAM
WTAQ, Green Bay, Wisc.

DESMOND, CONNIE J.
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DESPARD, WILLIAM
WHEC, Rochester, N. Y

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DEWHIRST, DON
WHK, Cleveland, Ohio.

DICE, FRANCIS R.
WCAO, Baltimore, Md.

DICKERMAN, C. H.
WEEI, Boston, Mass.

DICKMAN, JOHN
WBAL, Baltimore, Md.

DIEHL, BOB
WHP, Harrisburg, Penn.

DILLEN, HELEN
WAGM, Presque Isle, Maine.

DILLON, JAMES
KGB, San Diego, Calif.

DILLON, JOE
WPEN, Philadelphia, Pa.

DIXON, BERT
WNYC, New York, N. Y. Temple Incense, Masterwork Hour.

DIXON, MASON
WFBC, Greenville, S. C.

D'MARIS, JOHNNY
KAWM, Clovis, N. M.

DOAN, DOUG
KRBC, Abilene, Texas.

DOBBS, LARRY
WSAZ, Huntington, W. Va.

DOGGET, JERRY
KFRO, Longview, Texas.

DOLBIER, MAURICE
WABI, Bangor, Maine.

DONALDSON, DAN
KMOX, St. Louis, Mo.

DONATO, FLO
WDAS, Philadelphia, Pa.

DONLEY, ROBT.
WCAE, Pittsburgh, Pa.

DONOHOE, HOWARD
WMMN, Fairmont, W. Va.

DORR, RUSSELL
WGAN, Portland, Maine.

DORSEY, HOWARD
WMBD, Peoria, Ill.

DOUGLAS, PAUL
Burns and Allen Program, CBS. Chesterfield Sport Chats, NBC.

DOUGLAS, STEVE
WWNC, Asheville, N. C.

DOWD, DONALD
WMAQ-WENR, Chicago, Ill.

DOWDELL, JOHN
WNBZ, Saranac Lake, N. Y.

DOWNIE, DICK
KWSC, Pullman, Wash.

DOYLE, HOWARD
WMCA, New York, N. Y.

DRAKE, MYRON
KTAR, Phoenix, Ariz.

DREBING, CARL
KGFX, Pierre, S. D.

DREES, JACK
WJJD, Chicago, Ill.

DREXLER, BOB
WSAZ, Huntington, W. Va.

DRUM, DEWEY
WSOC, Charlotte, N. C.

DRZEWICKI, FRED
WGES, Chicago, Ill.

DUDLEY, BERNIE
WNBX, Springfield, Vt.

DUDLEY, CHARLES
WRUF, Gainesville, Fla.

DUFF, M.
CKCK, Regina, Saskatchewan, Canada.

DU FOUR, BOB
WSJS, Winston-Salem, N. C.

DUGGAN, VINCENT A.
CFRN, Edmonton, Alberta.

DUHAMEL, GILLES
CKCV, Quebec, Que.

DUKE, KENNETH
KFYO, Lubbock, Texas.

DUMAIS, GUY
CKCV, Quebec, Que.

DUNCAN, NORVIN
WWNC, Asheville, N. C.

DUNHAM, BOB
KMOX, St. Louis, Mo.

DUNLAVEY, RONALD
WBNY, Buffalo, N. Y.

DUNN, BERT
KMO, Tacoma, Wash.

DUNN, JACK
WDAY, Fargo, N. D.

DUNPHY, DON
WINS, New York, N. Y.

DUNSEITH, M.
CICS, Stratord, Ontario, Can.

DUPONT, LAURENT
WTCN, St. Paul-Minneapolis, Minn.

DUPRE, HENRY
WWL, New Orleans, La.

DURKIN, WILLIAM
WEW, St. Louis, Mo.

DUREN, BOB
KOMA, Oklahoma City, Okla.

DURKIN, SHERWOOD
KIUM, Pecos, Texas.

DWONIE, RICHARD
KELA, Betw. Centralia and Chehalis, Wash.

— E —

EBERLE, JAMES
WWJ, Detroit, Mich.

EBERT, BOB
WLBC, Muncie, Ind.

ECKLAND, VICTOR
KGER, Long Beach, Calif.

EDMONDS, BILL
KWK, St. Louis, Mo.

EDWARDS, BILL
WMMN, Fairmont, W. Va.

EDWARDS, CHARLOTTE
WHEC, Rochester, N. Y.

EDWARDS, DOUGLAS
WXYZ, Detroit, Mich.

EDWARDS, FRED
KMBC, Kansas City, Mo.

EDWARDS, GENE
WDAS, Philadelphia, Pa.

EDWARDS, PAUL
KGCU, Mandan, N. D.

EDWARDS, RALPH
CBS, Major Bowes' Amateurs. Life Can Be Beautiful, Howie Wing, Horn & Hardart Program. NBC, Vic and Sade.

EDWARDS, WILLIS
KECA, Los Angeles, Calif. KFI.

EGAN, LEO
WEBR, Buffalo, N. Y.

EHRMAN, ROBERT
WRDT, Richmond, Va.

EIMANS, FRITZ
WBNY, Buffalo, N. Y.

EINHORN, JULIUS
KEPW, Ft. Smith, Ark.

ELLERS, RICHARD
KGO, San Francisco, Calif. KPO.

ELLIOT, IRWIN
WMEX, Boston, Mass.

ELLIOTT, WILLIAM
WICC, Bridgeport, Conn.

ELLIS, ROBERT
KLZ, Denver, Colo.

ELLSWORTH, SHERRILL
KGIW, Alamosa, Colo.

EMERSON, JOHN
CKWX, Vancouver, B. C.

ENGLE, CLIFF
KGO, San Francisco, Calif. KPO.

ENGLE, THAINE
KCKN, Kansas City, Kans.

ENGLISH, RAY
WNBZ, Saranac Lake, N. Y.

ENROTH, RICHARD
WTAD, Quincy, Ill.

EPPS, LAW
WSPA, Spartanburg, S. C.

ERICKSON, ROLFE
WHLB, Virginia, Minn.

ESTES, BOB
WDNC, Durham, N. C.

ETHIER, DON
WJMS, Ironwood, Mich.

EUBANK, J. D.
KAWM, Clovis, N. M.

EUBANKS, BLAIR
WCHS, Charleston, W. Va.

EVANS, CLAUDIA
KRMC, Jamestown, N. D.

EVANS, DOUGLAS
KECA, Los Angeles, Calif. KFI.

EVANS, FLEM
WCHS, Charleston, W. Va.

EVANS, GEORGE
KTAR, Phoenix, Ariz.

EVANS, HARRY
KRMC, Jamestown, N. D.

EVANS, ROBERT
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EVANS, VIRGIL
KALB, Alexandria, La.

EVERETT, LEE
WMAL, Washington, D. C. PDS Presents, Tarheel Tattler, Old Times.

— F —

FACENDA, JOHN
WIP, Philadelphia, Pa.

FAIRWEATHER, GORDON
CKWX, Vancouver, B. C.

FALLERT, RALPH
WCAE, Pittsburgh, Pa.

FARELLE, PAUL
KROY, Sacramento, Calif.

FARIS, JOHN
KFJZ, Ft. Worth, Texas.

FARLEY, WILLIAM
WICC, Bridgeport, Conn.

FARNUM, WILLIARD
WFLA, Tampa, Fla.

FARR, FLOYD
KDYL, Salt Lake City, Utah.

FARRELL, CHARLES
WMBC, Detroit, Mich.

FARRELL, MAURY
WAPI, Birmingham, Ala.

FARREN, WILLIAM
NBC, Kitchen Cavalcade, Lorenzo Jones.

FARRINGTON, FIELDING
WXYZ, Detroit, Mich.

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KDAL, Duluth, Minn
FAY, CHAUNCEY
WMT, Cedar Rapids Waterloo Iowa
FEISTEL, JOHN
WHOM, Jersey City, N. J
FELDSTEIN, SI
WDAS, Philadelphia, Pa
FELL, JOHN
WCOL, Columbus, Ohio.
FELL, RICHARD P.
WCHV, Charlottesville, Va
FELLER, OTTO
WHOM, Jersey City, N. J
FELLOWES, BARTON
WMCA, New York, N. Y
FERGUSON, FRANKLIN
WWJ, Detroit, Mich
FERGUSON, REG
WHBQ, Memphis, Tenn
FERNAUGH, WAYNE
KAWM, Clovis, N. M
FIELD, FRANK
KFNF, Shenandoah, Iowa
FINCH, DURWOOD
WNBF Binghamton, N. Y
FINDLAY, ROBERT
WHAI, Greenfield, Mass
FINDLAY, STEWART
WLW, Cincinnati, Ohio.
FIORILLO, M.
WPEN, Philadelphia, Pa
FISHER, JOE
WNYC, New York, N. Y
FISHER, LOU
WCAM, Camden, N. J
FISHER, BENNETT
KJR, Seattle, Wash.
FISHER, HANK
WJZ, Tuscola, Ill
FISK, FLORENCE
WKZO, Kalamazoo, Mich
FITZGERALD, GORDON
KFJZ, Ft. Worth, Texas
FITZGERALD, GORDON
KTAT, Ft. Worth, Texas
FitzGERALD, JACK
WSPD, Toledo, Ohio
FLAHERTY, PAT
WOAI, San Antonio, Texas
FLEMING, BILL
KWYO, Sheridan, Wyo.
FLEMING, FRANK
CFAC, Calgary, Alberta, Can
FLEMING, JIM
CBS, Melody and Madness
FLETCHER, GORDON
WLAK, Lakeland, Fla.
FLETCHER, GRAEME
KFH, Wichita, Kans
FLETCHER, NEIL
KGKB, Tyler, Texas
FLETTE, DEANE
KTRI, Sioux City, Iowa
FLINT, FRANK
CFAR, Flin Flon, Manitoba
FLINT, JULIAN
WATL, Atlanta, Ga
FLORA, JOHN
WNEW, New York, N. Y
FLYNN, ROY J.
WATR, Waterbury, Conn
FOKES, AUBIN
WHMA, Anniston, Ala
FOLL, CHARLIE
KWLK, Longview, Wash
FOLSOM, JOHN
WJNO, West Palm Beach, Fla
FOLSOM, MARTHA JANE
WAVX, Waycross, Ga
FORD, ERNEST
WOPI, Bristol, Tenn
FORD, JOE
WSGN, Birmingham, Ala
FORNO, LEANDRO
WBIL, New York, N. Y
FORNO, LEANDRO
WOV, New York
FORREST, JOHN
KIRO, Seattle, Wash
FORSTER, WALTER
WIL, St. Louis, Mo
FORWARD, ROBERT
KYA, San Francisco, Calif
FOSTER, CARROLL
KIRO, Seattle, Wash
FOSTER, DAY
KORE, Eugene, Ore.
FOSTER, JACK
WCKY, Cincinnati, Ohio
FOSTER, NORMAN
WCBS, Springfield, Ill.
FOSTER, TOMMY
WMBR, Jacksonville, Fla
FOWLER, FRED
WQAM, Miami, Fla.
FOWLER, TED
CKWX, Vancouver, B. C
FOWLKES, ROSSER
WAIR, Winston-Salem, N. C
FRAKER, WILLARD W.
WFBG, Altoona, Pa.
FRANK, BEECHER
KGAR, Tucson, Ariz
FRANK, DON
WAPI, Birmingham, Ala
FRANK, ROBERT
WOC, Davenport, Iowa
FRANKLIN, JOHN
WIP, Philadelphia, Pa.
FRANKLIN, TOMMY
KWJJ, Portland, Ore
FRANKLYN, ROY
WCFL, Chicago, Ill
FRASER, BARRY
CKSO, Sudbury, Ont
FRASER, JACK
NBC, The Gospel Singer
FRATICHELLI, C.
WNEL, San Juan, Puerto Rico
FREAR, ROBERT
WCAD, Canton, N. Y
FRECKLETON, SLIM
CKCL, Toronto, Ontario, Can
FREEBAIRN-SMITH, THOMAS
KNX, Los Angeles, Calif.
FREED, ROBERT
KLZ, Denver, Colo.
FREELAND, FREDERIC
WHBC, Canton, Ohio
FRENCH, KEN
WHFC, Rochester, N. Y
FROST, PAUL
CKTB, St. Catharines, Ont
FULLER, ARBOR L.
KVOR, Colorado Springs, Colo
FULLER, BILL
KEHE, Los Angeles, Calif
FULLER, JACK
CKSO, Sudbury, Ont
FULTON, DAVE
WJW, Akron, Ohio
FULTON, JOHN
WGST, Atlanta, Ga.

— G —

GADE, WALLACE
KJBS, San Francisco, Calif
GAGE, BEN
NBC, Tune Types
GAINES, RUBEN
KVI, Tacoma, Wash
GAITHER, FRANK
WGST, Atlanta, Ga.
GALE, GORDON
CBS, Jack Haley Wonder Show.
GALIPEAU, GEORGE
CHLP, Montreal, Quebec, Que
GALLAGHER, MIKE
KGFI, Brownsville, Texas.
GALLAHER, EDDIE
WCCO, Minneapolis St. Paul, Minn.
GALLUP, FRANK
CBS, Gang Busters, Hilltop House, Nancy James, Kaltenborn Comments, Philharmonic
GAMBLE, PAUL
WPIC, Sharon, Pa
GAMBLE, RON
WJR, Detroit, Mich
GARDINER, DON
WAIR, Winston-Salem, N. C
GAREAU, TELESPHORE
CHRC, Quebec, Que.
GARNES, CLARENCE
KPDN, Pampa, Texas.
GARRED, BOB
KSFO, San Francisco, Calif
GARRIGUS, F. H.
WEEI, Boston, Mass.
GARRISON, JACK
WJR, Detroit, Mich
GARROWAY, DAVE
KDKA, Pittsburgh, Pa
GATES, PAUL
KGO, San Francisco, Calif, KPO.
GAY, BILL
KNX, Los Angeles, Calif
GEARHART, LYNN
WSUN, St. Petersburg, Fla
GEBAUER, H. RICHARD
KJR, Seattle, Wash.
GEBAUER, H. RICHARD
KOMO, Seattle, Wash.
GEILS, J. W.
WHAZ, Troy, N. Y
GEIS, ROBERT
WCPO, Cincinnati, O
GENTRY, BOB
KJR, Seattle, Wash
GENTRY, BOB
KOMO, Seattle, Wash.
GEORGE, ABNER
KOBH, Rapid City, S. D
GEORGE, CARL
WGAR, Cleveland O
GEORGE, ROY
KRLD, Dallas, Tex.
GERARD, PAUL
WEDC, Chicago, Ill.
GIBBS, DELL
WRUF Gainesville, Fla
GIBNEY, HAROLD
KGO, San Francisco, Calif KPO.
GIDDINGS, JIMMY
KVOR, Colo. Springs, Colo
GIFFORD, L. A.
KWNO, Winona, Minn.
GILFOY, JAMES E.
KGCU, Mandan, N. D.
GILLESPIE, JOSEPH
KGO, San Francisco, Calif KPO.
GILLESPIE, MONTE
KCKN, Kansas City, Kans
GILLESPIE, ROBERT T.
WATR, Waterbury, Conn
GILLILAND, HERB
WSGN, Birmingham, Ala
GILMORE, ARTHUR
KNX, Los Angeles, Calif
GILMORE, JIM
CJOR, Vancouver, B. C
GINDER, W. R.
WHAZ, Troy, N. Y.
GINN, ANN
WTCN, St. Paul-Minneapolis, Minn.
GIRARDIN, R. G.
WEEI, Boston, Mass
GLADSTONE, HENRY
WHN New York N. Y.
GLEASON, PECO
WRTD, Richmond, Va
GLENDENNING, EARL
KGIW, Alamosa, Colo
GODFREY, ARTHUR
WJSV Wash., D. C. Sun Dial

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GODWIN, AL
WWL. New Orleans, La.
GODWIN, CHARLES W.
WOR. Newark, N. J.
GOFF, WILLBY
WGH. Newport News, Va.
GOLDIN, BEN
WBBC. Brooklyn, N. Y.
GOLDRICK, ROBERT
WNBH. New Bedford, Mass.
GOOCH, GOMA C.
KCMC. Texarkana, Tex.
GOODIN, LLOYD
KHBG. Okmulgee, Okla.
GOODRICK, WILLIAM
WPIC. Sharon, Pa.
GOODWIN, HAL
WHAI. Greenfield, Mass.
GORDON, JACK
CFAC. Calgary, Alberta, Canada.
GORMAN, MELVIN
WGAU. Athens, Ga.
GOULDING, PHIL
WLLH. Lowell, Mass.
GOULET, A.
CHLP. Montreal, Quebec, Canada.
GOULET, B.
CHLP. Montreal, Quebec, Can.
GOURLAY, DOUGLAS
KDYL. Salt Lake City, Utah.
GOW, GORDON
CJOC. Lethbridge, Alta.
GOWEN, CHESTER
WAAW. Omaha, Neb.
GOWEN, JOHN K., 3rd
WCOP. Boston, Mass.
GRAHAM, FRANK
KNX. Los Angeles, Calif.
GRAHAM, GORDON
WLBC. Muncie, Ind.
GRAHAM, JOSEPH
WCKY. Cincinnati, O.
GRAHAM, VANCE
KSFO. San Francisco, Calif.
GRAHAM, WALTER
WMAZ. Macon, Ga.
GRANT, BRUCE
WMT. Cedar Rapids-Waterloo, Iowa.
GRANT, DOUGLAS B.
WMT. Cedar Rapids-Waterloo, Iowa.
GRANT, JOSEPH
WMEX. Boston, Mass.
GRANT, PETER
WLW. Cincinnati, O.
GRANT, TAYLOR
KWK. St. Louis, Missouri.
GRAUER, BEN
NBC, Dale Carnegie, Horace Heidt and His Alemite Brigadiers, Mr. Keen, Tracer of Lost Persons, The Magic Key of RCA, Clem McCarthy, The Mystery Chef, New York on Parade, Walter Winchell.
GRAVEL, ALAIN
CKAC. Montreal, Quebec, Can.
GRAVES, CAROL C.
WNBZ. Saranac Lake, N. Y.
GRAY, JOHN
WDOD. Chattanooga, Tenn.
GREEN, BILL
WNAD. Norman, Okla.
GREEP, MALCOLM
WOMI. Owensboro, Ky.
GRESON, JACK
KDYL. Salt Lake City, Utah.
GREY, GORDON
WPIC. Sharon, Pa.
GRIBBAN, PAUL
WDAF. Kansas City, Mo.
GRIFFIN, BOBBY
WHO. Des Moines, Iowa.
GRIFFITH, HOMER
KJBS. San Francisco, Calif.
GRIFFITH, LESTER
WMAQ-WENR. Chicago, Ill.
GRIFFITHS, BILL
WJW. Akron, O.
GRIGGS, NELSON M.
WGNY. Newburgh, N. Y.
GRIMES, HARRY
WGAU. Athens, Ga.
GRINDE, KEN
KXRO. Aberdeen, Wash.
GRIZZARD, TED
WLAP. Lexington, Ky.
GROGAN, JACK
WHB. Kansas City, Mo.
GROLLER, JOHN
WGBI. Scranton, Pa.
GROOM, DALE
WRTD. Richmond, Va.
GROSE, JOHN PAUL
KFXD. Nampa, Ida.
GROSS, L.
WPEN. Philadelphia, Pa.
GROVER, JOHN
KGO. San Francisco, Calif.
KPO.
GROVES, CICERO
WGAU. Athens, Ga.
GUDELSKY, H.
WKBX. Muskegon, Mich.
GUEST, J. EDGAR
CKCL. Toronto, Ontario, Can.
GUINAN, JACK
WGBI. Scranton, Pa.
GUNDAKER, ED
WHP. Harrisburg, Pa.
GUNN, GEORGE
WMAL-WRC. Wash., D. C.
GUSTAM, GUDGE
WBBC. Brooklyn, N. Y.
GUTTEREZ, RAMON
WHOM. Jersey City, N. J.
GUY, AUBREY
WMC. Memphis, Tenn.
GUY, PAUL
CFGP. Grand Prairie, Alberta, Canada.
GUYE, WRAY
KIUN. Pecos, Tex.
GUYER, SANFORD
WPEN. Philadelphia, Pa.

— H —

HAFFEY, THOM.
WLAP. Lexington, Ky.
HAFFINGTON, B. WALTER
WPTF. Raleigh, N. C.
HAGEMAN, H. L.
WADC. Akron, O.
HAID, ALLEN
WWVA. Wheeling, W. Va.
HAIGHT, ALDEN H.
WELL. Battle Creek, Mich.
HALE, ALAN
WISN. Milwaukee, Wisc.
HALE, BERT
KARM. Fresno, Calif.
HALE, CALVIN L.
KSEI. Pocatello, Ida.
HALE, CECIL
WFAA. Dallas, Tex.
HALEY, BILL
KFRU. Columbia, Mo.
HALL, ARTHUR
WCOP. Boston, Mass.
HALL, RADCLIFFE
WGY, Schenectady, N. Y.
HALL, TOM
KXA. Seattle, Wash.
HALLE, DEXTER
WBNX. New York, N. Y.
HALLOREN, RYAN
KWNO. Winona, Minn.
HAMILTON, J. ALLEN
KTSM. El Paso, Tex.
HAMILTON, JAMES
WLEU. Erie, Pa.
HAMILTON, WILLIAM
WCOL. Columbus, O.
HAMMER, THEODORE
WRAK. Williamsport, Pa.
HANAWALT, CLARE
KXA. Seattle, Wash.
HANLON, TOM
KNX. Los Angeles, Calif.
HANNEMAN, F.
WHFC. Cicero, Ill.
HANSON, WALTER
WRR. Dallas, Tex.
HARDING, HARVEY
KNX. Los Angeles, Calif.
HARDING, WILLIAM
WINS. New York, N. Y.
HARLEY, WM.
WHA. Madison, Wisc.
HARPER, TRO
KSFO. San Francisco, Calif.
HARRICE, CY
WLS. Chicago, Ill.
HARRINGTON, BILL
KDAL. Duluth, Minn.
HARRIS, BOB
WMCA. New York, N. Y.
HARRIS, BRADLEY
KGB. San Diego, Calif.
HARRIS, ELLIS
KDAL. Duluth, Minn.
HARRIS, JACK
WSM. Nashville, Tenn.
HARRIS, LESLIE
WQAM. Miami, Fla.
HARRIS, PAUL
WEBR. Buffalo, N. Y.
HARRIS, ROBERT
KOA. Denver, Colo.
HART, DONALD
WJJD. Chicago, Ill.
HART, ELIZABETH
WMAQ-WENR. Chicago, Ill.
HART, MAURICE
WAAT. Jersey City, N. J.
HART, W. R.
CKRI. Prince Albert, Sask.
HARTRICK, GEORGE
WTAM. Cleveland, O.
HARVEY, SEYMOUR
WCLE. Cleveland, O.
HASBROOK, DICK
WJMS. Ironwood, Mich.
HASE, EDWARD W.
WCHV. Charlottesville, Va.
HATTER, WALIN
KSCJ. Sioux, City, Ia.
HAWKINS, DON
WXYZ. Detroit, Mich.
HAWORTH, BILL
KEHE. Los Angeles, Calif.
HAY, BILL
NBC. Amos 'n' Andy.
HAY, GEORGE
WSM. Nashville, Tenn.
HAYMEN, MARTIN
WELI. New Haven, Conn.
HEALY, DAVID
WELI. New Haven, Conn.
HEAD, IVAN
KGGM. Albukuerque, N. M.
HEDDENS, K. C.
KWNO. Winona, Minn.
HEFNER, JOHN
WLBC. Muncie, Ind.
HEGARD, KEN
WRJN. Racine, Wisc.
HEIMLICH, W. F.
WOSU, Columbus, O.
HEIN, MEL
CBS. Pick and Pat, This Day Is Ours, Grand Central Station, Highlights in the World of Sports.
HEISTAND, JOHN
NBC. Mickey Mouse Theater of the Air.
HELFER, GEORGE A.
WOR. Newark, N. J.
HELMS, SHELBY
WSFA. Montgomery, Ala.

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HELEZER, WALTER
WEDC, Chicago, Ill

HENDERSON, BOB
KORE, Eugene, Ore

HENDERSON, BROOKS
KSTP St. Paul-Minneapolis, Minn.

HENDERSON, SAM
WGAN, Portland, Me.

HENDRICKSON, ERNEST G.
KGCU Mandan, N. D.

HENDRIX, ALBERT G.
WOOD-WASH, Grand Rapids, Mich.

HENLEY, DAVE
WDAY, Fargo, N. D

HENNESSY, FRANK
WMC Memphis Tenn.

HENNESSY, JIM
WTMV East St. Louis, Ill.

HENRY, LEW
WCLE, Cleveland, O.

HERBERT, WILLIAM
WCHS, Charleston, W. Va.

HEROLD, CHAS.
WGES, Chicago, Ill.

HEGSON, WALTER
WBAL, Baltimore, Md

HESSLER, FRED J.
WHBY, Green Bay, Wisc

HESSLER, FRED J.
WTAQ Green Bay, Wisc

HEAWOOD, FRED
CJRC, Winnipeg, Manitoba, Canada.

HEAWORTH, GORDON
KYW, Philadelphia, Pa

HICKS, CHARLES G.
WSOC, Charlotte, N. C

HICKS, GEORGE
NBC Death Valley Days, For Men Only

HICKS, MORRIS T.
WIRE, Indianapolis, Ind

HIGGINS, CHARLES
WORC Worcester, Mass

HIGHT, WINI
WDEV, Waterbury, Vt

HIGHTOWER, BILL
WIOD, Miami Fla

HILL, BOB
WPBC, Brooklyn, N. Y

HILL, DAVID G.
CFRN, Edmonton Alta

HILL, JOE
WAGA Atlanta Ga.

HILLERY, PERRY
KELA New Cornelia and Chehalis Washington.

HINDS, BILL
KDKA Pittsburgh, Pa.

HINN, MICHAEL
WWNC, Asheville N. C

HIORNS, AL
WNBH, New Bedford, Mass.

HITCHCOCK, JACK
KFAB Lincoln Neb.

HITCHCOCK, JACK
KLOR Lincoln, Neb.

HITTENMARK, GORDON
WKC, Wash, D. C. Time Keeper, Man on the Street Program

HOGAN, GEORGE
WNEW New York, N. Y.
NBC, Fitch's Series.

HOGUE, DICK
KDKA, Pittsburgh Pa

HOISINGTON, DUANE
KHBG, Okmulgee, Okla.

HOLADAY, DON
KVOX, Moorhead Minn

HOLBROOK, HOWARD
KSAM, Huntsville, Tex.

HOLDEN, JACK
NBC, Alka-Seltzer National Barn Dance

HOLLISTER, HERB
KANS Wichita Kans

HOLMES, WALTER
WBNX, New York, N. Y

HOLT, ROBERT
WEW St. Louis Mo

HOLTMAN, JOHN
WMAQ-WENR Chicago Ill

HOLUB, THOMAS
CKSO Sudbury Ont

HONODEL, DON
KHSL, Chico Calif

HOOD, BILL
KGKO, Ft. Worth, Tex

HOPPER, JACK
WMBG Richmond, Va

HOPKINS, DON
KGVO, Missoula Mont

HOPKINS, PAULINE
WICA, Ashtabula, O.

HORN, ROBERT
WCAM, Camden N. J

HORNER, GORDON
WSAU, Wausau Wisc

HORNSBY, DAN
WGST Atlanta, Ga.

HOSKINS, JAMES
WKFY, Luna, O

HOFFLING, ROBERT
WLZO, Kalamazoo Mich

HOUSE, BROMLEA
WTAM Cleveland O

HOUSE, MARVIN
KUST, Big Spring, Tex

HOUSMAN, KEN
WIS Columbia S. C

HOWARD, HERB
WHLB, Virginia, Minn

HOWE, BERNARD
WRDC, Lewiston, Me

HOWELL, CLIFF
KNX, Los Angeles Calif

HOWELL, REX
KFXJ Grand Junction Colo.

HOWLE, CONRAD
WMBG, Richmond Va

HOYT, E. M.
WHAZ Troy, N. Y

HUARD, MARCEL
CJRC, Quebec Que

HUBBARD, CECIL
KFBL, Tulsa, Okla

HUBBELL, RICHARD W.
WQXR, New York, N. Y

HUBERT, HAL
WMBD, Peoria, Ill

HUESLEA, LARRA
KMO, Tacoma, Wash

HUGGINS, KEN
CFAC Calgary Alberta Can

HUGHES, L. E.
WAGM Presque Isle Me

HUGHES, PAUL
KPOK Oklahoma City Okla

HULL, "DOC"
WCAZ, Carthage, Ill

HULL, HARWOOD
WAPI, Birmingham Ala

HULL, MARTHA
WDZ Tuscola Ill

HUMPHREY, EDWARD
WJJD Chicago Ill

HUNTER, AL
KOME, Tulsa, Okla

HUNTER, CHARLES
WCAZ, Carthage, Ill

HUNTLEY, CHET
KECA, Los Angeles Calif
KFI

HUTCHINS, J. L.
KRRV Sherman Tex

— I —

INCH, MERRILL
KOH Reno Nev.

INGHAM, BOB
WTOL, Toledo, O

INGRAM, ARTHUR
WLEU Erie Pa

INGSTAD, BOB
KOVC Valley City N. D

INNES, ROBERT
WJIM, Lansing, Mich.

IRWIN, GEORGE
KECHE Los Angeles Calif

IRWIN, JAS.
WMBC Detroit Mich

IRWIN, PHIL
KEX Portland, Ore

IRWIN, PHIL
KGW Portland Ore

ISAAC, ROSE
WJMS Ironwood Mich

IVAN, IGOR
WMPS Memphis Tenn

IVES, ANICE
WMCA New York N. Y
Every Woman's Hour.

— J —

JAY, DICK
KTAT Ft. Worth, Tex

JACKSON, FRANK
KGFF Shawnee OKla

JACKSON, GLENN
WHIO Dayton, O

JACKSON, HARRA
WLW Cincinnati O

JACKSON, JAY
WBNS Columbus O

JACOBS, JOHN
KMOX, St. Louis Mo

JAEGER, JOHN
WNEW, New York, N. Y

JANNEY, ED
KGGM Albuquerque, N. M

JANTA, PAUL
WHOM Jersey City, N. J.

JARVIS, AL
KMTR Hollywood, Calif

JARZEBOWSKI, CASIMIR
WHOM, Jersey City, N. J

JAYVIES, LES
WHB Kansas City, Mo

JAYNE, FRANK
WELL, Battle Creek, Mich

JENKINS, RON
WSOC Charlotte, N. C.

JENSEN, BOB
WEMP Milwaukee, Wisc

JENSEN, HARVEY
KUTA Salt Lake City Utah.

JESSE, GEORGE
WLAP, Lexington, Ky

JESSEE, RANDALL
KWOC Poplar Bluff, Mo

JOHNS, RUSS
WNYC New York, N. Y

JOHNSON, ARVID
KVOX Moorhead, Minn

JOHNSON, DICK
KGFF Shawnee Okla

JOHNSON, DICK
KGAR Tucson, Ariz.

JOHNSON, IRWIN
WBNS Columbus O.

JOHNSON, LEONARD
KRBC, Abilene Tex.

JOHNSON, WARREN
KGY, Olympia Wash

JOHNSTON, CLINTON
WFIL Philadelphia, Pa

JOHNSTON, MARVIN E.
KEXD Nampa, Ida.

JONES, CHARLES C.
KOY, Phoenix, Ariz

JONES, HOWARD
WIP, Philadelphia, Pa

JONES, PAUL
WFLA Tampa, Fla

JORDON, HARRY
KMO, Tacoma, Wash

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JOSLYN, HENRY
KGNC. Amarillo, Tex.
JOY, DICK
KNX. Los Angeles, Calif.
JOYNER, FRED
WHKC. Columbus, O.

— K —

KABER, RUSS
KGDE. Fergus Falls, Minn.
KALMER, BERT
KMTR. Hollywood, Calif.
KALUSCHE, EARLE
WFAA. Dallas, Tex.
KAMPE, MEL
WIL. St. Louis, Missouri.
KANELLOS, CHRIS
WEDC. Chicago, Ill.
KAON, BILL
WFAA. Dallas, Tex.
KARNSTEDT, CARL
KSTP. St. Paul-Minneapolis, Minn.
KAY, JACK
KGB. San Diego, Calif.
KEATING, LAWRENCE
KGO. San Francisco, Calif. KPO.
KEECH, KELVIN
NBC. Tom Terriss.
KEEFE, HOWARD
WSPR. Springfield, Mass.
KEES, HEWITT
KOH. Reno, Nev.
KEESEE, FLOYD
WBNY. Buffalo, N. Y.
KELLEHER, PHIL
WQAM. Miami, Fla.
KELLEY, BOB
WGAR. Cleveland, O.
KELLEY, DON
WLS. Chicago, Ill.
KELLEY, HERVEY
KSAM. Huntsville, Tex.
KELLY, JACK
WGSI. Atlanta, Ga.
KELLY, LAWRENCE
WXYZ. Detroit, Mich.
KELLY, PAT
NBC. NBC Supervisor of Announcers.
KEMP, EVERETT
KTHS. Hot Springs, Ark.
KEMPER, HOWARD
KBST. Big Spring, Tex.
KEMPER, LOU
KVOO. Tulsa, Okla.
KENDALL, WALLACE
KALB. Alexandria, La.
KENNEDEY, JOHN M.
KFAC. Los Angeles, Calif.
KENNEDY, KEN
WDAY. Fargo, N. D.
KENNEDY, RAYMOND
WRUF. Gainesville, Fla.
KENNEDY, S. R.
CFCY. Charlottetown, P.E.I. Canada.
KENSKI, MICHAEL
WHOM. Jersey City, N. J.
KENT, CARL
WADC. Akron, O.
KENT, HAROLD
WNBF. Binghamton, N. Y.
KENT, LEW
WMAZ. Macon, Ga.
KEPHART, WILLIAM
WMAQ-WENR. Chicago, Ill.
KEPNER, ARCH
WQXR. New York, N. Y.
KERBY, KEITH
KSFO. San Francisco, Calif.
KERN, BRUCE
WTIC. Hartford, Conn.
KERNS, ROY K.
WKY. Okla. City, Okla.
KERRIGAN, JACK
WHO. Des Moines, Iowa.
KILPATRICK, REID
KEHE. Los Angeles, Calif.
KIMBALL, TED
KDYL. Salt Lake City, Utah.
KIMMEL, HAROLD
KGKO. Ft. Worth, Tex.
KING, A. C.
WEEI. Boston, Mass.
KING, DELL
WIW. Cincinnati, O.
KING, EDWARD
KGO. San Francisco, Calif. KPO.
KING, FULTON
WSVA. Harrisonburg, Va.
KING, JEAN PAUL
NBC. Contented Hour.
KING, JOHN REID
CBS. Our Gal Sunday, Monday Night Show.
KING, MARGARET TEMPLE
WEW. St. Louis, Mo.
KING, ROGER
KOMA. Okla. City, Okla.
KING, WALTER
CBS. Eddie Cantor Camel Caravan.
KING, WALTER
WINS. New York, N. Y.
KINGSLEY, CHARLES
KHUB. Watsonville, Calif.
KINZELL, JACK
KIRO. Seattle, Wash.
KIRBY, DURWARD
WMAQ-WENR. Chicago, Ill.
KIRBY, KLEVE
WWL. New Orleans, La.
KIRBY, LEE
WBT. Charlotte, N. C.
KITTS, EDWARD
WHIS. Bluefield, W. Va.
KLIMENT, ROBERT
WEBR. Buffalo, N. Y.
KNAPP, ROBERT
WMPS. Memphis, Tenn.
KNEASS, DON
KEX. Portland, Ore.
KNEASS, DON
KGW. Portland, Ore.
KNIGHT, FRANK H.
WOR. Newark, N. J.
KNOOP, W. A.
WHAZ. Troy, N. Y.
KNORR, FRED
WHLS. Port Huron, Mich.
KNOX, BOB
WIBG. Glenside, Pa.
KOCKRITZ, EWALD
KTHS. Hot Springs, Ark.
KOEPCKE, STUART
KFEL. Denver, Colo.
KOESTER, TONY
KFBK. Sacramento, Calif.
KOLB, HAROLD
WSAY. Rochester, N. Y.
KRAMER, HARRY
WINS. New York, N. Y.
KRETSINGER, JACK
KGKB. Tyler, Tex.
KREY, TED
WTCN. St. Paul-Minneapolis, Minn.
KRUEGER, FRANK
WHOM. Jersey City, N. J.
KRUG, PETER
WEBR. Buffalo, N. Y.
KRULEVITCH, WALTER
WHA. Madison, Wisc.
KULER, FITZ
KTAT. Ft. Worth, Tex.
KUYKENDALL, RADFORD
KWSC. Pullman, Wash.

— L —

LABHARDT, ETHEL
KGO. San Francisco, Calif. KPO.
LACY, JACK
WNBC. New Britain, Conn.
LADOUCEUR, GUY
WCOU. Lewiston, Me.
LAFFEY, FREDERICK P.
WLAW. Lawrence, Mass.
LaFORCE, CHARLES
WEMP. Milwaukee, Wisc.
LA MAYE, LOUIS
WICC. Bridgeport, Conn.
LAING, GILBERT
KSRO. Santa Rosa, Calif.
LAKE, CHARLES
WKST. New Castle, Pa.
LAKE, LEONARD
KECA. Los Angeles, Calif. KFI.
LALONDE, JEAN
CKAC. Montreal, Quebec, Can.
LAMB, RUSS
KFJZ. Ft. Worth, Tex.
LAMONTAGNE, L.
CJBR. Rimouski, Que.
LAMPEL, HAROLD
WCBA-WSAN. Allentown, Pa.
LAMPELL, WALTER
WGES. Chicago, Ill.
LANCASTER, SIDNEY S.
CFRN. Edmonton, Alta.
LANG, WILLIAM
KYW. Philadelphia, Pa.
LANGFORD, PAUL
KMPC. Beverly Hills, Calif.
LANSING, HAL
WTCN. St. Paul-Minneapolis, Minn.
LARKIN, DON
WHOM. Jersey City, N. J.
LARKIN, JIMMIE
WCSC. Charleston, S. C.
LATEAU, HERBERT
KARK. Little Rock, Ark.
LATHAM, JACKSON
KXA. Seattle, Wash.
LATHAM, WAYNE HENRY
WSPR. Springfield, Mass.
LAUGHLIN, KEN
KFQD. Anchorage, Alaska.
LAUX, EDWARD
WAAT. Jersey City, N. J.
LAUX, FRANCE
KMOX. St. Louis, Mo.
LAW, GLEN
KRNT-KSO. Des Moines, Ia.
LAWDER, SAM
WRTD. Richmond, Va.
LAWRENCE, DAN
KSO. Des Moines, Ia.
LAWRENCE, JERRY
WOR. Newark, N. J.
LAYMAN, CARROLL
WDWS. Champaign, Ill.
LEARNED, MAYNALL
WMFF. Plattsburg, N. Y.
LeBRUN, HARRY
WHEC. Rochester, N. Y.
LEE, JACK
WHAM. Rochester, N. Y.
LEE, VIRGINIA
WOMI. Owensboro, Ky.
LEEFERS, ROBERT
WMT. Cedar Rapids-Waterloo, Iowa.
LE FEVRE, BOB
WTCN. St. Paul-Minneapolis, Minn.
LEFEVRE, NED
WFBM. Indianapolis, Ind.
LEGARE, ED
WAYX. Waycross, Ga.
LEHMANN, JAMES
KOA. Denver, Colo.

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LEIGHTON, BEN
WMIN, St. Paul-Minneapolis, Minn.
LEIN, GOODWIN
KIT, Yakima, Wash.
LEISURE, CLARENCE
KHSL, Chico, Calif.
LELLMAN, JACK
WXYZ, Detroit, Mich.
LeMIEUX, FRED
WHMA, Anniston, Ala.
LE MON, MEL
KFAC, Los Angeles, Calif.
LeMOND, BOB
KEHE, Los Angeles, Calif.
LEMOND, L. R.
WPAD, Paducah, Ky.
LEONARD, JAMES
WLW, Cincinnati, O.
LEOPIZZI, A.
WPEN, Philadelphia, Pa.
LePARD, GLENDON
WOOD-WASH, Grand Rapids, Mich.
LEVENSON, ROGER
WCOU, Lewiston, Me.
LEVINE, ALBERT
WCAM, Camden, N. J.
LEVITAN, SAM
KDAL, Duluth, Minn.
LEVITSKY, MITCHELL
WHOM, Jersey City, N. J.
LEVY, BARNARD
WRDW, Augusta, Ga.
LEWIS, ALLEN
CJOC, Lethbridge, Alta.
LEWIS, JACK
KARK, Little Rock, Ark.
LEWIS, JOHN
WJTN, Jamestown, N. Y.
LEYDEN, BILL
WCFL, Chicago, Ill.
LILES, MARDI S.
WLAK, Lakeland Fla.
LINDBERG, DAVID
KIT, Yakima Wash.
LINDER, L. VON
WMT Cedar Rapids-Waterloo, Iowa.
LINFOOT, VICTOR
WWJ, Detroit, Mich.
LINK, LOUIS J.
WSUN St. Petersburg, Fla.
LINN, KEN
KTHL, Tulsa, Okla.
LINTHICUM, WALTER
WBAL Baltimore, Md.
LIVEZEY, TOM
WPEN Philadelphia, Pa.
LLOYD, JOHN
WTHT, Hartford, Conn.
LLOYD, LEON
KRRV Sherman, Texas.
LLOYD, MELVYN
WCOL, Columbus O.
LOFBACK, BILL
WHLB, Virginia, Minn.
LOFFLER, GENE
KRNT Des Moines, Ia.
LONDON, LEW
WPEN Philadelphia, Pa.
LONERGAN, VINCE
WMIN, St. Paul Minneapolis, Minn
LONG, BOB
KTHL, Tulsa, Okla.
LONG, DEANE S.
WSAL, Salisbury, Md.
LONGWELL, BOB
WIBC, Indianapolis, Ind.
LOUDON, GORDON
KALB, Alexandria, La
LOVEJOY, JOHN
WHBY, Green Bay, Wisc.
WTAQ.
LOVELESS, WENDELL P.
WMBJ Chicago, Ill
LOWERY, BYRON
WQAM, Miami, Fla.
LOWREY, MEADOR
WHAS, Louisville Ky.
LOWRY, BERTRAND
KBTM, Jonesboro, Ark.
LOZANO, R.
KGFI Brownsville, Tex.
LUDLAM, KENNEDY
WBIL, New York, N. Y. Great Americans Program.
LUDLAM, KENNEDY
WOV, New York, N. Y. Great Americans Program.
LUEDKE, CHARLES
KGVO, Missoula Mont
LUEDEKE, HARRY
WMBD, Peoria, Ill.
LUKINS, HARRY
WAVE Lexington, Ky.
LUNDY, D. E.
KROY, Sacramento, Cal.
LYON, CHARLES
WMAQ-WENR, Chicago, Ill.
LYON, ED
KGGM, Albuquerque, N. M.
LYON, RUSSELL
WKAR, East Lansing, Mich.
LYONS, ROGER A.
WOR Newark, N. J.
LYTEL, HARRY
WOSH Columbus O.

— M —

McADAMS, LONNIE
KWTO-KGBX Springfield, Mo.
McADEN, TOM
KGHW, Alamosa Colo
McAFEE, HARRY
KGHW, Alamosa, Colo.
McALLISTER, H. J.
KGVO Missoula Mont
McALLISTER, MAC
KVI Tacoma Wash.
McCAIN, W. H.
WBRC Birmingham, Ala.
McCARTHY, CHARLES F.
WHN, New York, N. Y.
McCARY, JACK
KORE Eugene Ore.
McCARTHY, JACK
WXYZ, Detroit Mich.
McCAULEY, JOSEPH
WIAT Philadelphia, Pa.
McCLAY, JOHN C.
WROK Rockford Ill
McCLEWERY, THOMAS
WHBC Canton O.
McCORD, IRIS IKELER
WMBI, Chicago Ill.
McCORD, WM. J.
KFPY Spokane Wash.
McCORMACK, MALCOLM
WBZ WBZA, Boston & Springfield, Mass
McCORMICK, STEPHEN
WOL Washington, D. C.
McCRARY, DAVID
WLS, Chicago, Ill
McCULLOUGH, DAN
WIBC, Indianapolis Indiana
McCULLOUGH, MARK
WALR, Zanesville O.
McCULLOUGH, WILLIAM
WJR Detroit Mich
McCUNE, DOROTHY
KVOO Tulsa, Okla.
McCUTCHEON, HUGH
KLPM, Minot N. D.
McDONALD, BILL
WSFA, Montgomery Ala.
McDONALD, L. A.
CFCY, Charlottetown P. E. I. Chats With the Friendly Voice.
McDOUGALL, DICK
CKCL, Toronto Ontario, Can.
McDOWELL, GOODLOE
WLAP Lexington Ky
McELROY, JACK
KANS, Wichita, Kans.
McENIRY, MATTHEW
KLZ, Denver, Colo.
McEVOY, EDWARD
WSYR, Syracuse, N. Y.
McGLOGAN, FRANK
KSTP, St. Paul-Minneapolis, Minn.
McGRATH, JAMES
WMAL WRC, Wash., D. C.
McGRAW, J.
KVCV Redding, Cal.
McGREGOR, HORACE
WMSD, Sheffield, Ala.
McILLRAVEY, HUGH JAMES
NBC, Capt. Tim Healy's Stamp Club, Lowell Thomas.
McILVAIN, HARRY
WCAU, Philadelphia, Pa.
McINTIRE, CHARLES
WMBH, Joplin Missouri.
McINTOSH, EZRA
WWNC Asheville N. C.
McINTYRE, FRANK
KBST, Big Spring, Tex.
McINTYRE, FRANK J.
KTSM, El Paso, Tex.
McINTYRE, HAL
KIUB Watsonville, Cal.
McKAY, STEWART
CJCA Edmonton Alta.
McKEAN, EDDIE
KFH Wichita Kans., Uncle Andy and Zeke
McKEE, ROBT.
WCAE, Pittsburgh Pa.
McKEE, TOM
WJTN Jamestown N. Y.
McKENZIE, NORRIS
CJCA, Edmonton Alta.
McKENZIE, OTIS
KTEM, Temple, Tex
McKENZIE, RAYMOND
KFXD Nampa Oda.
McKNIGHT, CECIL
CKTB, St. Catherines Ont.
McLAMON, VERNON
KGVO, Missoula Mont.
McLAY, HARRY
CJRC Winnipeg Manitoba, Can.
McLEAN, JOHN A.
WBNY Buffalo, N. Y.
McLEAN, R. D.
CHAB Moose Jaw, Saskatchewan Can.
McLOUGHLIN, FRANCIS
WGBI Scranton Pa
McMAHON, CHARLES
WNOX Knoxville Tenn.
McMASTER, JOHN J.
WMEX Boston Mass.
McMILLAN, DON
CKCK Regina, Saskatchewan, Can.
McMURRAY, EMMETT
WHBQ Memphis Tenn
McMURTRIE, GEORGE
WMSD Sheffield, Ala.
McNAMARA, DONALD
KMTR Hollywood Cal.
McNAMEE, GRAHAM
NBC, The Royal Crown Revue, The Royal Desserts Program.
McNEIL, IDA A.
KGFX, Pierre, S. Dak.
McNEIL, ROBERT
KGFX Pierre, S. Dak
McNULTY, CHARLES
WDBJ, Roanoke Va.
McPHERSON, G.
WDOD, Chattanooga, Tenn.
McRANEY, BOB
WSGN, Birmingham, Ala.
McSWAIN, PAT
WSPA Spartanburg, S. C.

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MABRY, BOB
KWOC, Poplar Bluff, Missouri.
MacCREADY, HERBERT
WES, St. Louis, Missouri.
MacDILL, WILFRED
WTAD, Quincy, Ill.
MacDONALD, ARCH
WBX-WBZA, Boston & Springfield, Mass.
MacDONALD, JOHN C.
WPIC, Sharon, Pa.
MacDONALD, WILLIAM E.
KFNF, Shenandoah, Ia.
MacDONNELL, DANIEL
WLAW, Lawrence, Mass.
MACK, WAYNE
WGAR, Cleveland, O.
MACKAY, DON
CJCL, Calgary, Alta.
MACKENZIE, GEORGE
WELL, Battle Creek, Mich.
MacKINNON, DOUGLAS A.
WQXR, New York, N. Y.
MacMILLAN, LOWELL
WHEC, Rochester, N. Y.
MACON, DON
KCKN, Kansas City, Kans.
MADISON, CHRISTIAN
WCOU, Lewiston, Me.
MADDEN, BERT
WABY, Albany, N. Y.
MADDOX, RALPH
WJDX, Jackson, Mississippi.
MALLOW, JOHN
KFPY, Spokane, Wash.
MALOUIN, ROY
CKAC, Montreal, Quebec, Can.
MALOY, JOHN D.
WLAW, Lawrence, Mass.
MANCHEE, RALPH
WCAP, Asbury Park, N. J.
MANN, HERBERT
WRJN, Racine, Wisc.
MANN, NORMAND
KRLC, Lewiston, Ida.
MANNING, JACK
WBZ-WBZA, Boston & Springfield, Mass.
MANNS, WILLIAM
WCAM, Camden, N. J.
MANSFIELD, LARRY
WKAT, Miami Beach, Fla.
MARBLE, HARRY
WCAU, Philadelphia, Pa. Monday Night at Eight. Sunkistime.
MARGET, MANNY
KVOX, Moorhead, Minn.
MARK, CARL
WHK, Cleveland, Ohio.
MARKS, GARNETT
WEAF, New York, N. Y Ruppert's Relaxation Time.
MARKS, HENRY
WTRC, Elkhart, Ind.
MARS, P.
WKBZ, Muskegon, Mich.
MARSH, CURTIS
WDZ, Tuscola, Ill.
MARSHALL, JOHN
WKAR, East Lansing, Mich.
MARSHALL, RAY
WHOM, Jersey City, N. J.
MARSTON, GLEN
KLO, Ogden, Utah
MARTA, JACK
WJMS, Ironwood, Mich.
MARTIN, LEW
KRNT, Des Moines, Ia.
MARTIN, ROBERT
WAAT, Jersey City, N. J.
MARTIN, THOMAS
WGY, Schenectady, N. Y.
MARTINEAU, HOWARD N.
KSEI, Pocatello. Ida.
MARTINEZ, LEO
KGIW, Alamosa, Colo.
MARVIN, ANTHONY
WNYC, New York, N. Y.
MASON, LIN
WKRC, Cincinnati, O.
MASON, PAUL
KANS, Wichita, Kans.
MASON, ROY
KFBB, Great Falls, Mont.
MASON, SIDNEY
WWJ, Detroit, Mich.
MASTERSON, PAUL
KGER, Long Beach, Cal.
MATHIS, CHARLES
KELD, El Dorado, Ark.
MAXWELL, TOM
WGSI, Atlanta, Georgia.
MAY, HERB
KNX, Los Angeles, Cal.
MAYNARD, JACK
KBST, Big Spring, Tex.
MAYORAL, R.
WPRP, Ponce, Puerto Rico.
MEEKER, KENNETH
WARD, Brooklyn, N. Y.
MEHRLING, WALDEMAR
WIRE, Indianapolis, Ind.
MEREDITH, LEE CARL
WOMI, Owensboro, Ky.
MERRIDEW, REG
WKOK, Sunbury, Pa.
MERTENS, PETER
KIRO, Seattle, Wash.
METZ, STUART
NBC. Pepper Young's Family, Road of Life.
MICHAELS, RAYMOND
WLW, Cincinnati, O.
MICHEL, AL
WTAQ, Green Bay, Wisconsin
MIDDLETON, W. S.
WDWS, Champaign, Ill.
MILBURN, EMERY
KWLK, Longview, Wash.
MILBURN, JESSE
KRLD, Dallas, Tex.
MILDER, NATE
WALR, Zanesville, O.
MILES, ROBERT
WOI, Ames, Ia.
MILLER, CHARLES
KFAB, Lincoln, Nebraska.
MILLER, CHAS. "CHUCK"
KFOR, Lincoln, Nebraska.
MILLER, DAVE
WMCA, New York, N. Y.
MILLER, DeWITT
CKNX, Wingham, Ontario, Can.
MILLER, HAL
WHEB, Portsmouth, New Hampshire.
MILLER, LEROY
KYW, Philadelphia, Pa.
MILLER, LEROY
NBC. Campus Capers.
MILLER, MARSHALL
WNAD, Okla.
MILLER, WARREN
WCLE, Cleveland, O.
MILLS, FRANK
KGKO, Ft. Worth, Tex.
MILLS, GORDON
KGER, Long Beach, Cal.
MINGUS, BRO
KRBC, Abilene, Tex.
MINUM, JAMES
WALR, Zanesville, O.
MIOTTEL, ELTON
WRJN, Racine, Wisc.
MISHLER, BILL
WWJ, Detroit, Mich.
MITCELL, J. B.
CKTB, St. Catharines, Ont.
MITCHELL, EVERETT
NBC. National Farm and Home Hour.
MITCHELL, EVERETT
WMAQ-WENR, Chicago, Ill.
MITCHELL, FRANKLIN C.
WJR, Detroit, Mich.
MITCHELL, HUBERT
KBTM, Jonesboro, Ark.
MITCHELL, JACK
KVOO, Tulsa, Okla.
MITCHELL, JACK
WRR, Dallas, Tex.
MOAN, HAROLD
KJR, Seattle, Wash.
MOAN, HAROLD
KOMO, Seattle, Wash.
MOSERSKI, STAN
WPEN, Philadelphia, Pa.
MOEGLE, FRED
WTMV, East St. Louis, Ill.
MOES, TONY
KTRI, Sioux City, Iowa.
MOFFATT, MURRAY
KNOW, Austin, Tex.
MOFFETT, RAYMOND
WCAO, Baltimore, Md.
MONDAY, RAY
KPDN, Pampa, Tex.
MONKKONEN, FREDDIE
KVOX, Moorhead, Minn.
MONOGHAN, GEORGE
WTHT, Hartord. Conn.
MOORE, BOB
KARM, Fresno, Cal.
MOORE, JACK
KPLT, Paris, Tex.
MOORE, HAL
WNEW, New York, N. Y.
MOORE, PAUL
KJR, Seattle, Wash.
MOORE, PAUL
KOMO, Seattle, Wash.
MOORE, RUTH
WDZ, Tuscola, Ill.
MOORE, TOM
WIBG, Glenside, Pa.
MORELAND, EARL
WMC, Memphis, Tenn.
MOREY, ART
KWJJ, Portland, Ore.
MORGAN, CLARENCE
WBOW, Terre Haute, Ind.
MORGAN, CLOUD
WMAZ. Macon. Georgia.
MORGAN, DALE
KSO, Des Moines, Ia.
MORGAN, GENE
WMCA. New York, N. Y.
MORGAN, HENRY
WOR, Newark, N. J.
MORGAN, JOHN CARL
WTAR, Norfolk, Virginia.
MORITZ, JACK
WCBS, Springfield, Ill.
MORRIS, COLTON
WBZ-WBZA, Boston & Springfield, Mass.
MORRIS, DeWITT
KELA. Betw. Centralia and Chehalis, Wash.
MORRIS, DON
WMBC. Detroit, Mich.
MORRIS, JAMES M.
KOAC, Corvallis, Ore.
MORRIS, TOM
KID, Idaho Falls, Ida.
MORRISON, HERBERT
WCAE. Pittsburgh, Pa.
MORSE, ANTHONY
KGO, San Francisco, Cal.
KPO.
MORSE, TONY
KFBK, Sacramento, Cal.
MORTON, DON
WEAN, Providence, R. I.
MOSER, CLYDE
WKBO, Harrisburg, Pa.
MOSES, JOHN B.
WHKC, Columbus, O.
MOUSSEAU, R.
CHLP, Montreal, Quebec, Can.
MOYER, BILL
CKWX, Vancouver, B. C.
MUELLER, MARVIN E.
KMOX, St. Louis, Missouri.
MUIR, RAYMOND
WDZ, Tuscola, Ill.

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MULHOLLAND, ROSS
WKRC, Cincinnati O
MULLINAX, EDWIN
WMFO Decatur Alabama
MULREADY, MERRILL
KSCJ Sioux City Ia
MULROY, BERT
WEMP Milwaukee Wisc
MULVAHILL, MARA.
KFXJ Grand Junction Colo
MUNTER, DALE
WHIO, Dayton O
MUNSTER, DON
KYW Philadelphia Pa.
MURPHY, CARLETON
WQDM, St. Albans Vermont.
MURPHY, EDWARD
WROK, Rockford Ill.
MURPHY, JACK
KFRC San Francisco Cal.
MURPHY, MORELAND
KCMO, Kansas City Mo
MURPHY, ROBERT
KSTP, St. Paul Minneapolis, Minn.
MURRAY, JACK
WAXA Waycross Georgia
MURRAY, KEN
CJRC Winnipeg Manitoba Can
MURRAY, MATT
SMPC Beverly Hills Cal
MURRAY, THOMAS
WHAM Rochester, N. Y.
MURTAUGH, WALTER
WQDM St Albans Vermont
MYERS, KARL
WSNJ Bridgeton, N. J
MYERS, PAUL V.
WWVA Wheeling W Va

— N —

NASH, BARNES
WHIS Bluefield W Va.
NAVE, BILLY
WOMI Owensboro Ky
NEAL, LEE
WSAZ Huntington W. Va
NEGLEY, JACK
WINS New York, N. Y
NELSON, HOWARD
WDAY, Fargo, N. D
NELSON, TED
WDEV Waterbury, Vt
NETHERBY, L. B.
CJCS, Stratford Ontario Canada.
NEWCOMB, HAROLD
WRJN Racine Wisc
NEWHOUSE, JOHN
WESG Elmira, N. Y
NEWKIRK, ALFRED B.
WJCA Ashtabula O.
NEWMAN, GRADY
WSPA Spartanburg, S. C.
NEWSOME, GILBERT
WRTD, Richmond Va
NEWTON, WALTON
WIP, Philadelphia Pa
NIGOCLA, A. H.
WJBW New Orleans La
NILES, KEN
NBC Chase and Sanborn
NILSON, WALTER
WTHT Hartford Conn
NIXON, FRED
KLO Ogden, Utah.
NOGGLE, HAL
KFQD, Anchorage Alaska.
NOONE, TOM
KANS, Wichita Kans.
NORIN, L. SAMUEL
KELA, Bldg Centralia and Chehalis, Wash.
NORMAN, RICHARD
WHIL New York N. Y. Public Service Forum, Symphony Hour.
NORMAN, RICHARD
WOV, New York, N. Y. Public Service Forum Symphony Hour.
NORMANDIN, A.
CBLP, Montreal, Quebec, Can
NORTON, FRANK
WMAS, Springfield Mass

— O —

OAKES, BARNEY
WATL Atlanta Ga.
O'BRIEN, D. J.
WHAZ, Troy, N. Y.
O'BRIEN, DON
KMBC Kansas City Mo.
O'BRIEN, GERALD
WICA, Ashtabula O
O'BRIEN, JOE
WMCA, New York N. Y.
O'CONNOR, CHARLES
NBC, Johnny Presents
O'CONNOR, ROD
KID, Idaho Falls Ida
O'DELL, STUART
WHIS, Bluefield W. Va.
O'DELL, STUART
WQPL Bristol, Tenn
O'DONNELL, JAMES
WMSD, Sheffield Ala
OFFHAUS, RUSSELL
WOQ1 Boston Mass
OGELSBY, WARWICK
WHAT, Philadelphia Pa
OLMSTED, NELSON
WBAP Ft Worth, Tex.
OLSON, HARVEY
WDRC Hartford Conn
OLSON, RAY
WOW Omaha Nebraska
OLSON, RICHARD
WKAT Miami Beach, Fla
O'MARA, JACK
KVOE Santa Ana Cal.
O'MOORE, JOHN
WSPA Spartanburg S. C.
ORAVETZ, JULE
WRJN Racine Wisc.
O'SHEA, JIMMIE
WLEU Erie, Pa
O'SULLIVAN, TERRY
WKY Okla. City Okla.
OTIS, DON
KFAC Los Angeles Cal
O'TOOLE, WILLIAM J.
WCAO Baltimore Md.
OTT, WOODY
WESG, Elmira, N. Y
OVENDEN, K. R.
WFEI Boston Mass.
OVERBAY, PAUL
WAGA, Atlanta Georgia
OVERTURF, ROSEMARY
WDZ, Tuscola Ill.
OWEN, EM
WTAQ Green Bay Wisc
OWEN, FORREST
WKAR East Lansing, Mich
OWEN, FRANCIS
WHEC Rochester N. Y
OWEN, KENNETH
KJBS San Francisco Cal.
OWENS, MAURICE P.
WROK Rockford Ill

— P —

PAAR, JACK
WGAR, Cleveland, O
PACE, ESTON
KANS, Wichita Kans
PAEVEY, DON
WKRC Cincinnati O.
PAIGE, NORMAN
KMTR, Hollywood Cal
PAINTON, KEITH
KCRC, Enid Okla
PALAU, A.
WPRP Ponce Puerto Rico.
PALMER, ADDISON
WABI Bangor Me
PALMER, CLARENCE L.
KVOE, Santa Ana, Cal
PALMER, GEORGE
WIBC, Indianapolis Indiana.
PALMERI, VICENT
WELI New Haven Conn.
PANKA, WALTER
WLIB Chicago, Ill
PARE, MARCEL
CKAC Montreal Quebec Can.
PARKER, ALAN
WSYR, Syracuse N. Y.
PARKER, ANN
WQDM, St Albans Vermont.
PARKER, BEN
KWEW, Hobbs New Mexico.
PARKER, BILL
WRTD Richmond Va
PARKER, EARL
WDZ Tuscola, Ill
PARKER, F. BARREN
KIPO Pasadena Cal
PARKER, GLEN
WHO Des Moines Iowa
PARKER, JAMES
WATR Waterbury Conn.
PARKER, MACK
WICC, Bridgeport Conn
PARKER, MORRISON
WIL St Louis Missouri
PARKER, SAM
WIOD, Miami Fla.
PARKES, HAL
KUTA, Salt Lake City Utah
PARKS, AL
WATL Atlanta Ga
PARRILL, JAMES
WCHS Charleston W Va
PARSONS, FRED
KFAM, St Cloud Minn
PARSONS, ROBERT
WMBI Chicago Ill
PATRICK, VAN
KRMD Shreveport La
PATTERSON, CREYN
WNBC New Britain, Conn
PATTERSON, NORWOOD
KSAN San Francisco Cal
PATTON, CURTIS
WJIM Lansing, Mich
PATTON, FREE
KORE Eugene, Ore
PAUL, ED
WCFL Chicago Ill
PAULSEN, WARNER
WCOU Lewiston, Me
PAULSEN, VICTOR
KJBS San Francisco Cal
PAXTON, MARY
WIBC, Indianapolis, Indiana.
PEAK, GENE
WPAD Paducah Ky
PEARSON, FORT
NBC, Attorney at Law Guiding Light Don Winslow of the Navy
PEARSON, FORT
WMAQ WENR Chicago, Ill
PEARSON, TED
NBC, Good News of 1938
PEDEN, TOM
WIRE, Indianapolis Ind.
PELL, SHERMAN
WENW Brooklyn, N. Y
PELLETIER, VINCENT
NBC Carnation Contented
PENDERGRAST, WM.
WNBH New Bedford Mass
PENNELL, BILL
WIOD, Miami Fla
PENSON, J. C.
CFAR, Flin Flon Man
PEPPIN, S. L.
CFCY, Charlottetown P.E.I., Canada
PERDUE, BILL
WSFA Montgomery, Ala

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PERRIN, KEYES
WBZ-WBZA, Boston & Springfield, Mass.
PERRY, ROBERT, N.
WORL, Boston, Mass.
PERRY, CAMERON
CJOC, Lethbridge, Alta.
PERSHING, JACK
WMBC, Detroit, Mich.
PETERS, RICHARD
KGFF, Shawnee, Okla.
PETERSEN, JIM
KVI, Tacoma, Wash.
PETRANKA, JOE
WSFA, Montgomery, Ala.
PETRIE, CHARLES R.
WCBA-WSAN, Allentown, Pa.
PETRIE, HOWARD
NBC, The O'Neills.
PETTAY, FRANCIS
WHK, Cleveland, O.
PETTEGREW, C. W.
WOSU, Columbus, O.
PHARES, DALE S.
WEOA, Evansville, Indiana.
PHILLIPS, DON
KMOX, St. Louis, Missouri.
PICKARD, GEORGE
WSPD, Toledo, O.
PIERCE, BILL
WGBI, Scranton, Pa.
PIERCE, LOUIS
WIP, Philadelphia, Pa.
PIERSON, JAMES
KFNF, Shenandoah, Ia.
PIERSON, JOE
WFBM, Indianapolis, Ind.
PIKE, LANCELOT
WCOU, Lewiston, Me.
PLASTER, TOMMY
KTAT, Ft. Worth, Tex.
PLATT, HAROLD
KHUB, Watsonville, Cal.
PLUMLEY, JACK
WSNJ, Bridgeton, N. J.
POGRANICZNY, JAN
WBBC, Brooklyn, N. Y.
POLL, JEANNE
WICC, Bridgeport, Conn. Commuter's Club, First Offender, Street Scene.
POLIMENI, FRANK
WOV, New York, N. Y.
POLIMENI, FRANK
WBIL, New York, N. Y.
POOLE, BILL
WGPC, Albany, Georgia.
POOR, MURRELL
WMMN, Fairmont, W. Va.
POORE, JOHN
WHBQ, Memphis, Tenn.
POPE, HOMER
KOMO, Seattle, Wash.
POPE, HOMER
JKR, Seattle, Wash.
PORTER, A. L.
CKFC, Vancouver, British Columbia, Can.
PORTER, SUE (MISS)
WWNC, Asheville, N. C.
POTTS, J. LYMAN
CKCK, Regina, Saskatchewan, Can.
POWELL, KEN
WESG, Elmira, N. Y.
POWER, RICHARD
WKAR, East Lansing, Mich.
PREST, EVA
CKBI, Prince Albert, Sask.
PRICE, FRANCIS
KFKA, Greeley, Colo.
PRICE, STEPHEN
WBNX, New York, N. Y.
PRIDDY, ALBERT
KDYL, Salt Lake City, Utah.
PROUGH, ED
WDAY, Fargo, N. D.
PROVAN, BOB
WDRC, Hartford, Conn.
PROVENSON, HERLUF
NBC, Gulden Serenaders, Betty Moore.
PUCKETT, BERT
WMT, Cedar Rapids-Waterloo, Iowa.
PURCELL, BOB
WCFL, Chicago, Ill.
PURCELL, CHARLES
WCAP, Baltimore, Md.
PURCELL, RICHARD
WMEX, Boston, Mass.
PUTNAM, GEORGE
KSTP, St. Paul-Minneapolis, Minn.
PYLE, J. HOWARD
KTAR, Phoenix, Ariz.
PYRON, DICK
WAGA, Atlanta, Georgia.

— Q —

QUINN, ELWYN
KDYL, Salt Lake City, Utah.
QUINN, R.
WKBZ, Muskegon, Mich.
QUINTERO, BOBBY
WHOM, Jersey City, N. J.

— R —

RAE, ERNIE
KFRU, Columbia, Mo.
RAGLAND, TOM
WMPS, Memphis, Tenn.
RAMSEY, WALLACE
KGB, San Diego, Cal.
RANIERI, JAMES
WHOM, Jersey City, N. J.
RAPIEFF, KENNETH
WICC, Bridgeport, Conn.
RAPKIN, MAURICE
CKCL, Toronto, Ontario, Can.
RASH, BRYSON
WMAL - WRC, Washington, D. C.
RATKUS, JOHN
WHOM, Jersey City, N. J.
RATLIFFE, FRED
WGIL, Galesburg, Ill.
RAWSON, RON
KSCJ, Sioux City, Ia.
RAYMOND, CARL
WMAS, Springfield, Mass.
RAYNOLDS, JOHN
WKRC, Cincinnati, O.
REAGH, ROBERT
CJOC, Lethbridge, Alta.
REAMS, HUNTER
WJNO, West Palm Beach, Fla.
REAMS, TED
WRVA, Richmond, Va.
REDMOND, DICK
WHP, Harrisburg, Penn.
REED, DICK
WHIO, Dayton, O.
REED, PHIL
KWEW, Hobbs, New Mexico.
REED, TOBE
KFRC, San Francisco, Cal.
REETZ, PAUL
WTMV, East St. Louis, Ill.
REICH, HANS LEO
WSBC, Chicago, Ill.
REID, GORDON
CFRN, Edmonton, Alta.
REILLY, LARRY
WHOM, Jersey City, N. J.
RENNIE, LYNN
WCBS, Springfield, Ill.
RENNINGER, OTTO
KGY, Olympia, Wash.
RENSCH, TYE
KGFX, Pierre, S. Dak.
REUSCH, JOHN
WLB, Minneapolis, Minn.
REUSCH, LYLE
WBBR, Brooklyn, N. Y.
REVEUL, NELLIE
NBC, Nellie Revell Presents.
REYNOLDS, GENE
WBAP, Ft. Worth, Tex.
REYNOLDS, PAUL
WDBJ, Roanoke, Va.
RHOADES, BILLY
WTCN, St. Paul-Minneapolis, Minn.
RIASKA, JACK
KLO, Ogden, Utah.
RICAU, LIONEL
WWL, New Orleans, Louisiana.
RICHARDS, JACK
KEUB, Price, Utah.
RICHARDSON, JESSE
WRR, Dallas, Tex.
RICHMOND, ELEANOR
WKZO, Kalamazoo, Mich.
RIDDELL, CORWIN
WOAI, San Antonio, Tex.
RIDDLEY, DONLEY
KFXD, Nampa, Ida.
RIDER, MAURICE
KIRO, Seattle, Wash.
RIDGEWAY, JACK
KTHS, Hot Springs, Ark.
RING, BILL
KWTO-KGBX, Springfield, Mo
RILEY, BOB
KMBC, Kansas City, Mo.
RILEY, E.
KRKO, Everett, Wash.
RISER, JIMMIE
WGTM, Wilson, N. C.
RISS, DAN
WRUF, Gainesville, Fla.
RITTER, ROBERT
WKAR, East Lansing, Mich.
ROBATOR, HAROLD
WMAS, Springfield, Mass.
ROBB, MAJOR
WSAL, Salisbury, Md.
ROBBINS, BILL
WLW, Cincinnati, O.
ROBERTS, ADRAIN
WCOA, Pensacola, Fla.
ROBERTS, AUSLEY
WMBR, Jacksonville, Fla.
ROBERTS, CHARLES
KVOR, Colorado Springs, Colo.
ROBERTS, ED
WCBD, Chicago, Ill.
ROBERTS, HOWARD
WMT, Cedar Rapids-Waterloo, Iowa.
ROBERTS, I. S.
KRGV, Weslaco, Tex.
ROBERTS, KENNETH
CBS, Al Pearce Gang.
ROBERTSON, LARRY
KFBK, Sacramento, Cal.
ROBERTSON, NED
KWEW, Hobbs, New Mexico.
ROBERTSON, TRAFTON
KVOO, Tulsa, Okla.
ROBINSON, ALVIN
NBC, Cities Service Concert.
ROBINSON, DALE
LPDN, Pampa, Tex.
ROBITAILLE, GLEN
CKWX, Vancouver, B. C.
ROCKHOLD, JOE
WSPD, Toledo, O.
RODGERS, NORMAN
KOCY, Okla. City, Okla.
ROEN, LOUIS
WMAQ-WENR, Chicago, Ill.
ROGERS, EDLY
KALB, Alexandria, La.
ROGERS, EDWIN
WMAL-WRC, Wash., D. C.
ROGERS, FEY
WOPI, Bristol, Tenn.
ROGERS, MARGARET E.
CJCY, Charlottetown, P.E.I., Can.
ROGERS, RALPH
KCRC, Enid, Okla.

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ROGERS, ROBERT
WSAL, Salisbury, Md.
ROGERS, WILLIAM
WHAM, Rochester, N. Y.
ROGERS, WAYNE
KUTA, Salt Lake City, Utah.
ROHRER, BILL
KWJJ, Portland, Ore.
ROLL, DICK
WHIO, Dayton, O.
ROMINE, DOUGLAS
KARK, Little Rock, Ark.
RONEY, JACK
WMAL-WRC, Wash., D. C.
ROSAMOND, ROBERT
WTBO, Cumberland, Md.
ROSENBAUM, BOB
WGIL, Galesburg, Ill.
ROSENWALD, MONTE
KGNC, Amarillo, Tex.
ROSS, CHARLES
WCCO, Minneapolis-St. Paul, Minn.
ROSS, DAVID
CBS, Hal Kemp's Program, Poet's Gold.
NBC, Old Gold Program.
ROSS, GUY
CJBR, Rimouski, Que.
ROSS, JACK
WHAM, Rochester, N. Y.
ROTHRUM, WILLIAM
WSYR, Syracuse, N. Y.
ROUSE, GENE
WMAQ-WENR, Chicago, Ill.
ROUSH, CHARLES
WIBC, Indianapolis, Indiana.
ROWENS, Jr., W. E.
KRRV, Sherman, Tex.
ROYAL, H.
WKBZ, Muskegon, Mich.
RUBENDALL, ED
WKOK, Sunbury, Pa.
RUGH, ARC
KFH, Wichita, Kans.
RUNIONS, NORM
KVI, Tacoma, Wash.
RUSS, ROBERT
CJOC, Lethbridge, Alta.
RUSSELL, RUSS
KMOX, St. Louis, Missouri.
RUSSELL, DAN
NBC, Continental Varieties.
RUSSELL, DAVE
WRUF, Gainesville, Fla.
RUSSELL, EMERSON
WDZ, Tuscola, Ill.
RUSSELL, FRANK
KECA, Los Angeles, Cal.
KFI.
RUSSELL, TED
CKCL, Toronto, Ontario, Can.
RUSSEY, HAROLD
WHMA, Anniston, Ala.
RUTLAND, F. E.
CKFC, Vancouver, British Columbia, Can.
RYEL, FLOYD
WADC, Akron, O.

— S —

ST. GEORGE, DORIAN
WMAL - WRC, Washington, D. C.
SANDERS, ERNIE
WHO, Des Moines, Iowa.
SANDERSON, VIRGIL
WMSL, Sheffield, Ala.
SANDSTROM, STANLEY
KVOE, Santa Ana, Cal.
SANSOM, SAM
KSAM, Huntsville, Tex.
SARGENT, L. F.
WEEI, Boston, Mass.
SATER, HARLEY
KWSC, Pullman, Wash.
SAUNDERS, CHARLES
WGCM, Mississippi City, Mississippi.
SAUNDERS, G. W.
WHIS, Bluefield, W. Va.
SAUNDERS, KAY
WHN, New York, N. Y.
SAUNDERS, SID
KMOX, St. Louis, Missouri.
SAVALLI, JOSEPH
WHOM, Jersey City, N. J.
SAYERS, JACK
KNX, Los Angeles, Cal.
SCARBOROUGH, LARRY
WMBR, Jacksonville, Fla.
SCHAFER, WALT
WDZ, Tuscola, Ill.
SCHAUGHENCY, ED
KDKA, Pittsburgh, Pa.
SCHEEL, J. W.
KSAC, Manhattan, Kans.
SCHINDLER, WILHEMINA
KFAM, St. Cloud, Minn.
SCHMIDT, R. J
KFLM, Minot, N. D.
SCHNEIDERWIND, HENRY
WMBC, Detroit, Mich.
SCHORT, GWENDOLYN
WFBM, Indianapolis, Ind.
SCHROCK, CARL
WTRC, Elkhart, Ind.
SCHROEDER, CHARLES
WCPO, Cincinnati, O.
SCHOEN, ARNOLD
WSYR, Syracuse, N. Y.
SCHRÖTE, BOB
KBSL, Chico, Cal.
SCHUVALSKY, ZADORA
WHOM, Jersey City, N. J.
SCOTT, W. H.
WHIO, Cicero, Ill.
SCHWELLENBACH, BAXTER
KFPY, Spokane, Wash.
SCOFIELD, DAVE
KFRC, San Francisco, Cal.
SEAGRAVE, ORVILLE B.
WSAR, Fall River, Mass.
SEARLES, NEIL
WISN, Milwaukee, Wisc.
SEDGEWICK, HARRY
KGDE, Fergus Falls, Minn.
SETZER, GENE
KFH, Wichita, Kans. An Orchid to You.
SEXTON, JACK
WMBD, Peoria, Ill.
SEYMOUR, DAN
CBS, Aunt Jenny's Real Life Stories. Mercury Theatre of the Air.
SHADWELL, CLAIR
WMAL - WRC, Washington, D. C.
SHUTTMASTER, FREDERIC
WBLY, Lima, O.
SHANNON, BILL
WATL, Atlanta, Ga.
SHARRETT, DELL
CBS, Myrt and Marge Beneath the Scenes, Hour of Charm.
SHARP, IRVING
WDBJ, Roanoke, Va.
SHARP, MORRIS
KFQD, Anchorage, Alaska.
SHAW, GORDON
WLW, Cincinnati, O.
SHAW, STAN
WNEW, New York, N. Y.
SHAYON, ROBERT L.
WOR, Newark, N. J.
SHELBY, JAMES
WROK, Rockford, Ill.
SHELDON, JACK
WSAZ, Huntington, W. Virginia.
SHELDON, WALLY
WCAU, Philadelphia, Pa.
SHELTON, JAMES
WSAU, Wausau, Wisc.
SHEPPARD, ALAN
KSFO, San Francisco, Cal.
SHERIDAN, BOB
WNBC, New Britain, Conn.
SHERMAN, BUD
WBAP, Ft. Worth, Tex.
SHERMAN, BILL
WAVE, Louisville, Ky.
SHERRIS, MARLEY R.
NBC, The Armchair Quartet, Highlights of the Bible, National Vespers.
SHERRY, ROBERT A.
WJNY, Buffalo, N. Y.
SHERWOOD, BOB
NBC, Irene Rich for Welch.
SHIELDS, BOB
KDKA, Pittsburgh, Pa.
SHIMATE, GENE
KRNT-KSO, Des Moines, Ia.
SHLOIME, BEN
WHOM, Jersey City, N. J.
SHREVE, LEONARD
KWLK, Longview, Wash.
SIBSON, KEN L.
KRGV, Weslaco, Tex.
SIGISMONDI, A.
WBBC, Brooklyn, N. Y.
SILER, WENDELL
WSVA, Harrisonburg, Va.
SIMMONS, D. N.
KDYL, Salt Lake City, Utah.
SIMMONS, PARKER
WRUF, Gainesville, Fla.
SIMMONS, P.
KFNF, Shenandoah, Ia.
SIMPSON, CHUCK
WJOD, Chattanooga, Tenn.
SIMPSON, JACK
KRMD, Shreveport, La.
SIMPSON, WILMAR
KRGV, Weslaco, Tex.
SIMS, C. G.
WPAD, Paducah, Ky.
SINEK, RUSSELL
KSAL, Salina, Kans.
SIPES, LEON
KELD, El Dorado, Ark.
SIRMONS, JAMES
WRUF, Gainesville, Fla.
SISSON, ALLEN
WHAM, Rochester, N. Y.
SISSON, EDWARD
WBBR, Brooklyn, N. Y.
SLAGLE, JOHN
WXYZ, Detroit, Mich.
SLATER, NORVEL
WHB, Kansas City, Missouri.
SLATER, NORVELL
KVOO, Tulsa, Okla.
SLATER, THOMAS G.
WOR, Newark, N. J.
SLATTERY, BART
WIL, St. Louis, Missouri.
SMOJKAL, JEROME
WEDC, Chicago, Ill.
SMIDL, JOE
KWJJ, Portland, Ore.
SMITH, ALBERT W.
WCSH, Portland, Me.
SMITH, BERT
WAAW, Omaha, Nebraska.
SMITH, BETTY RUTH
KFH, Wichita, Kans. Silhouette of the Stars, Hollywood Scraps.
SMITH, BOB
KFXJ, Grand Junction, Colo.
SMITH, CHARLES
CKSO, Sudbury, Ont.
SMITH, DICK
WHB, Kansas City, Missouri.
SMITH, ED
WHP, Harrisburg, Penn.
SMITH, EMERSON
KGO, San Francisco, Cal.
SMITH, ERNIE
WCSC, Charleston, S. C.
SMITH, HOMER
WKOK, Sunbury, Pa.
SMITH, KATE
CBS, Kate Smith Commente.

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SMITH, KIRBY
KGFI, Brownsville, Tex.
SMITH, ROBERT
WABI, Bangor, Me.
SMITH, ROBERT H.
WOOD-WASH, Grand Rapids, Mich.
SNELGROVE, T. E.
CJCJ, Calgary, Alta.
SNOWDEN, BYRON
WQDM, St. Albans, Vermont.
SNOWDEN, TOMMY
WEED, Rocky Mount, N. C.
SNYDER, RALPH
WKZO, Kalamazoo, Mich.
SOLSETH, DARWIN
KXA, Seattle, Wash.
SORON, CASIMIR
KBNY, Buffalo, N. Y.
SPARKS, JEFF
WOR, Newark, N. J.
SPENCER, BILL
WBRC, Birmingham, Ala.
SPENCER, RAY
WADC, Akron, O.
SPIEGLE, STANLEY
KXRO, Aberdeen, Wash.
STAMPS, WELDON
KTOK, Okla. City, Okla.
STANLEY, LARRY
KFH, Wichita, Kans. Ten Pretty Girls.
STANTON, BOB
WWJ, Detroit, Mich.
STARR, JACK
KMBC, Kansas City, Mo.
STEADMAN, BILLY
WGTM, Wilson, N. C.
STEARNS, BILL
WHEB, Portsmouth, New Hampshire.
STECK, JACK
WFIL, Philadelphia, Pa.
STEELE, ROBERT
WTIC, Hartford, Conn.
STEINERT, OTTO
WBBC, Brooklyn, N. Y.
STELLI, JOHN
WDWS, Champaign, Ill.
STEPHENS, AL
KFEL, Denver, Col.
STEPHENSON, ROBERT
WHN, New York, N. Y.
STERLING, F.
WHFC, Cicero, Ill.
STERN, BILL
NBC.
STEVENS, ALSTON
WFIL, Philadelphia, Pa.
STEVENS, CARLYLE
KNX, Los Angeles, Cal.
STEVENS, DON
WHEB, Portsmouth, New Hampshire.
STEVENS, LEONARD
WNLC, New London, Conn.
STEVENS, ROBERT
WKBO, Harrisburg, Pa.
STEWART, FRANK
KTSA, San Antonio, Tex.
STEWART, JACK
CFAC, Calgary, Alberta, Can.
STEWART, PHIL
NBC, Lady Esther Serenade.
STEWART, TOM
WSM, Nashville, Tenn.
STILES, PAUL
WNBH, New Bedford, Mass.
STINSON, JOHN
WJR, Detroit, Mich.
STONE, AL
KWTO - KGBX, Springfield, Mo.
STONE, CHARLES M.
WMBR, Jacksonville, Fla.
STONE, DAVID
WSM, Nashville, Tenn.
STONE, HERBERT
WNYC, New York, N. Y.
STONEMAN, JOHN
WJW, Akron, O.
STORM, JOY
NBC. How to be Charming. Harriet Parsons, Elza Schallert.
STORM, MICHAEL
NBC. Fitch Program.
STOUGH, RAY
KRMC, Jamestown, N. D.
STRATTON, ALAN
WBIL, New York, N. Y. "Tango Cabaret." "Stars In the Making."
STRATTON, ALAN
WOV, New York, N. Y. "Tango Cabaret." "Stars In the Making."
STRAUSS, WILLIAM D.
WQXR, New York, N. Y.
STROMWALL, HAROLD
KFAM, St. Cloud, Minn.
STROW, WALTER
WRR, Dallas, Tex.
STUART, ALAN
WMCA, New York, N. Y.
SUMMERVILLE, R. P.
WHAZ, Troy, N. Y.
SUTHERLAND, BILL
KDKA, Pittsburgh, Pa.
SUTHERLAND, GEORGE
WMEX, Boston, Mass.
SUTHERLAND, SAM
WISN, Milwaukee, Wisc.
SUTTERFIELD, PHIL
WCSC, Charleston, S. C.
SUTTON, W.
CFRN, Edmonton, Alta.
SEVEHLA, WALTER
WQAM, Miami, Fla.
SWAN, ROBERT W.
KFAC, Los Angeles, Cal.
SWANSON, J. HERBERT
WLB, Minneapolis, Minn.
SWARTZ, RAYMOND
KPPC, Pasadena, Cal.
SWEENEY, BUDD
WHKC, Columbus, O.
SWEENY, FLORENCE
CKCK, Regina, Saskatchewan, Can.
SWEENEY, J. WARREN
WJSV, Washington, D. C.
SWEET, EDGAR E.
WFBG, Altoona, Pa.
SWIMELAR, PAUL
WNLC, New London, Conn.
SWINEFORD, JACK
WKY, Okla. City, Okla.
SWINK, CHARLES
WHIO, Dayton, O.
SWITZER, MACK
KOA, Denver, Colo.

— T —

TABEB, BULL
WAAW, Omaha, Nebraska.
TACY, ELWIN
WSPR, Springfield, Mass.
TAFOYA, HENRY, JR.
KGGM, Albuquerque, N. M.
TAFT, MAHLON
KGY, Olympia, Wash.
TALLEY, BILL MASON
KUMA, Yuma, Ariz.
TAPLEY, S. E.
CJCS, Stratford, Ontario, Can.
TAYLOR, CLAUDE
WEED, Rocky Mount, N. C.
TAYLOR, GLEN
WGBI, Scranton, Pa.
TAYLOR, J. LENARD
WKST, New Castle, Pa.
TAYLOR, SAMMY
KWJJ, Portland, Ore.
TEDDLIE, PETE
WRR, Dallas, Tex.
TEELAND, WALTER
KFQD, Anchorage, Alaska.
TEMPLE, BROOKE
WHN, New York, N. Y.
TEMPLE, FRED
WBAL, Baltimore, Md.
TERRY, BILL
WSGN, Birmingham, Ala.
TERRY, PAUL
KMBC, Kansas City, Mo.
TERWEY, TYS
WNOX, Knoxville, Tenn.
TESSMANN, ABBOTT
KGO, San Francisco, Cal. KPO.
THATCHER, JACK
KGY, Olympia, Wash.
THOMAS, BERNARD
KGGM, Albuquerque, N. M.
THOMAS, GEORGE
WCAU, Philadelphia, Pa.
THOMAS, GORDON
KGLO, Mason City, Ia.
THOMAS, GRANT
WKST, New Castle, Pa.
THOMAS, J. A.
WCOA, Pensacola, Fla.
THOMAS, JACK
KOVC, Valley City, N. D.
THOMAS, JIM
WWL, New Orleans, Lonisiana.
THOMAS, JOHN
KGIW, Alamosa, Colo.
THOMAS, LARRY
WIBG, Glenside, Pa.
THOMAS, W. M.
KGIW, Alamosa, Colo.
THOMAS, WILLIAM L.
WVA, Wheeling, W. Virginia.
THOMLINSON, BOB
KEX, Portland, Oregon.
THOMLINSON, BOB
KGW, Portland, Oregon.
THOMPSON, ALLEN
WMAQ-WENR, Chicago, Ill.
THOMPSON, BILL
KWYO, Sheridan, Wyo.
THOMPSON, HAL
WFAA, Dallas, Tex.
THOMPSON, JACK
CKCL, Toronto, Ontario, Can.
THOMPSON, J. C.
CJRC, Winnipeg, Manitoba, Can.
THOMPSON, MAURICE
WJDX, Jackson, Mississippi.
THOMPSON, REO
CJCA, Edmonton, Alta.
THOMPSON, VERL K.
WMAQ-WENR, Chicago, Ill.
THORESON, AL
KGKB, Tyler, Tex.
THORNE, GEORGE
KGGM, Albuquerque, N. M.
THORNTON, ROBERT
KGFI, Brownsville, Tex.
THORP, JOHN
KYW, Philadelphia, Pa.
THORSTEINSON, A. L.
CFAR, Flin Flon, Man.
TICE, OLIN
WDNC, Durham, N. C.
TIDWELL, EDGAR
KGB, San Diego, Cal.
TIFFIN, WILBUR
CKNX, Wingham, Ontario, Can.
TIGNER, CHARLES
KSAM, Huntsville, Tex.
TILDEN, FREDA
KGY, Olympia, Wash.
TILLMAN, JOHN
WHAS, Louisville, Ky.
TOBIN, JOHN
KFBK, Sacramento, Cal.
TOBIN, M. E.
KABR, Aberdeen, S. Dak.

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TOBOLA, JOHN J.
WAYX, Waycross, Georgia
TODD, JACK
KANS, Wichita, Kans.
TODD, JAMES L.
KOMA Okla. City, Okla.
TOLMAN, CLARENCE
EX Portland, Oregon.
TOLMAN, CLARENCE
KGW, Portland, Oregon.
TONGE, BOB
KTSA, San Antonio, Tex.
TOOLE, KEMP
FHF Gr of Falls, Mont
TOPINKA, RUDY
WSAU, Wilson, Wisc.
TOSI, VINCENT
WCOP Boston Mass
TRACE, GENE
WLW, Cincinnati O
TRAER, DAVE
WGAU, Athens Ga.
TRAUM, BILL
WROK Rockford, Ill.
TRAYLOR, BILL
WGIL, Galesburg Ill
TRAYNOR, MARTIN
WMCF, Plattsburg, N. Y.
TREDWAY, BILL
KTRI Sioux City, Iowa
TREGILLUS, DICK
CFAC, Calgary, Alberta, Can.
TREMBLE, SIDNEY B.
KSAL Salina, Kans.
TROUT, ROBERT
Professor Quiz CBS, Commentator Today Headlines and Rebates, CBS
TUCKER, RALPH
WBOW Terre Haute, Ind
TUPPER, HOWARD
WGY Schenectady, N. Y.
TURNER, CLAUDE
KGCU Mandan N. Dakota
TURNER, GEORGE
WCAP Asbury Park N. J
TURNER, HARRY
KOIL Rapid City, S. D.
TURNER, NANCY
WMCA New York N. Y
Around Town with Nancy Turner
TUTT, BOB
KROY, Sacramento, Cal.
TUTTLE, DOROTHY
WKZO Kalamazoo, Mich.
TUTTLE, WILSON M.
WOR, Newark N. J
TWAMAN, HARVEY
WAAW, Omaha Nebraska.
TYLER, NOAH
WIOD, Miami, Fla.

— U —

UEBELHART, JIM
WSPD, Toledo, O.
ULMER, ROCH
KTUL, Tulsa Okla
UNBACH, ROBERT
WFBC Greenville, S. C.
UPSON, PAUL
WTRC, Elkhart, Ind.
USHER, ROY
CFRN Edmonton, Alta.
UTTAL, FRED
CBS Paul Whiteman Program.

— V —

VAILE, DAVID
KYA San Francisco, Cal
VALENTINE, LEW
WOAI, San Antonio, Tex.
VALENTINE, VANCE
WTAM, Cleveland, O.
VALLEN, RAY
WIOD, Miami, Fla.
VAN CAMP, BOB
WSJS, Winston Salem N. C
VANCE, KENNETH
WGCM Mississippi City Mississippi.
VAN HORN, ARTHUR.
KFRC San Francisco, Cal.
VANN, ED
WCOA Pensacola, Fla
VAN SANDT, JOE
WMSD Sheffield Ala
VAN SANT, JOHN E.
WCBA WSAN Allentown, Pa
VAN VOORHIS, WESTBROOK
NBC The March of Time
VAUGHN, ROBERT
KFI Yakima, Wash
VEDDER, CHESTER
WGY Schenectady N. Y
VERBA, GILBERT
KOA Denver, Colo.
VERNON, CONRAD, JR.
KFJM Grand Forks, Tex
VICKERS, LEE E.
WISV Wash. D. C
VIDAL, R. QUINONES
WNEL San Juan Puerto Rico.
VIKTOR, ERWIN
WBBM Chicago, Ill
VINCENT, PAUL
WMBG Richmond Virginia
VINEA, HENRY
CHOC, Lethbridge, Alta.
VOGELMAN, ROY
WHA Madison Wisc
VON EGGER, HAROLD
KUPT Palo, Tex
VON EGIDY, BARON
KMPC Beverly Hills Cal.
VON ROTH, ROGER
WAIR Winston Salem N. C
VON ZELL, HARRY
NBC, Town Hall Tonight.
VOSS, BILL
WOC Davenport Ia
VOSSE, FRED
WMPS Memphis Tenn
VRZAL, KARL
WEBC Chicago Ill.

— W —

WADE, FRED
WTIC Hartford Conn
WADE, OZZIE
WNBX Springfield Vt
WAGNER, A. K.
WBBR Brooklyn N. Y
WAGNER, HAL
WFSG Elmira N. Y
WAGNER, JACK
KHJ E. Watsonville, Cal.
WAHLBERG, JOEL P.
WGH Newport News, Va
WAKEMAN, TONY
WOL Washington, D. C
WALDEN, PAUL
KRLC Lewiston Ida
WALDROP, JAMES
WSPA, Spartanburg S. C.
WALDROP, ROBERT
NBC, Johns Other Wife, Spelling Bee.
WALKER, BILL
WHLB Virginia Minn.
WALKER, G. E.
CHAB Moose Jaw Saskatchewan, Can.
WALLACE, C. H.
KSAM Huntsville Tex.
WALLACE, GUY
WHK, Cleveland O
WALLACE, WILLIAM
KOYC, Valley City, N. D.
WALLACE, WILLIAM C.
WCOL, Columbus, O.
WALSH, GEORGE
WHAS, Louisville, Ky.
WALTMAN, LA VELL
KFAM St. Cloud, Minn.
WALRATH, WALTER W.
WICA, Ashtabula O.
WALTON, HUGH
WCAU Philadelphia, Pa.
WALTON, JAMES
WRUF Gainesville, Fla.
WALTON, SIDNEY
WOR Newark N. J
WANNAMAKER, ALLEN
WGTM, Wilson N. C
WARD, GEORGE
NYC New York N. Y
WARD, PERRY
WKY Okla City, Okla.
WARNER, HUB
KGDI Falls Falls Minn.
WARREN, CARLTON A.
WOR Newark N. J.
WARREN, CHARLES
WCOL, Columbus O
WARREN, ELLEN
KSAC Manhattan Kans.
WARREN, GERRY
WMBH, Joplin Missouri
WARWICK, STANLEY
KWSC Pullman Wash
WATKINS, DICK
KRGV Weslaco Tex
WATKINS, WAT
WAAT Jersey City N. J
WATSON, BOB
KGNC Amarillo Tex.
WATSON, BROOKS
WMBD Peoria Ill
WATSON, STEWART
WGPC Albany Georgia
WATSON, WILLIAM
KRGV Weslaco Tex.
WATKINS, WILLIAM
WSNJ Bridgeton N. J.
WAUGH, IRVING
WGH Newport News Va.
WEATHERWAX, BEN K.
KABO Aberdeen Wash.
WEAVER, PHILLIP
KFAB Lincoln, Nebraska.
WEAVER, PHILLIP
KFOR Lincoln Nebraska.
WEAVER, ROBYN
WOC Davenport Ia.
WEBBE, TED
WINS New York N. Y
WEBBER, FRED
WFIL Philadelphia, Pa.
WEBBER, KEN
KCMO, Kansas City Mo
WEBER, JOHN PAUL
WIP Philadelphia Pa.
WEBSTER, REX
KFYO, Lubbock Tex
WEBSTER, MAURICE ELTON
CBS Scattergood Baines, The Cataduna Islander, Yours Sincerely, Your Witness Life of the Party Captain Bob's Buttonsers
WEEKS, EDWIN W.
KABR Aberdeen, S Dak.
WEEKS, JOE
WJR Detroit, Mich.
WEGMAN, ED
WSAY, Rochester, N. Y.
WEIMER, ORVILL
WAAW Omaha Nebraska.
WEINGARTH, FRED
WDAF Kansas City, Mo.
WEIR, JOSIE
KFBB, Great Falls, Mont.
WEIST, DWIGHT
NBC Pall Mall, Around New York.
WELCH, HERBERT
WBNS Columbus, O.
WELCH, IRV
KALB, Alexandria, La.

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WELCH, MILLER
WLAP, Lexington, Ky.
WELDON, MARTIN
WINS, New York, N. Y.
WELLING, FRANK
WCHS, Charleston, W. Va.
WELLS, B. (MISS)
CHAB, Moose Jaw, Saskatchewan, Can.
WELLS, W. V.
CHAB, Moose Jaw, Saskatchewan, Can.
WENDELL, BRUCE
WNEW, New York, N. Y.
WENTS, JACK
WTBO, Cumberland, Md.
WESLEY, MILO
KEHE, Los Angeles, Cal.
WESLMORELAND, LLOYD
CKCK, Regina, Saskatchewan, Can.
WETZEL, EARLE HOMER
WCBA-WSAN, Allentown, Pa.
WHEELER, ANTHONY K.
WNBF, Binghamton, N. Y.
WHEELER, GEORGE
WMAL - WRC, Washington, D. C.
WHISENANT, A. D.
KRBC, Abilene, Tex.
WHITE, DON
KXRO, Aberdeen, Wash.
WHITE, G. G.
CFGP, Grand Prairie, Alberta, Can.
WHITE, ROBERT E.
WBZ-WBZA, Boston & Springfield, Mass.
WHITE, W.
CJCJ, Calgary, Alta.
WHITESIDE, ARTHUR L.
WOR, Newark, N. J.
WHITNEY, GALE
KECA, Los Angeles, Cal.
KFI.
WICHMANN, W. P.
WLBL, Stevens Point, Wisc.
WICK, BERT
KDLR, Devils Lake, N. D.
WICKERSHAM, HARRY H.
KJBS, San Francisco, Cal.
WIGGINS, WALLACE S.
KVOE, Santa Ana, Cal.
WIGGINTON, WILLIAM
WMIN, St. Paul-Minneapolis, Minn.
WILBUR, BEN
WFBM, Indianapolis, Ind.
WILBUR, BOB
WSUN, St. Petersburg, Fla.
WILCOX, HARLOW
NBC. Fibber McGee and Molly.
WILCOX, HARLOW
WMAQ-WENR, Chicago, Ill.
WILCURT, ARLAN
WAYX, Waycross, Georgia.
WILDE, RUSSELL
WABY, Albany, N. Y.
WILHELM, GEORGIA
KWJJ, Portland, Ore.
WILKINSON, BETTY
WHMA, Anniston, Ala.
WILDINSON, LORNEY
WTAQ. Green Bay, Wisc.
WILKINSON, LORNEY
WHBY, Green Bay, Wisc.
WILL, BOB
WDZ, Tuscola, Ill.
WILLARD, RICHARD C.
WOR, Newark, N. J.
WILLIAMS, ALUN
WMCA, New York, N. Y.
WILLIAMS, EARL
KFAB, Lincoln, Nebraska.
WILLIAMS, EARL
KFOR, Lincoln, Nebraska.
WILLIAMS, FOSTER
WINS, New York, N. Y.
WILLIAMS, GLENN
WESG, Elmira, N. Y.
WILLIAMS, JACK
KOY, Phoenix, Ariz.
WILLIAMS, MEL
KSAN, San Francisco, Cal.
WILLIAMS, PAUL
KOCY, Oklahoma City, Okla
WILLIAMS, WALLY
WEED, Rocky Mount, N. C.
WILLIAMSON, WARREN
KFKA, Greeley, Colo.
WILLIS, ED
WLAP, Lexington, Ky.
WILLIS, DICK
WNBZ, Saranac Lake, N. Y.
WILLS, CRAIG
KEUB, Price, Utah.
WILLS, HARRY
WJMS, Ironwood, Mich.
WILLS, PAUL
WTMV, East St. Louis, Ill.
WILSON, CARL
KELD, El Dorado, Arkansas.
WILSON, DON
NBC. Jello Program.
WILSON, EDWARD
KFBB, Great Falls, Mont.
WILSON, E. L.
WTAD, Quincy, Ill.
WILSON, ELVAN B.
WLAK, Lakeland, Florida.
WILSON, GEORGE EARLE
KWTO-KGBX, Springfield, Mo
WILSON, HAL
WGTM, Wilson, N. C.
WILSON, JACK
WNAD, Norman, Okla.
WILSON, R. B.
WADC, Akron, Ohio.
WILSON, WAYNE
WNAD, Norman, Okla.
WILSON, WILLIS
KGFI, Brownsville, Texas.
WINDSOR, WALTER
WTOL, Toledo, Ohio.
WINN, WILLIAM
WRAK, Williamsport, Pa.
WINNE, BILL
NBC. Swingtime Trio.
WINNE, WILLIAM
WABY, Albany, N. Y.
WINTER, FREDERICK
WFBM, Indianapolis, Ind.
WINTERS, EMERSON
WJTM, Jamestown, New York.
WINTERS, RAY L.
WOR, Newark, N. J.
WISE, RUSSELL
WTAM, Cleveland, Ohio.
WITANOWSKI, EDWARD
WHOM, Jersey City, N. J.
WITHERS, LOU
KECA, Los Angeles, Cal.
KFI.
WITMER, WEBB
WDAF, Kansas City, Mo.
WOLEVER, JACK
KTHS. Hot Springs, Ark.
WOLF, HAL
KJR, Seattle, Washington.
WOLF, HAL
KOMO, Seattle, Washington.
WOLF, JOHN ALLEN
CBS, Farm News, Kate Smith Show.
WOLFE, HOWARD
WMMN, Fairmont, W. Va.
WOOD, BARRY
CKCK. Regina, Saskatchewan, Can.
WOOD, FRED
WSNJ, Bridgeton, N. J.
WOOD, HARRY
KYW, Philadelphia, Pa.
WOOD, SALLY
KGDE, Fergus Fall, Minn.
WOODARD, HOWARD E.
WTMV, East St. Louis, Ill.
WOODARD, TED R.
WMFO, Decatur, Alabama.
WOODBRIDGE, ROSS
WHEC, Rochester, New York.
WOODWARD, LEROY
WOMI, Owensboro, Ky.
WOODWORTH, V. C.
KVCV, Redding, Calif.
WOOLF, JOHN
KLO, Ogden, Utah.
WOOLFRIES, A. G.
WOI, Ames, Ia.
WORMAN, THERESE
WMBI, Chicago, Ill.
WRIGHT, BRYAN
KOH, Reno, Nev.
WRIGHT, CHARLES
WELI, New Haven, Conn.
WRIGHT, DON
CJRM, Regina, Sask.
WRIGHT, MEL
WMAS, Springfield, Mass.
WRIGHT, WILL
KTFI, Twin Falls, Ida.
WYATT, JACK
WCPO, Cincinnati, Ohio.
WYGOD, EVA
WHOM, Jersey City, N. J.
WYLY, RUSSELL T.
KGKO, Fort Worth, Texas.
WYNNE, FLOYD
KLPM, Minot, N. D.
WYNNE, RICHARD
KYA, San Francisco, Calif.

— Y —

YERIAN, J. O.
WBNS, Columbus, Ohio.
YERXA, HAROLD
CJRM, Regina, Sask.
YOUNG, BOB
KGVO, Missoula, Mont.
YOUNG, DAVID R.
KGB, San Diego, Calif.
YOUNG, FRANK
WOL, Washington, D. C.
YOUNG, JAMES W.
WIS, Columbia, S. C.
YOUNGBLOOD, WESLEY
KFYO, Lubbock, Texas.
YOUNGREN, FRANCES
WMBI, Chicago, Ill.
YOUSE, ROBERT
WDBJ, Roanoke, Va.

— Z —

ZEIGIN, JACK
WTOL, Toledo, Ohio
ZERGA, STEPHEN
WEAN, Providence, R. I.
ZIMMERMAN, CARL
WEMP, Milwaukee, Wisc.
ZIMMERMAN, DAVID
WMAQ-WENR, Chicago, Ill.
ZUPAN, FRANCIS
WBLY, Lima, Ohio.

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KNOX MANNING

CBS West Coast Commentator

2nd Year Euclid Candy

Paul Jones Cigarettes
North American Accident Ins. Co.

Wrote Commentations and also acted as Commentator on "The Flying Irishman" RKO picture.

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Hollywood

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News Commentators

AND THEIR WORK DURING 1938

— A —

ABBOTT, JUDITH
WNEW, New York, N. Y.
ABELOFF, IRVIN
WRVA, Richmond, Va.
ACKERLEY, ROBERT
KGO, San Francisco, Calif.
KPO.
ADAMS, CEDRIC
WCCO, Minneapolis-St. Paul, Minn.
ADAMS, CLARENCE
KBTM, Jonesboro, Ark.
ADAMS, WARD
WRVA, Richmond, Va.
ADONIS, HAROLD
WHOM, Jersey City, N. J.
ALDERMAN, JAMES
WFAA, Dallas, Texas.
ALLEN, REGINALD
WBT, Charlotte, N. C.
ALLEN, SHANNON
NBC, Education in the News.
ALLEN, SPENCER
KTAT, Ft. Worth, Texas.
ALEXANDER, BORIS, COL.
WMC, Memphis, Tenn.
AMES, EDWARD C.
WSPD, Toledo, Ohio.
AMOO, LLOYD
KRMC, Jamestown, N. D.
ANDERSEN, ROBERT
KGO, San Francisco, Calif.
KPO.
ANDERSON, BOB
WJHL, Johnson City, Tenn.
ANDERSON, FRANK
KEHE, Los Angeles, Calif.
ARDEN, ROBERT
WATL, Atlanta, Ga.
AYOOB, KI
WABI, Bangor, Me.

— B —

BACK, J. GUNNAR
WJNO, West Palm Beach, Florida.
BANKER, FRED
KJR, Seattle, Washington.
BARTLETT, FORREST
KGER, Long Beach, California.
BARRETT, LAWRENCE
WAYX, Waycross, Georgia.
BATES, BILL
KWOC, Poplar Bluff, Missouri.
BATEY, HUBERT
WGPC, Albany, Georgia.
BATH, GOMER
WMBD, Peoria, Ill.
BAUKHAGE, H. R.
NBC, National Farm and Home Hour.
WMAL - WRC, Washington, D. C.
BAULU, MARCEL
CKAC, Montreal, Quebec, Can.
BAXTER, LIONEL
WAPI, Birmingham, Ala.
BEAL, BILL
KDKA, Pittsburgh, Pa.
BECKER, BOB
NBC.
BEEBE, WALLACE
KIT, Yakima, Washington.
BEHRMAN, W. W.
WBOW, Terre Haute, Ind.
BELL, DON
WFLA, Tampa, Florida.
BELL, TED
KRSC, Seattle, Wash.
BELL, VICTOR
KUTA, Salt Lake City, Utah.
BENDER, LEONA
WOAI, San Antonio, Texas.
BENNETT, DONN
WBNF, Binghamton, N. Y.
BENNETT, JOHN
KHUB, Watsonville, Calif.
BENTLEY, JULIAN
WLS, Chicago, Ill.
BENTLEY, MAX
KRBC, Abilene, Texas.
BERKOWITZ, MILT
WNBC, New Britain, Conn.
BERLIZA, RAFAEL
WNEL, San Juan, Puerto Rico.
BERNSTEIN, M.
WMBC, Detroit, Mich.
BERRY, JACK
WORL, Boston, Mass.
BEXOFF, BEN
WKY, Oklahoma City, Okla.
BINGHAM, BOB
WWNC, Asheville, N. C.
BINGHAM, DRAKE
KTUL, Tulsa, Okla.
BINKIN, SYL
WEW, St. Louis, Missouri.
BISHOP, PAT
KECA, Los Angeles, Cal.
KFI.
BJORNSON, VAL
KSTP, St. Paul-Minneapolis, Minn.
BLACKWELL, BURT
WAVE, Louisville, Ky.
BOGARTE, HOWARD
KRLD, Dallas, Texas.
BOREE, VIC
KTRI, Sioux City, Iowa.
BOSTWICK, ARTHUR
WQDM, St. Albans, Vermont.
BOYER, JOHN
KTSA, San Antonio, Texas.
BOYLE, HARRY J.
CKNX, Wingham, Ontario, Canada.
BRADLEY, DR. PRESTON
WBBM, Chicago, Ill.
BRADNER, C. C.
WWJ, Detroit, Mich.
BRAILES, LUTHER
KSAL, Salina, Kans.
BRANT, ROY
WCCO, Minneapolis-St. Paul, Minn.
BROOKS, RICHARD
WNEW, New York, N. Y.
BROOKS, RUSSELL
WORC, Worcester, Mass.
BROPHY, ALLEN
WROK, Rockford, Ill.
BROWN, BILL
KWTO-KGBX, Springfield, Mo.
BRYANT, PRESSLEY
WBAP, Ft. Worth, Texas.
BUNTING, J. WHITNEY
WELI, New Haven, Conn.
BURGENI, EDWARD
WNBZ, Saranac Lake, N. Y.
BURMAN, NED
KGDM, Stockton, Calif.
BURROUGHS, EDMOND
WICC, Bridgeport, Conn. Yale News.
BURT, MARION
WGAU, Athens, Ga.
BUSFIELD, ROGER
KNOW, Austin, Texas.
BUTTERWORTH, WALLACE
NBC, Radio Newsreel, Vox Pop.
BYRON, JAMES A.
WBAP, Ft. Worth, Texas.

— C —

CABINESS, TRAVIS
KRMD, Shreveport, La.
CAINE, CONWAY
WOPI, Bristol, Tenn.
CALDWELL, DR. ORESTES H.
NBC, New York on Parade.
CALLAHAN, RALPH
WHMA, Anniston, Ala.
CAPOZUCCHI, JAMES
WBIL, New York.
CAPOZUCCHI, JAMES
WOV, New York.
CARLEY, JACK
WMC, Memphis, Tenn.
CARNEGIE, DALE
NBC. How to Win Friends and Influence People.
CARRIER, G.
CKBI, Prince Albert, Sask.
CARROLL, JIM
KWYO, Sheridan, Wyo.
CARTER, BOB
WNEW, New York, N. Y.
CAUTHEN, JOHN
WIS, Columbia, S. C.
CHAPMAN, JAMES
KSAC, Manhattan, Kans.
CHAPPELL, ERNEST
MBS. Headlines, Show of the Week.
CLARK, JOE, MISS
WRDW, Augusta, Georgia.
CLOVER, BOB
KVCV, Redding, Calif.
CLUFF, E. CURTIS
WGH, Newport News, Va.
COBB, WILTON
WMAZ, Macon, Georgia.
COLE, GRADY
WBT, Charlotte, N. C.
COLLINS, JUD
WSGN, Birmingham, Ala.

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COLON, ROYCE
KRLD, Dallas, Texas
COMBS, JR., GEORGE HAMILTON
WHN, New York, N. Y.
COMPTON, WALTER
WOL, Washington, D. C.
CONNELLY, JOHN
WCBS, Springfield, Ill.
CONNOLLY, VINCENT
WOR, Newark, N. J.
CONWAY, JOSEPH
WMIN, St. Paul-Minneapolis, Minn.
COOKE, ALISTAIR
NBC
COOK, O. D.
KFYO, Lubbock, Texas
COOLEY, J. B.
KLPM, Minot, N. D.
COOPER, JIM
WBNS, Columbus, Ohio.
COPELAND, JACK
KOY, Phoenix, Ariz.
CORBIN, PAUL
KELA, Betw. Centralia and Chehalis, Wash.
CORCORAN, JOHN
WPEN, Philadelphia, Pa.
CORRIS, ALLYN
WRDW, Augusta, Georgia.
COURSEY, ALEX
WQDM, St. Albans, Vermont.
CRAFT, A. B.
KVOL, Lafayette, Louisiana.
CRAWFORD, SAMUEL L.
KGY, Olympia, Wash.
CRAWFORD, VERNON
WFIL, Philadelphia, Pa.
CREASMAN, JAMES
KTAR, Phoenix, Ariz.
CROSLAND, DAN
WFBC, Greenville, S. C.
CROWELL, GEORGE
WORL, Boston, Mass.
CRUM, JAY
KOME, Tulsa, Okla.
CUBBERLY, DAN
KGY, Olympia, Wash.
CULL, DICK
WHIO, Dayton, Ohio
CULLINAN, HOWELL
WEEI, Boston, Mass.
CURTIS, JAMES R.
KFRO, Longview, Texas.

— D —

DADY, RAY
KWK, St. Louis, Missouri.
DAILEY, BOB
WTAM, Cleveland, Ohio.
DALEY, DON
WABI, Bangor, Me.
DAVENPORT, JAMES
WRDW, Augusta, Georgia.
DAVIES, BOB
KARM, Fresno, California.
DAVIS, GEOFF
CJOR, Vancouver, B. C.
DAVIS, JERRY
WCAP, Asbury Park, N. J.
DAVIS, LANE
KWTO-KGBX, Springfield, Mo.
DAVIS, REX
WCKY, Cincinnati, Ohio.
DEAN, STEWART
KOMA, Okla. City, Okla.
DE LASAUX, HARRY
KVCV, Redding, Calif.
DES ALTELS, VAN
KTSM, El Paso, Texas.
DE WEESE, TEX
KPDN, Pampa, Texas.
DICKSON, A. STUART
CFCY, Charlottetown, P.E.I., Canada.
DILLAHUNTY, THOMAS
KCMC, Texarkanna, Texas.
DILLON, JOHN
KVOR, Colorado Springs, Colo.
DINON, KENNETH
KWEW, Hobbs, New Mexico.
DIXON, MASON
WFBC, Greenville, S. C.
DONNELL, DARRELL
KFRC, San Francisco, Calif.
DORSEY, HOWARD
WMBD, Peoria, Ill.
DOUGHERTY, J. T.
WOPI, Bristol, Tenn.
DOYLE, HARRY
KSAN, San Francisco, Cal.
DRAKE, MYRON
KTAR, Phoenix, Ariz.
DRISCOLL, DAVE
WOR, Newark, N. J.
DUKESHIRE, WILLIAM
WICC, Bridgeport, Conn.
DUNN, JACK
WDAY, Fargo, N. D.
DUTTON, EVERALL
CJRC, Winnipeg, Manitoba, Canada.

— E —

EASTMAN, ROBERT
WKY, Oklahoma City, Okla.
EDWOODS, PRINCE B.
WPEN, Philadelphia, Pa.
ELLIOTT, LARRY
CBS, Headlines and Echoes.
ENGLISH, RAY
WNEZ, Saranac Lake, N. Y.
EPSTEIN, BENNISH
WBBC, Brooklyn, N. Y.
EUBANKS, BLAIR
WCHS, Charleston, W. Va.
EVANS, BOB
KNRO, Aberdeen, Wash.
EVANS, FLEM
WCHS, Charleston, W. Va.
EVANS, JOE
KWTO-KGBX, Springfield, Mo.

— F —

FALK, EDDIE
KABR, Aberdeen, S. Dak.
FAULKNER, DICK
WAPI, Birmingham, Ala.
FAY, CHAUNCEY
WMT, Cedar Rapid-Waterloo, Iowa.
FELLOWS, BARTON
WMCA, New York, N. Y.
FERRI, GAETANO
WHN, New York, N. Y.
FERRI, GAETANO
WOV, New York, N. Y.
FIDLER, JIMMIE
NBC, Hollywood Gossip.
CBS, Hollywood Gossip.
FINCH, DURWOOD
WNBF, Binghamton, N. Y.
FISCHER, LOU
WCAM, Camden, N. J.
FITZ GIBBONS, JOHN M.
WSAR, Fall River, Mass.
FITSPATRICK, JACK L.
KLZ, Denver, Colorado.
FLANNERY, HARRY W.
KMOX, St. Louis, Missouri.
FLEISHER, NATHAN
WDAS, Philadelphia, Pa.
FLEMING, BILL
KWYO, Sheridan, Wyo.
FLETCHER, GORDON
WLAK, Lakeland, Florida.
FLETCHER, GRAEME
KFH, Wichita, Kans.
FLETTE, DEANE
KTRI, Sioux City, Iowa.
FLYNN, ROBIN, CAPT.
KFPY, Spokane, Wash.
FOLSOM, MARTHA JANE
WAYX, Waycross, Georgia.
FORBES, GILBERT
WFBM, Indianapolis, Ind.
FORNO, LEANDRO
WHIL, N. Y.
FORNO, LEANDRO
WOV, New York, N. Y.
FORREST, JOHNNY
KIRO, Seattle, Wash.
FOSTER, CEDRIC W.
WHBT, Hartford, Conn.
FOSTER, JACK
WCKY, Cincinnati, Ohio.
FRAKER, WILLARD, W.
WFBG, Altoona, Pa.
FRANK, VAL
WAAT, Jersey City, N. J.
FRENCH, BOB
WBRC, Columbus, Ohio
FRENCH, KEN
WHEC, Rochester, N. Y.
FRITZ, CARL
WFLA, Tampa, Florida
FULTON, JOHN
WGST, Atlanta, Georgia

— G —

GAINES, BILL
WFBC, Greenville, S. C.
GAITHER, FRANK
WGST, Atlanta, Georgia
GALIPEAU, GEO.
CHLP, Montreal, Quebec, Can.
GALLAGHER, MIKE
KGFL, Brownsville, Texas.
GAMMON, IRVIN
WAGN, Presque Isle, Maine
GARAFALO, PIETRO
WHOM, Jersey City, N. J.
GARNES, CLARENCE
KPDN, Pampa, Texas.
GARNET, MARKS
WMCA, New York, N. Y.
GARRED, BOB
KSFO, San Francisco, Calif.
GASK, CECIL
WEBR, Buffalo, N. Y.
GEARHART, LYNN
WSUN, St. Petersburg, Florida.
GEORGE, CARL
WGAR, Cleveland, O.
GEWINNER, HOLT
WMAZ, Macon, Georgia.
GIFFORD, ALEXANDER
WBAL, Baltimore, Md.
GODWIN, EARL
WMAL, WRC, Washington, D. C.
GOLDER, HARRY
WXYZ, Detroit, Mich.
GOLUBOFF, SIDNEY
WELI, New Haven, Conn.
GOODE, MICHAEL J.
WELI, New Haven, Conn.
GOODWIN, HAL
WHAI, Greenfield, Mass.
GOODWIN, HARRY D.
WBZ-WBZA, Boston & Springfield, Mass.
GORMAN, LYDIA
KFAM, St. Cloud, Minn.
GOWEN, JOHN K., 3rd
WCOP, Boston, Mass
GRANT, AUSTIN
WWJ, Detroit, Mich.
GRANT, DOUGLAS B.
WMT, Cedar Rapids-Waterloo, Iowa.
GRANT, PETER
WLW, Cincinnati, Ohio.
GRANT, TAYLOR
WCAU, Philadelphia, Pa.
GRAY, PHIL A.
WEMP, Milwaukee, Wisc.
GROBE, AL
WINS, New York, N. Y.

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GROSS, H. R.
WHO, Des Moines, Iowa.
GRUZA, LARRY
WICC, Bridgeport, Conn.
GUDELSKY, H.
WKBZ, Muskegon, Mich.
GUYER, SANFORD
WPEN, Philadelphia, Pa.

— H —

HAAS, M. J.
KFQD, Anchorage, Alaska.
HAASER, CHARLES
WTHT, Hartford, Conn.
HAFFEY, THOM
WLAP, Lexington, Ky.
HAGEMAN, H. L.
WADC, Akron, Ohio.
HALE, ALAN
WISN, Milwaukee, Wisc.
HALE, ARTHUR
WOR, Newark, N. J.
HALE, FLORENCE
NBC. Florence Hale's Radio Column.
HALPIN, JOSEPHINE
KMOX, St. Louis, Missouri.
HANNA, TED
WGAR, Cleveland, O.
HARDMAN, BEN
KJR, Seattle, Washington.
HARDY, JOSEPH
CKCV, Quebec, Que.
HARPER, TRO
KSFO, San Francisco, Calif.
HARRINGTON, JOHN
WBBM, Chicago, Ill.
HARRIS, BRADLEY
KGB, San Diego, Calif.
HARRIS, JACK
WSM, Nashville, Tenn.
HARRIS, WINDER R.
WTAR, Norfolk, Va.
HARSHMAN, JERRY
WPIC, Sharon, Pa.
HARTMAN, LA MONT
WCBA-WSAN, Allentown, Pa.
HASBROOK, DICK
WJMS, Ironwood, Mich.
HAWLEY, MARK
WOR, Newark, N. J.
HAYES, W. D.
WABI, Bangor, Me.
HEATTER, GABRIEL
We the People, CBS.
News Programs, MBS.
Borden's Home News, NBC.
HEGARD, KEN
WRJN, Racine, Wisc.
HELEZER, WALTER
WEDC, Chicago, Ill.
HENDERSON, JOE
KFPW, Fort Smith, Ark.
HENDRICKSON, ERNEST
KGCU, Mandan, N. D.
HENNEMAN, CARL
KFAM, St. Cloud, Minn.
HENRY, FRED
KGER, Long Beach, California.
HERBERT, WILLIAM
WCHS, Charleston, W. Va.
HESLOP, STANLEY
WNBF, Binghamton, N. Y.
HESSLER, FRED
WHBY, Green Bay, Wisconsin.
HIGGINS, CHARLES
WORC, Worcester, Mass.
HIGGINS, FRANCIS
WDAN, Danville, Ill.
HILL, DAVID G.
CFRN, Edmonton, Alta.
HILL, JOHNSON
KWLK, Longview, Wash.
HINN, MICHAEL
WWNC, Asheville, N. C.
HIPPLE, JAMES B.
KGFX, Pierre, S. Dak.
HIPPLE, ROBERT
KGFX, Pierre, S. Dak.
HIRSCH, DON
KDKA, Pittsburgh, Pa.
HOCKING, DR. SAM
WSFA, Montgomery, Ala.
HODGES, GILBERT
KVOR, Colorado Springs, Colo.
HOLMES, GEORGE R.
NBC, Washington News.
HOPKINS, PHIL
WRR, Dallas, Texas.
HORN, ROBERT
WCAM, Camden, N. J.
HOWARD, JOE
KFBB, Great Falls, Mont.
HOWE, LEONARD
WHO, Des Moines, Iowa.
HOWLE, CONRAD
WMBG, Richmond, Virginia.
HOWELL, REX
KFXJ, Grand Junction, Colo.
HUDSON, HARRY
WOPI, Bristol, Tenn.
HUGHES, JOHN B.
KFRC, San Francisco, Calif.
HUGHES, JUDD
WNBF, Binghamton, N. Y.
HUGHES, PAUL
KTOK, Oklahoma City, Okla.
HUGHES, RUSH
NBC, Hughes reel.
HUGHES, T. W.
KMTR, Hollywood, Calif.
HULL, "DOC"
WCAZ, Carthage, Ill.
HULL, HARWOOD
WAPI, Birmingham, Ala.
HUNTER, TODD
WBBM, Chicago, Ill.
HYRD, JUNE
NBC, Let's Talk It Over.

— I —

IZZARD, WES
KGNC, Amarillo, Texas.

— J —

JACKSON, GEORGE
WBOW, Terre Haute, Ind.
JAY, HARRY
WBLY, Lima, Ohio.
JOHNSON, M. B.
KFKA, Greeley, Colo.
JOHNSON, PARKS
NBC. Radio Newsreel, Vox Pop.
JOHNSTON, G.
CKCK, Regina, Saskatchewan, Canada.
JONES, ARTHUR T.
WEW, St. Louis, Missouri.
JONES, MENDEL
WCKY, Cincinnati, Ohio.
JONES, TOM
KYA, San Francisco, Calif.
JORDON, HARRY
KMO, Tacoma, Wash.
JORDAN, MAITLAND
KJR, Seattle, Washington.
JOSEPHY, ALVIN M.
MBS. The Hines' Trial, Special Events Features.
JOY, DICK
KNX, Los Angeles, Calif.

— K —

KALTENBORN, H. V.
CBS. Headlines and Bylines.
KALUSCHE, EARLE
WFAA, Dallas, Texas.
KEEFE, HOWARD
WSPR, Springfield, Mass.
KELLY, TOM
KCMO, Kansas City, Mo.
KEMPER, LOU
KVOO, Tulsa, Okla.
KENNEDY, JOHN B.
People's Rally, Election Returns, MBS.
New York on Parade, NBC.
KENNEDY, S. R.
CFCY, Charlottetown, P.E.I., Canada.
KEPLINGER, DICK
KJR, Seattle, Washington.
KILLEEN, J. W.
WSAU, Wausau, Wisc.
KING, JACK
WJR, Detroit, Mich.
KIRBY, KLEVE
WWL, New Orleans, Louisiana.
KITCHELL, ALMA
NBC, Spot programs, Let's Talk It Over.
KITTS, EDWARD
WHIS, Bluefield, W. Va.
KOESTER, TONY
KFVK, Sacramento, Calif.
KOLAREK, JOE
WCAO, Baltimore, Md.
KROSS, DICK
WGES, Chicago, Ill.

— L —

LA FORCE, CHARLES
WEMP, Milwaukee, Wisconsin.
LAKE, CHARLES
WKST, New Castle, Pa.
LANDIS, DE WITT
KFYO, Lubbock, Texas.
LANG, WILLIAM
KYW, Philadelphia, Pa.
LA PRADE, MALCOLM
NBC. Travelogues.
LATEAU, HERBERT
KARK, Little Rock, Ark.
LAW, GLEN
KRNT-KSO, Des Moines, Ia.
LE BRUN, HARRY
WHEC, Rochester, N. Y.
LEE, WILLIAM
WBZ-WBZA, Boston & Springfield, Mass.
LEGARE, GERARD
CJBR, Rimouski, Que.
LEICH, WALTER
WGBF, Evansville, Indiana.
LEISURE, CLARENCE
KHSL, Chico, Calif.
LESTER, FRANK C.
KFXD, Nampa, Ida.
LETSON, ED
KFAB, Lincoln, Nebraska.
LETSON, ED
KFOR, Lincoln, Nebraska.
LEVINE, ALBERT
WCAM, Camden, N. J.
LEVITSKY, MITCHELL
WHOM, Jersey City, N. J.
LEWIS, ERVIN
WLS, Chicago, Ill.
LEWIS, JR., FULTON
WOL, Washington, D. C. Commentaries.
MBS, Election Returns.
LEWIS, JACK
KARK, Little Rock, Ark.
LEWRY, LOUIS "SCOOP"
CHAB, Moose Jaw-Saskatchewan, Canada.
LOCKE, FRANCIS P.
WOID, Miami, Florida.
LONG, DEANE S.
WSAL, Salisbury, Md.
LONGWELL, BOB
WIBC, Indianapolis, Indiana.
LOUDON, GORDON
KALB, Alexandria, La.

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LOWE, DAVID
WNEW New York N Y
LOWREY, MEADOR
WHAS Louisville Ky
LOZANO, R.
KGFI Brownsville Texas
LUDLAM, GEORGE
NBC For Men Only
LUTZ, CHARLES
WKRC Cincinnati Ohio
LYON, ED.
KGGM Albuquerque N M
LYSER, HERBERT
KSFOR San Francisco Calif

— M —

McCAIN, W. B.
WBRC Birmingham Ala.
McCANN, P. G.
KGCU Mandan North Dakota
McCARTY, JACK
KORE Eugene Ore
McCLAY, JOHN C.
WROK Rockford Ill
McCLURE, KEN
WOAI San Antonio Texas.
McCOLLISTER, RUSS
WLLH Lowell Mass
McCUNE, DOROTHY
KVOO Tulsa Okla
McDONALD, L. A.
CFCY Charlottetown P.E.I. Canada
McDOWELL, GOODLOE
WLAP Lexington Ky
McFEATERS, DALE
KDKA Pittsburgh Pa
McGREGOR, HORACE
WMSD Sheffield Ala.
McINTOSH, EZRA
WWNC Asheville N C
McKEE, TOM
WJTN Jamestown N Y
McKINNEY, ALEXIS
KGIW Alamosa Colo.
McMAHAN, MAC
KSRO Santa Rosa Calif.
McNAUGHTON, H. BLISS
WTBO Cumberland Md
McNEIL, IDA A.
KGFX Pierre S Dak.
MacDOUGALL, DICK
CKCL Toronto Ontario Can.
MacGUIRE, ROBERT
WICC Bridgeport Conn.
MAHANEY, ROBERT
WGY Schenectady N Y
MALONE, FRANCIS P.
WIOD Miami Florida.
MANN, HERBERT
WRJN Racine Wisc
MANNING, KNOX
KNX Los Angeles Calif.
MARBLE, HARRY
WCAU Philadelphia, Pa. Gray-ston News.
MARKS, GARNETT
WMCA New York, N. Y. Radio Wine Program. Community Opera Program Sacks Furniture Program
MARSH, LEE
KGVO Missoula Mont
MARSHALL, NORMAN
CKTB St Catharines Ont
MARTIN, DICK
KGNC Amarillo Texas.
MARTIN, PAUL
WIP Philadelphia, Pa. Youth in the News.
MATT, M. LEONARD
WDAS Philadelphia, Pa.
MALIN, ALICE
NBC The Woman of Tomorrow.
MAY, FOSTER
WOW Omaha Nebraska.
MAY, HERB
KNX Los Angeles Calif
MEENAM, WILLIAM T.
WGY Schenectady N Y
MERRIDEW, REG
WKOK Sunbury Pa.
MEYERS, TED
KFAC Los Angeles Calif
MILLER, HAL
WBEB Portsmouth New Hampshire
MILLER, KEN
KVOO Tulsa Okla
MILLS, FRANK
KGKO Fort Worth Texas
MONDAY, RAY
KPDN Pampa Texas
MOORE, CLARENCE C.
KOA Denver Colo
MOORE, DUNCAN
WJR Detroit Mich
MOKEY, ART
KWJJ Portland Ore
MORISSET, LOUIS
CKAC Montreal Quebec Can
MORITZ, JOHN
WCBS Springfield Ill
MORRIS, DEWITT
KLLA Bow Colorado and Orchards Wash
MORRIS, DON
WMBC Detroit Mich
MORRIS, PAUL
WCAM, Baltimore Md
MORRISON, WILBUR
WGY Schenectady N Y
MUGFORD, JEMMA
WSPA Spartanburg S C
MURPHY, JOHN
WTOL Toledo Ohio
MURRAY, THOMAS
WHAM Rochester N Y
MURRIE, DAVID B.
WTBO Cumberland Md
MYERS, J. CLARENCE
KYA San Francisco Calif
MYERS, JOE
KOA Denver Colo

— N —

NETHERBY, L. B.
CKOS Stratford Ontario Canada
NEWALL, WM.
CKFC Vancouver British Columbia, Canada
NEWELL, BILL
CKWX Vancouver B C
NEWELL, ELWOOD
KRMC Jamestown N D
NICHOLSON, LEO
CJOR Vancouver B C
NILES, CHARLES
WTHT Hartford Conn.
NILES, REV. HAROLD
WICC Bridgeport Conn. Current Comment
NOGGLE, HAL
KFWD Yeomotgo Alaska
NOLIN, JEAN
CJAC Montreal Quebec Can.
NORMAN, DON
WCFL Chicago Ill
NORTON, FRANK
WMAS, Springfield Mass
NOTARI, SERENA
WEDC Chicago Ill

— O —

OAKES, BARNEY
WATL Atlanta Ga.
O'CALLAHAN, GENE
WCNW, Brooklyn, N Y.
OLIVER, BRYCE
WHN, New York, N Y.
ORAVETZ, JULE
WRJN Racine Wisc.
ORFIELD, BENNET
WTCN St Paul Minneapolis, Minn.
OTIS, LEHMAN
WCLE Cleveland Ohio
OTIS, LEHMAN
WHK, Cleveland Ohio
OWEN, EM
WTAQ Green Bay Wisconsin, WHBY

— P —

PALMER, GEORGE
WIBC Indianapolis Indiana.
PARKER, ALAN
WSYR Syracuse N Y
PARKER, BEN
KWFW Hobbs, New Mexico
PARKER, EARL
WDZ, Tuscola Ill
PARKER, JACK
WJIM, Lansing Mich
PARKER, MAC
WCAU Philadelphia, Pa
PARKES, HAL
KUTA Salt Lake City, Utah
PARSONS, HARRIET
NBC Hollywood News.
PATTERSON, PAT
KGLO Mason City, Ia
PAXTON, MARY
WIBC Indianapolis, Indiana.
PEARSON, FORT
WMAQ WENR, Chicago Ill.
PEARSON, JOHN
KWTO KGBX Springfield, Mo
PENFIELD, AD
WDNC Durham, N C
PENN, DAVID
WCOL, Columbus Ohio.
PENSON, J. C.
CFAR Flin Flon Man
PERRY, CAMERON
CJOC Lethbridge Alta
PETERSON, EARL
KVOL Lafayette Louisiana.
PIERSON, JAMES
KDKE, Shenandoah Pa.
PLAMBECK, HERB
WHO Des Moines Iowa.
POOLE, HENRY
KOY Phoenix Ariz.
POTES, EUGENE
WNAD Norman Okla
POWELL, BUD
CFCP Grand Prairie Alberta, Canada.
POYNER, GRAHAM
WPTF Raleigh, N C
PRINGLE, PETE
KNX Los Angeles, Cal
PYLE, J. HOWARD
KTAR Phoenix Ariz.
PYRON, DICK
WAGA, Atlanta Georgia

— Q —

QUINN, EDWYN
KDYL, Salt Lake City Utah.
QUINN, R.
WKBZ Muskegon, Mich.

— R —

RABB, STUART
WSJS, Winston Salem, N. C.
REAMS, HUNTER
WJNO, West Palm Beach, Florida
REDELL, A. DOUGLAS
WCAP, Asbury Park, N. J.
REDMOND, V. K.
WHP, Harrisburg, Pennsylvania

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REED, DICK
WHIO, Dayton, Ohio.
REEF, WALLY
KFEL, Denver, Colo.
REPAID, W.
WMBC, Detroit, Mich.
RICHARDS, JACK
KEUB, Price, Utah.
RICHARDSON, MATT
WESG, Elmira, N. Y.
RICKER, BILL
WDEV, Waterbury, Vt.
RITSEMA, JOHN
WKZO, Kalamazoo, Mich.
ROBB, MAJOR
WSAL, Salisbury, Md.
ROBBINS, BILL
WLW, Cincinnati, Ohio.
ROBERTS, CLETE
KGER, Long Beach, California.
ROBERTS, ED
WCBD, Chicago, Ill.
ROBERTS, JOHN
KIT, Yakima, Washington.
ROBINSON, MAJOR
WSUN, St. Petersburg, Florida.
RODDA, WALLY
WKZO, Kalamazoo, Mich.
RODGERA, JR., FLOYD C.
WIS, Columbia, S. C.
ROGERS, ROBERT
WSAL, Salisbury, Md.
ROLL, DICK
WHIO, Dayton, Ohio.
ROMEU, JOSE A.
WNEL, San Juan, Puerto Rico.
ROOSEVELT, ELLIOTT
MBS. Texas State Network Dedication Program. Commentary Program.
ROSS, BILL
KEX, Portland, Oregon.
ROSS, BILL
KGW, Portland, Oregon.
ROTHRUM, WILLIAM
WSYR, Syracuse, N. Y.
ROWENS, JR., W. E.
KRRV, Sherman, Texas.
RUNIONS, NORM
KVI, Tacoma, Wash.
RUSSELL, EMERSON
WDZ, Tuscola, Ill.
RUTLAND, F. E.
CKFC, Vancouver, British Columbia, Canada.
RYAN, EDWARD J.
WATR, Waterbury, Conn.

— S —

SAERCHINGER, CAESAR
NBC. The Story Behind the News.
SAUNDERS, CHARLES
WGCM, Mississippi City, Mississippi.
SCHALLERT, ELZA
NBC. Hollywood Interviews.
SCHOELKOPF, HAROLD
KFAM, St. Cloud, Minn.
SCHOENER, GILBERT
KFAM, St. Cloud, Minn.
SCHULTZ, DEL
KHBG, Okmulgee, Oklahoma.
SCOTT, ALAN
WCAU, Philadelphia, Pa.
SCOTT, JAMES
KWSC, Pullman, Wash.
SERGIO, LISA
NBC, Let's Talk It Over, Tales of Great Rivers.
SHANNON, BILL
WATL, Atlanta, Ga.
SHAW, GORDON
WLW, Cincinnati, Ohio.
SHAYON, SAM
WHN, New York, N. Y.
SHEEHAN, WM. A.
WTIC, Hartford, Conn.
SHEELEY, JACK
WHO, Des Moines, Iowa.
SIGHT, ROBERT
KFRU, Columbia, Mo.
SIGMAN, THURSE F.
WICA, Ashtabula, Ohio.
SIMMONS, D. N.
KDYL, Salt Lake City, Utah
SIMMS, WILLARD
KFKA, Greeley, Colo.
SINCLAIR, GEORGE
CFGP, Grand Prairie, Alberta, Canada.
SINGISER, FRANK
WOR, Newark, N. J.
SIPES, LEON
KELD, El Dorado. Ark.
SISSON, ALLEN
WHAM, Rochester, N. Y.
SLATER, BILL
KEPW, Fort Smith, Ark.
SMITH, ERLE
KMBC, Kansas City, Mo.
SMITH, ERNIE
WCSC, Charleston, S. C.
SMITH, NORBOURNE E.
KLZ, Denver, Colo.
SNOWDEN, TOMMY
WEED, Rocky Mount, N. C.
SOHM, WILL
WTAD, Quincy, Ill.
SOWARD, OLAF
KCKN, Kansas City, Kans.
SPARKS, HAROLD
KFXD, Nampa, Ida.
SPRAGUE, ED A.
WWVA, Wheeling, West Virginia.
SQUIER, LLOYD
WDEV, Waterbury, Vt.
STARK, CHARLIE
CBS. Oddities in the News, Morning Almanac.
STEARNS, BILL
WHEB, Portsmouth, New Hampshire.
STEELE, JOHANNES
WMCA, New York, N. Y.
STEELE, JOHN
MBS. Commentary Programs.
STEMMLER, NICK
WSYR, Syracuse, N. Y.
STERNBERGER, ESTELLE M.
WMCA, New York, N. Y.
STEVENS, ALSTON
WJIL, Philadelphia, Pa.
STEVENS, LEONARD
WNLC, New London, Conn.
STEWART, FRANK
KTSA, San Antonio. Texas.
STEWART, JOE
WCNW, Brooklyn, N. Y. News Clinic.
STONE, ELEANOR
WCOU, Lewiston, Me. The Talk of the Town.
STONER, BOB
WKOK, Sunbury, Pa.
STOUT, GENE
WIBG, Glenside, Pa.
STRAETER, TED
CBS. Choral Director of Kate Smith Show.
STRAUSS, JOSEPH
WCHV, Charlottesville, Va.
SUITER, GRANT
WBBR, Brooklyn, N. Y.
SULLIVAN, FLOYD
KWTO - KGBX, Springfield, Mo.
SULLIVAN, PAUL
WLW, Cincinnati, Ohio.
SUTHERLAND, GEORGE
WMEX, Boston, Mass.
SUTTERFIELD, PHIL
WCSC, Charleston, S. C.
SWAYZE, JOHN CAMERON
WHB, Kansas City, Missouri.
SWING, RAYMOND GRAM
WOR, Newark, N. J.
MBS. Commentary Program.

— T —

TALLEY, BILL
KUMA, Yuma, Ariz.
TAYLOR, SAM
WHN, New York, N. Y.
TAPLEY, S. E.
CJCS, Stratford, Ontario, Canada.
TEAGUE, W. C.
WMC, Memphis, Tenn.
TERRY, BILL
WSGN, Birmingham, Ala.
TERRY, GENE
WTAD, Quincy, Ill.
TERWEY, TYS
WNOX, Knoxville, Tenn.
THOMAS, JACK
KOVC, Valley City, N. D.
THOMAS, JIM
WWL, New Orleans, Louisiana.
THOMAS, JOHN R.
KGIW, Alamosa, Colo.
THOMAS, LOWELL
NBC. The Day's News.
THOMAS, WILL M.
KGIW, Alamosa, Colo.
THOMPSON, ALAN
KROY, Sacramento, Calif.
THOMPSON, BILL
KWYO, Sheridan, Wyo.
THOMPSON, JACK
CKCL, Toronto, Ontario, Can.
THOMPSON, DOROTHY
NBC. People in the News.
TOBIN, JOHN
KFBK, Sacramento, Calif.
TODD, JAMES L.
KOMA, Okla. City, Okla.
TOMY, NEAL
WJR, Detroit, Mich.
TREMBLE, SIDNEY B.
KSAL, Salina, Kans.
TREXLER, LAWRENCE
WCPO, Cincinnati, Ohio.
TRUE, HAROLD
WXYZ, Detroit, Mich.
TWIGGER, NORMAN
WCAE, Pittsburgh, Pa.

— U —

UEBELHART, JIM
WSPD, Toledo, Ohio.

— V —

VAN BUREN, RUTH
WABI, Bangor, Me.
VANCE, KENNETH
WGCM, Mississippi City, Mississippi.
VAN CRONKHITE, JOHN
WHP, Harrisburg, Pennsylvania.
VANDINEER, JAMES
KECA, Los Angeles, Cal.
KFI.
VAN HORN, GEORGE
WEOA, Evansville, Indiana. Curbstone Reporter.
VAN SIMPA, S. M.
WBBR, Brooklyn, N. Y.
VELA, WILLIE
KPAB, Laredo, Texas.
VON EGIDY, BARON
KMPG, Beverly Hills, Calif.
VRZAL, KARL
WEDC, Chicago, Ill.

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— W —

WADE, OZZIE
WNEX Sportscaster Vt.
WAGNER, FORD "FLASH"
KGKL Brownsville Texas.
WALKER, BREED
WMEX Boston, Mass.
WALLACE, NEIL
WLLH Boston, Mass.
WALLACE, WESLEY
WDNC Durham, N. C.
WARATH, WALTER W.
WCA Ashtabula, Ohio
WALTON, JAMES
WRUF Gainesville Florida.
WALTON, LUKE
WIRE Terre Haute Ind.
WARD, CARL
KWTO KGBX Springfield Mo.
WARREN, W. D.
KOH Reno, Nev.
WATSON, BROOKS
WMFR Jowett Ill.
WATSON, CLYDE
WOMI Owensboro Ky.
WAYNE, PRISCILLA
KSO Des Moines Ia. Women's Page Woman's News.
WEBSTER, BOB
WSAY Rochester N. Y.
WEIMER, ORVILLE
WAAW, Omaha, Nebraska
WEEDON, MARTIN
WINS New York N. Y.
WELLS, LINTON
NBC The Man of Radio of RCA
WERTS, T. L.
WCAE WSAN Allentown Pa.
WESLEY, MILO
KHJ Los Angeles Calif.
WETMORE, GEORGE
WLOE Bridgeport Conn. News and Reviews
WHALEN, ROD
KWJJ Portland Ore.
WHEELER, ROBERT
WOI Ames Ia.
WIGGINS, WALLACE S.
KVOO Santa Ana Calif.
WILBELM, GEORGE
KWJJ Portland Ore.
WILBUR, BOB
WSUN, St. Petersburg Florida.
WILCURT, ARLAN
WAXX Waycross Georgia.
WILLIAMS, FOSTER
WINS New York N. Y.
WILLIAMS, F. M.
WGAU Athens Ga.
WILLIAMS, GLEN
KORC Enid Okla.
WILLIAMS, GLENN
WLSI, Lebanon N. Y.
WILLIS, ED
WLAP Lexington Ky.
WILSON, CARL
KELD El Dorado Ark.
WILSON, EARLE D.
WNBH New Bedford Mass.
WILSON, R. B.
WAIR Akron Ohio
WINCHELL, WALTER
NBC Jergens Journal.
WINTER, WILLIAM
WGY Schenectady New Broadcasting Supervisor New York Evening Journal Who's Who in New York Life in Print.
WISELY, KATHERINE (MRS.)
NBC Boston Home News
WITANOWSKI, E.
WHOM Jersey City N. J.
WOLF, ELAINE
WSPD, Toledo Ohio
WOLFE, HOWARD
WMMN Fairmont, W. Va.
WOOD, FRED
WSNJ Bridgeton N. J.
WOODHOUSE, WOODY
WDNC Durham N. C.
WOODILL, WILF, J.
CKSO Sudbury Ont.
WOODS, CHARLES
WLW Cincinnati, Ohio
WOODWORTH, C. J.
WBBR Brooklyn N. Y.
WOOLF, JOHN
KLO Ogden Utah
WORDEN, RALPH
WGAR Cleveland O.
WRIGHT, DON
CJRM Regina, Sask.
WRIGHT, LUKE
KFEQ Georgetown Mo.
WRIGHT, MEL
WMAS, Springfield Mass.
WRIGHT, RICHARD
WDAS Philadelphia, Pa.
WYLY, RUSSELL T.
KGKO Fort Worth Texas.
WYNNE, RICHARD
KYA San Francisco Calif.

— Y —

YERXA, HAROLD
CJRM Regina Sask.

— Z —

ZAVITZ, LANCE
WEBR Buffalo N. Y.
ZIMMERMAN, CARL
WEMP Milwaukee Wisconsin.

MEL ALLEN

SPORTSCASTER FOR

Brown-Williamson • Packer's Scalptone

Daily except Sunday 6:05-6:15 P.M., E.S.T.

ANNOUNCER FOR

Listerine—"Grand Central Station"

Crisco—"This Day is Ours"

Model—"Model Minstrels"

SPECIAL EVENTS—SPORTS FOR

—CBS—

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Sports Commentators

AND THEIR WORK DURING 1938

— A —

ABBOTT, ADE
KGAR, Tucson, Ariz.

ALBRITTON, LEO
KGFI, Brownsville, Texas.

ALBURTY, BOB
WHBQ, Memphis, Tenn.

ALFORD, DALE
KARK, Little Rock, Ark.

ALLEN, MEL
CBS. Sustaining.

ALTMAN, DICK
KBTM, Jonesbor, Ark.

ALTMAN, DICK
WJHL, Johnson City, Tenn.

ANDERSON, ED
WQDM, St. Albans, Vermont.

ANDREWS, TED
KTOK, Oklahoma City, Okla.

ANDREWS, TOM
WEMP, Milwaukee.

APPEL, CHICK
CJCS, Stratford, Ontario, Canada.

ARTHUR, FRANK
KSAN, San Francisco, Cal.

AUSTIN, MEL
WATL, Atlanta, Ga.

— B —

BACHER, BILL
CBS. Texaco Program.

BAILEY, HOWARD
KFBK, Sacramento, Calif.

BAIRD, D. R.
CJOR, Vancouver, B. C.

BALLS, F. E.
KELD, El Dorado, Ark.

BALTER, SAM
WFIL, Philadelphia, Pa.

BALTER, SAM
MBS. The Inside of Sports.

BANKS, DAVID
KARK, Little Rock, Ark.

BARBER, RED
MBS. Football Games.

BARBER, WALTER
WLW, Cincinnati, Ohio.

BATEY, HUBERT
WGPC, Albany, Georgia.

BAXTER, LIONEL
WAPI, Birmingham, Ala.

BEHRMAN, W. W.
WBOW, Terre Haute, Ind.

BELL, JACK
WIOD, Miami, Florida.

BENNETT, DAVID
WKBO, Harrisburg, Pa.

BENNETT, JOE
WBRB, Red Bank, N. J.

BENNETT, JOHN
KHUB, Watsonville, Calif.

BENNETT, THURSTON
WRDW, Augusta, Georgia.

BERNDT, IRVING
WRAK, Williamsport, Pa.

BEYNON, JACK
WDWS, Champaign, Ill.

BINGHAM, BOB
WWNC, Asheville, N. C.

BISHOP, BURTON
KTEM, Temple, Texas.

BISHOP, PAT
KECA, Los Angeles, Cal.
KFI.

BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.

BLUE, IRA
KGO, San Francisco, Calif.
KPO.

BOYLING, SID
CHAB, Moose Jaw, Saskatchewan, Canada.

BRADLEY, BOB
WTMV, East St. Louis, Ill.

BRANNEN, LYNNE
WGAU, Athens, Ga.

BRANDT, LYNN
WMAQ-WENR, Chicago, Ill.

BRAY, DICK
WLW, Cincinnati, Ohio.

BRECKNER, GARY
KNX, Los Angeles, Calif.

BRICKHOUSE, JACK
WMBD, Peoria, Illinois.

BRIGGS, FRED
KVOE, Santa Ana, Calif.

BROSSEAU, BILL
CKAC, Montreal, Quebec, Can.

BROWN, BILL
WHO, Des Moines, Iowa.

BROWN, WILL Jr.
CFCY, Charlottetown, P. E. I., Looking Over the Ponies.

BRUNDIGE, BILL
WAVE, Louisville, Ky.

BUCK, LOUIE
WAGA, Atlanta, Georgia.

BUNKER, ED.
WCSC, Charleston, S. C.

BUNNELL, MERRILL J.
KLO, Ogden, Utah.

BURICK, SI
WHIO, Dayton, Ohio.

BURKE, ANDY
WARD, Brooklyn, N. Y.

BURNETT, JOSEPH
KGVO, Missoula, Mont.

BURNS, FRED
WSAZ, Huntington, West Virginia.

BURTON, D. A.
WLBC, Muncie, Ind.

BUXBAUM, Jr., PHILIP L.

BYER, HAL
KWSC, Pullman, Wash.

BYERS, WAYNE
WHLB, Virginia, Minn.

BYRAM, AFFIE
KWSC, Pullman, Wash.

— C —

CAIN, DOYLE
KFXD, Nampa, Ida.

CAMP, RAYMOND R.
NBC. Angler and Hunter.

CANADY, JOHN
KMPC, Beverly Hills, Calif.

CARRAWAY, HOWARD
KGKO, Fort Worth, Texas.

CARROLL, PARKE
WHB, Kansas City, Missouri.

CARSON, GRANT
CJRM, Regina, Sask.

CARTER, NICK
WNBX, Springfield, Vt.

CASPER, CY
KMOX, St. Louis, Missouri.

CASTILLO, OSCAR
KGFI, Brownsville, Texas.

CHALK, WESLEY
WCOA, Pensacola, Fla.

CHAMBERLIN, FRANCIS
WMPS, Memphis, Tenn.

CHAPMAN, DAVE
KCKN, Kansas City, Kans.

CHAPMAN, JAMES
KSAC, Manhattan, Kans.

CHAPMAN, REED
CKWX, Vancouver, B. C.

CHASE, FRANK
NBC. For Men Only.

CHASE, SAM
KFBB. Great Falls, Mont.

CHATFIELD, BEN
WMAZ, Macon, Georgia.

CHEYNE, ARTHUR
KIT, Yakima, Washington.

CLARK, ELMER
KABR, Aberdeen, S. Dak.

CLARK, HOWARD
CKSO, Sudbury, Ont.

CLARK, J. B.
WPTF, Raleigh, N. C.

CLARK, PAUL A.
WEOA, Evansville, Indiana.

CLARK, PAUL A.
WGBJ, Evansville, Indiana.

CLUNEY, JOHN
WATR, Waterbury, Conn.

COLON, ROYCE
KRLD, Dallas, Texas.

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COLVIN, DON
KSFO San Francisco, Calif.

CONNOLLY, JAMES
WMSD Sheffield, Ala

COONTZ, EDDIE
KVOO Tulsa, Okla

CORBIN, PAUL
KELA, Inew, Centralia and Chehalis, Wash

COREY, VIRGIL
KANS, Wichita, Kans

CORNISH, BUD
WGAN Portland, Me

CORRAY, FRED
WILL, Urbana, Ill

COZAD, SAMMY
WTBO Cumberland, Md

CRAGO, WILLIAM
WMAL, WRC Washington, D. C.

CRUICKSHANK, JOHN "DOC"
CKNX Wingham, Ontario, Canada

CRUTCHFIELD, CHAS. B.
WBT Charlotte, N. C.

CULLIVAN, JOE
KROY Sacramento, Calif.

CURLIN, GEORGE
KOTN Pine Bluff, Ark.

— D —

DALES, WALTER
CJCA Edmonton, Alta.

DALEY, TOM
KVOO Tulsa, Okla.

DANBOM, M. E.
KGKB Tyler, Texas

DAVIES, BOB
KARM Fresno, California.

DAVIS, "BUZZ"
WIBG Philadelphia, Pa.

DAVIS, REX
WCKY Cincinnati, Ohio.

DAVIS, SIG
WMIN St. Paul-Minneapolis, Main Office Studios

DEAL, JAKE
WDEV Waterbury, Vt.

DECKER, BEN
WJNO West Palm Beach, Florida

DECKER, VIC
WPIC Canton, Ohio

DE HAVEN, BOB
WTCN, St. Paul-Minneapolis, Minn.

DEJAGE, GERARD
CKAC Montreal, Quebec, Canada

DELANEY, JOE
WATR Waterbury, Conn. Football Announcing.

DeLASSAUX, HARRY
EVCV Redlands, Calif.

DEMMY, C. CURTISS
WKOK, Harrisburg, Pa.

DERWIN, BILL
WATR Waterbury, Conn.

DES AUTELS, IVAN
KTSM El Paso, Texas.

DESCARREAUX, MAURICE
CHRC Quebec, Que.

DESCHEMES, CHARLES M.
CKCV Quebec, Que.

DESMOND, CONNIE
WSPD, Toledo, Ohio.

DIESPECKER, DICK
CJOR Vancouver, B. C.

DILLAHUNTY, THOMAS
KCMC Texarkana, Texas

DIXON, KENNETH
KWEW, Hobbs, New Mexico.

D'ORO, MEDAGLIA
WBIL, New York, N. Y.

DOTSON, PERRY
WTCN St. Paul-Minneapolis, Minn.

DOUGLAS, STEVE
WWNC Asheville, N. C.

DREES, JACK
WJJD Chicago, Ill.

DRISCOLL, DAVE
WOR Newark, New Jersey.

DRISCOLL, DAVE
MBS, Football Games

DUDLEY, BERNIE
WNBX, Springfield, Vt.

DUDLEY, WRAY
WNAD Norman, Okla.

DUNBAR, STUART
KSAL, Salina, Kans.

DUNN, EDDIE
WFAA Dallas, Texas

DUNPHY, DON
WINS, New York, N. Y.

DUPRE, HENRY
WWL, New Orleans, Louisiana

DUREN, BOB
KOMA, Okla. City, Okla.

DURNEY, BILL
WIL, St. Louis, Missouri.

DYER, BILL
WCAU Philadelphia, Pa.

— E —

EBEL, JIM
WILL, Urbana, Ill.

EDWARDS, BILL
WMMN Fairmont, W. Va.

EDWARDS, FORREST
KGCU Mandan, North Dakota

EGAN, GAIL
CFAC Calgary, Alberta, Canada

ELKINS, LISTON
WAYX Waycross, Georgia

ELLSWORTH, SHERRILL
KGHW Seattle, Wash.

ELSON, BOB
MBS World Series Baseball Games, Football Games

ELMER, BOB
WCAU Philadelphia, Pa.

ENGLISH, RAY
WNBZ, Saranac Lake, N. Y.

ENROTH, RICHARD
WTAD, Quincy, Ill.

EPSTEIN, JOE
WNOX, Knoxville, Tenn.

ESCUDIER, R.V.
KVOL Lafayette, Louisiana

EUBANKS, BLAIR
WCHS, Charleston, W. Va.

EVANS, JIMMY
WCFL, Chicago, Ill.

EVANS, ROBERT B.
WBZ-WBZA, Boston & Springfield, Mass.

EVANS, ROBERT
WSPD Toledo, Ohio

— F —

FAIRLEIGH, PAUL
WMPS, Memphis, Tenn. The Mid-South Sportsman.

FARRELL, JACKIE
WAAT, Jersey City, N. J.

FARRELL, MAURY
WAPI Birmingham, Ala.

FARLEY, TOM
KRMC Jamestown, N. D.

FARNUM, BUD
WFLA Tampa, Florida

FELDMAN, ROBERT (Bob) M.
WMAS, Springfield, Mass.

FERGUSON, BERT
WHBQ, Memphis, Tenn.

FIELDS, BILL
KFJZ Fort Worth, Texas

FINCH, HOWARD
WJIM Lansing, Mich.

FINGER, LEN
KTAT Ft. Worth, Texas

FISHELL, DICK
WHN New York, N. Y.

FISHER, HANK
WDZ Tuscola, Ill.

FITZPATRICK, JACK L.
KLZ Denver, Colorado

FLAHERTY, PAT
WOAI, San Antonio, Texas

FLANAGAN, PAT
WIBM, Chicago, Ill.

FLETCHER, GORDON
WLAK, Lakeland, Florida

FLYNN, ART
WHAI, Greenfield, Mass.

FOSTER, CARROLL
KIRO Seattle, Wash.

FOSTER, HARRY
CKCL, Toronto, Ontario, Canada

FRANK, NOBE
WHP Harrisburg, Pennsylvania

FRANKLIN, ALLAN
KFRU Columbia, Mo.

FRANKOVICH, MIKE
KFAC, Los Angeles, Calif.

FULTON, JOHN
WGST Atlanta, Georgia

— G —

GALLAHER, EDDIE
WCCO Minneapolis-St. Paul, Minn.

GEPHAN, JERRY
KVI, Tacoma, Wash.

GENSEL, CARL
WXYZ, Detroit, Mich.

GENTRY, BOB
KJR, Seattle, Washington.

GENTRY, BOB
KOMO, Seattle, Washington.

GEORGE, LEE
KWTO - KGBX, Springfield, Mo.

GERARD, JERRY
WDNC, Durham, N. C.

GERARD, PAUL
WEBC, Chicago, Illinois

GIBBONS, TOMMY
WPIC Sharon, Pa.

GIBSON, BILL
WLB, Minneapolis, Minn.

GILLESPIE, FRANK
KRMC, Jamestown, N. D.

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GLEASON, PECO
WRTD, Richmond, Va.

GOODWIN, AUSTIN
WGAN, Portland, Me.

GOODWIN, HAL
WHAI, Greenfield, Mass.

GORDON, RED
KELD, Al Dorado, Ark.

GOW, GEORGE
WCHS, Charleston, W. Va.

GOWANS, AL
WTCN, St. Paul-Minneapolis, Minn. Before the Kickoff, Football Score Roundup.

GRABER, JACK
WKZP, Kalamazoo, Mich.

GRAHAM, GORDON
WLBC, Muncie, Ind.

GRANEY, JACK
WCLE, Cleveland, Ohio.

GRANEY, JACK
WHK, Cleveland, Ohio.

GREENWOOD, WARREN
WHAI, Greenfield, Mass.

GREGSON, JACK
KDYL, Salt Lake City, Utah.

GRIFFITHS, BILL
WJW, Akron, Ohio.

GRIFFITHS, DAVE
WGBI, Scranton, Pa.

GRIMM, CHARLES
WBBM, Chicago, Ill.

GUDELSKY, H.
WKBZ, Muskegon, Mich.

GUNDAKER, ED
WHP, Harrisburg, Pennsylvania.

GUNN, GEORGE
WMAL - WRC, Washington, D. C.

GUYAN, GEORGE
KFRU, Columbia, Mo.

— H —

HALE, ALAN
WISN, Milwaukee, Wisc.

HALL, HALSEY
KSTP, St. Paul-Minneapolis, Minn.

HALL, RADCLIFFE
WGY, Schenectady, N. Y.

HAND, JACK
WBNF, Binghamton, N. Y.

HANES, TOM
WTAR, Norfolk, Va.

HANLON, TOM
KNX, Los Angeles, Cal.

HARDING, WILLIAM
WINS, New York, N. Y.

HARRINGTON, BILL
KDAL, Duluth, Minn.

HARRINGTON, JERRY
KFAM, St. Cloud, Minn.

HARRINGTON, JOHN
WBBM, Chicago, Ill.

HARRIS, ELLIS
KDAL, Duluth, Minn.

HARRIS, LESLIE
WQAM, Miami, Florida.

HARRIS, PHIP
WSUN, St. Petersburg, Florida.

HARRISON, HASTINGS
KGIW, Alamosa, Colo.

HART, W. R.
CKBI, Prince Albert, Sask.

HARTMAN, HARRY
WCPO, Cincinnati, Ohio.

HARTWELL, TED
KELA, betw. Centralia and Chehalis, Wash.

HASBROOK, DICK
WJMS, Ironwood, Mich.

HASEL, JOE
WNYC, New York, N. Y.

HATTER, WALIN
KSCJ, Sioux City, Ia.

HEILMANN, HARRY
WXYZ, Detroit, Mich.

HENDERSON, JAMES
WOI, Ames, Ia.

HENSERSON, JOE
KFPW, Fort Smith, Ark.

HEWITT, FOSTER
CKCL, Toronto, Ontario, Can.

HARRIS, JACK
WSM, Nashville, Tenn.

HEIN, MEL
CBS. Highlights In the World of Sports.

HELFER, AL
WOR, Newark, New Jeresy.

HERANDEZ, JOSEPH
KYA, San Francisco, Calif.

HICKEY, WALT
WMFF, Plattsburg, N. Y.

HICKS, DR. H. H.
KPDN, Pampa, Texas.

HIGGINS, CHARLES
WORC, Worcester, Mass.

HIGGINS, FRANCIS
WDAN, Danville, Ill.

HIGGINS, GEORGE
WTCN, St. Paul, Minneapolis, Minn.

HIGGINS, HUGH
WAAW, Omaha, Nebraska.

HILL, DON
WCBS, Springfield, Ill.

HILL, DON
KTUL, Tulsa, Okla.

HILL, JOE
WAGA, Atlanta, Georgia.

HILL, RUPERT
WCAP, Asbury Park, N.J.

HIPPLE, JAMES B.
KGFX, Pierre, S. Dak.

HODGES, GILBERT
KVOR, Colorado Springs, Colo.

HODGKINS, HARLEY
WNBZ, Saranac Lake, N. Y.

HOLLISTER, JACK
KDKA, Pittsburgh, Pa.

HOLMES, LYALL
CJCA, Edmonton, Alta.

HOOD, BILL
KGKO, Fort Worth, Texas.

HOOPER, JACK
WMBG, Richmond, Virginia.

HOPKINS, GORDON
KXA, Seattle, Washington.

HOSKINS, JAMES
WBLY, Lima, Ohio.

HOWARD, L.
WHAZ, Troy, N. Y.

HOYT, WAITE
WNEW, New York, N. Y.

HUBBELL, RALPH
WBNY, Buffalo, N. Y.

HUDSON, HARRY
WOPI, Bristol, Tenn.

HUESLEY, LARRY
KMO, Tacoma, Wash.

HUNTER, CHARLES
WCAZ, Carthage, Ill.

HUNTER, C. M.
WCLE, Cleveland, Ohio.

HUNTER, C. M.
WHK,Cleveland, Ohio.

HURT, ZACK
KFJZ, Fort Worth, Texas.

HUSING, TED
CBS. Monday Night Show.

— I —

INGLIS, CHARLES
KLZ, Denver, Colorado.

INGRAM, ARTHUR
WLEU, Erie, Pa.

INGSTAD, BOB
KOVC, Valley City, N. D.

— J —

JANES, HAL
WMCA, New York, N. Y.

JANNEY, ED
KGGM, Albuquerque, N. M.

JESSEE, RANDALL
KWOC, Poplar Bluff, Missouri.

JOHNSON, BURTON
WTRC, Elkhart, Ind.

JOHNSON, DICK
KGFF, Shawnee, Okla.

JOHNSON, HARRY
KFAB, Lincoln, Nebraska.

JOHNSON, HAROLD, C.
KFRO, Longview, Texas.

JOHNSON, MARSHALL
WHMA, Anniston, Ala.

JOHNSON, ROLLIE
WCCO, Minneapolis-St. Paul, Minn.

JORDAN, CHAS. B.
WRR, Dallas, Texas.

JORY, M.
WMBC, Detroit, Mich.

— K —

KAMM, HERBERT
WCAP, Asbury Park, N. J.

KELLEY, BOB
WGAR, Cleveland, O.

KELLEY, DON
WCAR, Cleveland, O.

KELLEY, DON
WLS, Chicago, Ill.

KELLY, JACK
WGSI, Atlanta, Georgia.

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KELLY, TOM
KCMO Kansas City Mo

KEMP, JACK
CJRC Winnipeg Manitoba, Canada

KENT, CARL
WAIC Akron Ohio

KILLEN, J. W
WSAU Wausau Wisc.

KILPATRICK, REID
KFWB Los Angeles Calif To div Be Sports Gen Chmn

KINGSLEY, CHARLES
KHJB, Watsonville Calif

KIRBY, LEE
WLT Charlotte N C

KLEIN, CARL
WBBR Brooklyn, N Y

KLIMENT, ROBERT
WFBR Buffalo, N Y

KLISE, R. A.
KRLC Lewiston, Ida

KOESTER, TONY
KFBK, Sacramento Calif

KOLBMANN, JOHN
WPEN Philadelphia Pa

KRAUSE, ED
KWNO Winona Minn

KRETSINGER, JACK
KGKB, Tyler Texas

KROECK, LOUIS
KOY Phenix, Ariz

KROSS, DICK
WGES Chicago Ill

KROSS, DICK
WSBC Chicago, Ill

— L —

LaBRANCHE, ERNIE
WLBH, Lowell Mass

LACKLA, ERNEST Jr.
WPAD, Paducah Ky

LACKEY, PIERCE
WPAD, Paducah Ky

LAKE, CHARLES
WKSF, New Castle Pa

LANDIS, DEWITT
KFYO, Lubbock Texas

LARGE, HOWARD
CHAB, Moose Jaw Sask Going Places With the Millers

LASKEY, JESSE
CBS, Wrigley Program

LASSEL, LEO
KRSC, Seattle, Wash

LAUGHLIN, KEN
KFQD, Anchorage Alaska

LAUX, FRANCE
KMOX, St. Louis Missouri.

LAWDER, SAM
WRTD, Richmond Va

LEARY, AL
CKCL, Toronto, Ontario, Canada.

LEE, BERT
WMCA, New York, N. Y.

LEISURE, CLARENCE
KHSL, Chico, Calif.

LENNON, JAMES
KMBG, Oklahoma Oklahoma.

LEVY, BERNARD
WRDW, Augusta Georgia

LEWIS, FRANKLIN
WGAR Cleveland O

LEWIS, JOHN
WJTN Jamestown N Y

LINTHICUM, WALTER
WBAL Baltimore Md

LLOYD, JOHN
WDRC, Hartford Conn

LOMAN, STAN
WQR, Newark N J

LONG, DEANE S.
WSAL, Salisbury Md

LOWRANCE, BOMAR
WSOC, Charlotte, N C

LUNDQUIST, ELDON
WTRC Elkhart, Ind

LYBARGER, WILLIAM
WBRB, Red Bank N J

— M —

McALISTER, R. B.
KFYO, Lubbock Texas

McCARTEE, ALLAN
WBRC Birmingham, Ala

McCARTHY, CLEM
NBC Kentucky Sports Reds General Motors Events

McCARTY, JACK
KORE, Eugene Ore

McCOY, B. C.
WBRC Birmingham, Ala

McCURLEY, LANSE
WDAS Philadelphia Pa

McDONALD, ARCH
WJSV Washington, D C

McGHEE, ADDISON F.
WKAT, Miami Beach Florida.

McGOFFIN, MAC
KXRO, Aberdeen Wash

McGREGOR, HORACE
WMSD, Sheffield Ala

McKAY, J.
WMBC, Detroit Mich

McKEAN, EDDIE
KFH, Wichita, Kans.

McLINN, GEORGE
WIP, Philadelphia Pa

McMAHON, TOM
WBNF, Binghamton, N. Y

McMILLAN, DON
CKCK, Regina, Saskatchewan, Canada

McNULTY, CHARLES
WDBJ, Roanoke, Va

McTIGUE, HARRY
WHAM, Rochester, N Y

MACBETH, ALEX G.
WLAW, Lawrence, Mass

MacCREADY, HERBERT B.
WEW, St. Louis, Missouri

MacDILL, WILFRED
WTAD, Quincy, Ill.

MACK, JOHNNY
KMTR, Hollywood, Calif

MACKAY, DON
CJCJ Calgary Alta

MacMILLAN, LOWELL
WHEC Rochester, N Y

MANNING, TOM
NBC, World Series All Star Baseball Game WTAM Cleveland Ohio

MARBLE, HARRY
WCAU Philadelphia Pa

MARGET, MANNY
KVOX Moorhead, Minn

MARIANA, NICK
KGVO, Missoula Mont

MARKEY, RAY
WTHT Hartford, Conn

MARKS, GARNETT
WMCA New York N Y. General Mills.

MARKWARD, BILL
WCAM, Camden, N, J.

MARTIN, O.O.
CHLP Montreal Quebec Canada

MARTIN, REGGIE
WJNO West Palm Beach, Florida

MARTIN, GIL
WDRC Hartford, Conn

MARTINO, PEDRO
WNEL San Juan Puerto Rico

MAYNARD, JACK
KBST, Big Spring, Texas

MICHEL, AL
WTAQ Green Bay Wisconsin
WHBY

MIEDER, NATE
WALR, Zanesville, O

MILLER, HOWARD A.
WGIL, Galesburg Ill

MILLER, JOHN
WSJS WinstonSalem, N. C

MILLS, FRANK
KGKO Fort Worth, Texas

MITCHELL, JACK
WRR Dallas Texas

MOCK, BILL
KEX, Portland, Oregon

MOCK, BILL
KGW, Portland Oregon.

MONTELL, DOUG
KSFO, San Francisco, Calif

MOORE, HENRY
KPLT, Paris, Texas.

MORALES, MIGUEL A.
WNEL, San Juan, Puerto Rico.

MORAN, JACK
WABI, Bangor, Me

MOREY, ART
KWJJ, Portland, Ore.

MORRISON, ARTHUR
CJRC, Winnipeg, Manitoba, Canada

MOSHIER, JEFF
WSUN, St. Petersburg, Florida.

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MULLINAX, EDWIN
WHMA, Anniston, Ala.

MULVAHILL, MARV
KFXJ, Grand Junction, Colo.

MURRAY, JACK
WAYX, Waycross, Georgia.

MURRAY, JIM
WCAE, Pittsburgh, Pa.

MURRAY, KEN
CJRC, Winnipeg, Manitoba, Canada.

MYERS, JOE
KFEL, Denver, Colo.

MYERS, JOE
KOA, Denver, Colo.

— N —

NASH, WILLIAM
KOH, Reno, Nev.

NASSAU, JOE
WIBG, Glenside, Pa.

NEBLETT, JOHN
WBNS, Columbus, Ohio.

NELSON, RALPH
KCKN, Kansas City, Kans.

NIEVES, M. A.
WPRP, Ponce, Puerto, Rico.

NOLL, HERMAN
WKOK, Sunbury, Pa.

NORMAN, NEIL
WIL, St. Louis, Missouri.

NORMAN, RUSS
WHIS, Bluefield, W. Va.

NORRIS, BOBBY
WMAZ, Macon, Georgia.

NORRIS, PAUL
WSIC, Charlotte, N. C.

— O —

OAKES, BARNEY
WATL, Atlanta, Ga.

O'CALLAHAN, GENE
WCNW, Brooklyn, N. Y.

OGELSBY, WARWICK
WHAT, Philadelphia, Pa.

O'HARA, JOHN
KWK, St. Louis, Missouri.

OLDAKER, LYNN
KGFX, Pierre, S. Dak.

OTT, WOODY
WESG, Elmira, N. Y.

OWEN, GORDON
KUTA, Salt Lake City, Utah.

OWENS, MAURICE P.
WROK, Rockford, Ill.

— P —

PAGET, JOE
WJDX, Jackson, Mississippi.

PALANGE, ANGELO
WINS, New York, N. Y. Adams Hats Programs.

PARKER, BEN
KWEW, Hobbs, New Mexico.

PARKER, EARL
WDZ, Tuscola, Ill.

PARKES, HAL
KUTA, Salt Lake City, Utah.

PARTNER, DAN
KSAC, Manhattan, Kans.

PASCOE, PALLIE
CHAB, Moose Jaw, Sask. Going Places with the Millers.

PATRICK, VAN
KRMD, Shreveport, La.

PEARSON, ED.
WCOP, Boston, Mass.

PEARSON, FORT
WMAQ-WENR, Chicago, Ill.

PENFIELD, AD.
WDNC, Durham, N. C.

PENSON, J. C.
CFAR, Flin Flon, Man.

PERRY, ROBERT N.
WORL, Boston, Mass.

PETRANKA, JOE
WSFA, Montgomery, Ala.

PHILLIPS, D. G.
WFBC, Greenville, S. C.

PIGUE, BOB
WMC, Memphis, Tenn.

POOLE, BILL
WGPC, Albany, Georgia.

POPE, BILL
WESG, Elmira, N. Y.

POWELL, BUD
CFGP, Grand Prairie, Alberta, Canada.

POWERS, JIMMY
WMCA, New York, N. Y.

POYNER, GRAHAM
WPTF, Raleigh, N. C.

PROUGH, ED
WDAY, Fargo, N. D.

PUCKETT, BERT
WMT, Cedar Rapids-Waterloo, Iowa.

PURCELL, BURKE
KGFX, Pierre, S. Dak.

— R —

REAMS, TED
WRVA, Richmond, Va.

REID, TIM
CKSO, Sudbury, Ont.

REUNING, FRED
WOPI, Bristol, Tenn.

REVELL, ORVILLE
WKAT, Miami Beach, Florida.

RIBB, JIMMIE
KNOW, Austin, Texas.

RICHARDS, JACK
KEUB, Price, Utah.

RICHARDSON, BOB
KWK, St. Louis, Missouri.

RIDER, MAURICE
KIRO, Seattle, Wash.

RILEY, LEN
WFBM, Indianapolis, Ind.

RING, BILL
KWTO - KGBX, Springfield, Mo.

RISS, DAN
WRUF, Gainesville, Florida.

ROBB, MAJOR
WSAL, Salisbury, Md.

ROGERS, EDLY
KALB, Alexandria, La.

ROGERS, IRV.
KALB, Alexandria, La.

ROLL, DICK
WHIO, Dayton, Ohio.

ROSKIN, LEWIS
CJOC, Lethbridge, Alta.

ROUSH, CHARLES
WIBC, Indianapolis, Indiana.

ROWENS, JR., W. E.
KRRV, Sherman, Texas.

RUDOLPH, JOE
WCBD, Chicago, Ill.

RUGH, VIC
KFH, Wichita, Kans.

— S —

ST. JAMES, CHRIS
WCNW, Brooklyn, N. Y.

SAKRY, CLIFFORD
KFAM, St. Cloud, Minn.

SAMP, EDWARD
WHA, Madison, Wisconsin.

SARFF, BOB
KVOX, Moorhead, Minn.

SCHMIDT, RAY
KWK, St. Louis, Missouri.

SCHRODER, BILL
KECA, Los Angeles, Cal.

SCHUDT, R. E.
WHAZ, Troy, N. Y.

SCOFIELD, DAVE
KFRC, San Francisco, Calif.

SCOTT, ALAN
WCAU, Philadelphia, Pa.

SEROTA, SAM
WHAT, Philadelphia, Pa.

SHAFER, JOHN C.
WKY, Oklahoma City, Okla.

SHANNON, BOB
KWNO, Winona, Minn.

SHELTON, JIM
WSAU, Wausau, Wisc.

SHERMAN, BILL
WAVE, Louisville, Ky.

SHERMAN, BUD
WBAP, Ft. Worth, Texas.

SHREVE, LEONARD
KWLK, Longview, Wash.

SHUMATE, GENE
KRNT-KSO, Des Moines, Ia.

SIEBERT, HERB
KWYO, Sheridan, Wyo.

SIEGEL, BUDDY
KOME, Tulsa, Okla.

SILVA, FRANK
WSAY, Rochester, N. Y.

SIMMONS, P.
KFNF, Shenandoah, Ia.

SIMONDS, HAL
WFIL, Philadelphia, Pa.

SINGLE, IRWIN
WHN, New York, N. Y.

SIPES, LEON
KELD, El Dorado, Ark.

SLATER, BILL
KFPW, Fort Smith, Ark.

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SMALL, FRANK
WARD, Brooklyn, N. Y.

SMITH, BERT
WAAW, Omaha, Nebraska.

SMITH, BOB
WOOD-WASH, Grand Rapids, Mich.

SMITH, ERNIE
KYA, San Francisco, Calif.

SMITH, TOM
WFEN, Philadelphia, Pa.

SPARKS, H. A.
WSLI, Jackson, Miss.

SPENCER, CHARLIE
WHIS, Bluefield, W. Va.

SPENCER, LESTER
WHIO, Dayton Ohio.

SPRAGUE, ED A.
WWVA, Wheeling, W. Va.

STAHL, GEO.
WKOK, Sunbury, Pa.

STANTON, BOB
WWJ, Detroit, Mich.

STARR, JACK
KMBC, Kansas City, Mo

STEARNS, BILL
WHEB, Portsmouth, New Hampshire.

STEELE, ROBERT
WTIC, Hartford, Conn.

STEMMLER, NICK
WSYR, Syracuse, N. Y

STEPHENSON, STUART X.
WSFA, Montgomery, Ala.

STERN, BILL
NBC, Sports Scraps.

STEVENS, JACK
WTIC, Hartford, Conn.

STEWART, CLARENCE
KVOR, Colorado Springs, Colo.

STIMERS, REX
CKTB, St. Catharines, Ont.

STOUT, ALLEN
WKRC, Cincinnati, Ohio.

STULLA, WILLIAM
KOA, Denver, Colo.

SULLIVAN, JOHN
KPDN, Pampa, Texas.

SUTHERLAND, BILL
KDKA, Pittsburgh, Pa.

SUTHERLAND, GEORGE
WMEX Boston, Mass. Sutherland Sports Trail.

SUTTERFIELD, PHIL
WCSC, Charleston, S. C.

SWEENEY, BUDD
WHKC, Columbus, Ohio.

SWEET, EDGAR E.
WFBG, Altoona, Pa.

— T —

TAUB, SAM
WHN, New York, N. Y.

TERRY, BILL
WSGN, Birmingham, Ala.

THOMPSON, BILL
KWYO, Sheridan, Wyo.

THOMPSON, HAL
WFAA, Dallas, Texas

THOMPSON, JIMMIE
WFBC, Greenville, S. C.

THOMPSON, ROY
WFBG, Altoona, Pa

THORNBURGH, VERNON
WCPO, Cincinnati Ohio.

THORP, JOHN
KVW, Philadelphia, Pa.

TIDWELL, EDGAR
KGB, San Diego, Calif.

TOBOLA, JOHN J.
WAYX, Waynesboro, Georgia.

TONGE, R. E.
KTSA, San Antonio, Texas.

TOTTEN, HAL
NBC, Baseball.
WMAQ-WENR Chicago, Ill.
WCFL, Chicago, Ill

TRAVSER, DON
WMEF, Plattsburg, N. Y.

TREDWAY, BILL
KTRI, Sioux City, Iowa

TRUITT, ROLLIE
KEX, Portland, Oregon.

TRUITT, ROLLIE
KGW, Portland, Oregon.

TURNER, CLAUDE
KGCU, Mandan, North Dakota

TYSON, TY
WWJ, Detroit, Mich.

— V —

VACKNER, CHARLES
WHN, New York, N. Y

VANCE, KENNETH
WGCM, Mississippi City, Mississippi.

VEDDER, CHESTER
WGY, Schenectady, N. Y.

VELA, WILLIE
KPAB, Laredo, Texas.

VENTER, MEL
KFRC San Francisco, Calif.

VINEY, HENRY
CJOC, Lethbridge, Alta.

VOLTZ, LUTHER
WIOD, Miami, Florida.

VON ROTH, ROGER
WAIR, Winston-Salem, N. C.

— W —

WAGNER, CHARLEY
WCAM, Camden, N. J.

WAGNER, JACK
KHUB, Watsonville, Calif.

WAGNER, RALPH
WOW, Omaha, Nebraska.

WALLACE, JACK
KBST, Big Spring, Texas.

WALSH, GEORGE
WHAS, Louisville, Ky.

WALTMAN, LA VELL
KFAM, St. Cloud, Minn.

WALTON, LUKE
WBOW, Terre Haute, Ind.

WARDEN, AL
KLO, Ogden, Utah.

WARREN, CHARLES
WCOL, Columbus, Ohio.

WEBBE, TED
WINS, New York N. Y.

WEGMAN, ED
WSAY, Rochester, N. Y.

WELSH, BILL
KFEL, Denver, Colo

WESLEY, JAY
WEEI, Boston, Mass.

WHISENANT, A. D.
KRBC Abilene, Texas.

WILBUR, GORDON
WNLC, New London, Conn.

WILLIAMS, BILL
WNBC, New Britain, Conn.

WILLIAMS, GLAN
KGRC, Enid, Okla.

WILLIAMS, PAUL
KOCY, Oklahoma City, Okla.

WILLIAMSON, GORDON
CFRN Edmonton, Alta. The Best in the West Program.

WILLIAMSON, W. S.
KFKA Greeley, Colorado.

WILLIS, ED
WLAP, Lexington, Ky.

WILLIS, CAPTAIN WALTER
WHN New York, N. Y.

WILLS, PAUL
WTMV East St. Louis, Ill.

WISMER, HARRY
WJR, Detroit, Mich.

WOLF, HAL
KJR Seattle, Washington.

WOLF, HAL
KOMO, Seattle, Washington.

WOLF, SOL
WRAK, Williamsport, Pa.

WOOD, FRED
WSNJ, Bridgeton, N. J.

WOODHOUSE, WOODY
WDNC Durham, N. C.

WOODS, JAMES M.
KGLO, Mason City, Ia

WOODWARD, LEROY
WOMI, Owensboro, Ky

WOOLFRIES, A. G.
WOI, Ames, Ia

WYNNE, FLOYD
KLPM, Minot, N. D.

WYNNE, RICHARD
KYA, San Francisco, Calif.

— Y —

YONDT, MAX
KGVO, Missoula, Mont.

YOUNG, JAMES W.
WIS, Columbia, S. C.

YOUNG, RUSTY
CJRC Winnipeg, Manitoba, Canada.

YOUNG, "TUCK"
WSPA, Spartanburg, S. C.

YOUSE, ROBERT
WDBJ, Roanoke, Va.

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Backstage

Those Engaged in Radio Production and their work during 1938

— A —

ABELOFF, IRWIN
WRVA, Richmond, Va.

ADAMS, CHARLES LEE
WHB, Kansas City, Missouri

ADAMS, FELIX
WLW, Cincinnati, Ohio

ADAMS, WILLIAM J.
WDAN, Danville, Ill.

ADAMSON, W. G.
WKTB, St. Catharines, Ont.

ALBER, PAUL
WSNJ, Bridgeton, N. J.

ALEXANDER, JOHN
KFBB, Great Falls, Mont.

ALEXANDER, ALTON
The Hour of Charm, NBC. General Motors Concert, NBC. Five Star Final, CBS. Sweetheart Time, MBS-CBS. Fun in Swingtime, MBS.

ALISON, ADAH SMITH
WICC, Bridgeport, Conn. Connecticut Federation of Music Clubs Program.

ALLABOUGH, JR., J. L.
WJJD, Chicago, Ill.

ALLEN, BOB
KSTP, St. Paul-Minneapolis, Minn.

ALLEN, EDGAR L.
KTRI, Sioux City, Iowa.

AMAULI, GUILIO
WHOM, Jersey City, N. J.

AMUNDSEN, ALBERT
WMBH, Joplin, Missouri

ANDERS, WAYNE
KWNO, Winona, Minn.

ANDERSON, DICK
WHO, Des Moines, Iowa.

ANDERSON, ORVAL
WRUF, Gainesville, Florida.

ANDRIA, SABRI
WBBC, Brooklyn, N. Y.

ARMSTRONG, BERNIE
KDKA, Pittsburgh, Pa.

ARNOLD, DENMAN
WSAU, Wausau, Wisc.

ARNOLD, JUNE
WGH, Newport News, Va.

ARTHUR, RENE
CKCV, Quebec, Que.

ASHLEY, ARTHUR
WHOM, Jersey City, N. J.

AUSTIN, CLAUDE
Voice Coach.

AUSTIN, MADELINE
CFAC, Calgary, Alberta, Canada.

— B —

BADALOTI, MARIO
WOV, New York, N. Y. La Perla, Procter and Gamble Oxydol Program.

BALDWIN, LEON
CKCV, Quebec, Que.

BARBER, JAMES ALDEN
KGVO, Missoula, Mont.

BARNES, FRANK W.
KGIW, Alamosa, Colo.

BARNHART, CHARLES E.
WTMV, East St. Louis, Ill.

BARNHART, L. D.
WMAQ-WENR, Chicago, Ill.

BARRETT, MAURICE
WHN, New York, N. Y.

BARRY, CHARLES
WMAL-WRC, Washington, D. C.

BARTELL, GERALD
WHA, Madison, Wisc.-WKBM, Stevens Point, Wisc. Wisconsin School of the Air, Wisconsin College of the Air.

BASS, FRED C.
CKWX, Vancouver, B. C.

BATCHELDER, KATHERINE
WCOP, Boston, Mass.

BATSON, CHARLES
WFBC, Greenville, S. C.

BAXTER, LIONEL
WAPI, Birmingham, Ala.

BAXTER, PAT
KTEM, Temple, Texas.

BEAL, BILL
KDKA, Pittsburgh, Pa.

BEARD, JAY P.
KBTM, Jonesboro, Ark.

BEAVERS, WALLACE
WCOL, Columbus, Ohio.

BEDFORD, HOWARD
CKNX, Wingham, Ontario, Canada.

BELL, VICTOR
KUTA, Salt Lake City, Utah.

BENANDER, MILTON
WMC, Memphis, Tenn.

BENNETT, DONN
WNBF, Binghamton, N. Y.

BENNETT, JOHN
KHUB, Watsonville, Calif.

BENNETT, RUSSELL
WKAT, Miami Beach, Fla.

BENNETT, THURSTON
WRDW, Augusta, Ga.

BENTLEY, ROBERT
WCPO, Cincinnati, Ohio.

BERLIZA, RAFAEL
WNEL, San Juan, Puerto Rico.

BERNARD, DON
KNX, Los Angeles, Calif.

BERRY, CHARLES
WBIL, New York, N. Y.

BERRY, JACK
WORL, Boston, Mass.

BETTS, FRANKLIN L.
WCHV, Charlottesville, Va.

BIONDI, FERDINAND
CKAC, Montreal, Quebec, Can.

BISHOP, JULIAN
KFRO, Longview, Texas

BITTIKOFER, TALMAGE J.
WMBI, Chicago, Ill.

BIXBY, CARL
CBS. Life Can Be Be Beautiful, This Day Is Ours.

BLACKWELL, GEORGE C.
WOMI, Owensboro, Ky.

BLAIR, FRANK
WOL, Washington, D. C.

BLAKE, AFTON
KFPW, Fort Smith, Ark.

BLAKELY, CLINT
WAPI, Birmingham, Ala.

BLANCHARD, LOWELL
WNOX, Knoxville, Tenn.

BLAND, LEE
WKRC, Cincinnati, Ohio.

BLENDER, MORTON
WCOP, Boston, Mass.

BLISS, MILTON
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin College of the Air.

BOLEY, JOSEPH
WBIL, New York, N. Y.

BOLEY, JOSEPH
WOV, New York, N. Y.

BOONE, JULIAN H.

BOOTON, FRAN
WDZ, Tuscola, Ill.

BOTTERILL, NORMAN
CJCA, Edmonton, Alta.

BOSMAN, JOHN
WMBG, Richmond, Virginia.

BOURASSA, YVES
CKAC, Montreal, Quebec, Can.

BOWER, C. ROGER
WOR, Newark, N. J.

BOYLE, HARRY J.
CKNX, Wingham, Ontario, Canada.

BOYLING, J. S.
CHAB, Moose Jaw, Saskatchewan, Canada.

BRADLEY, ROLAND
KJR, Seattle, Wash.

BRADLEY, ROLAND
KOMO, Seattle, Wash.

BRADSHAW, VAUGHN
WTAR, Norfolk, Va.

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BRAUN, EDMUND
WELY, Lima, Ohio.

BRANTON, JACK
WEED, Rocky Mount, N. C.

BRECKNER, GARY
KNX, Los Angeles, Calif.

BREENE, GRACE
WIOD, Land-of-Coral-Gold, Long Thumb, The Hen

BREESE, GEORGE
KFBK, Sacramento, Calif.

BRENNER, ROBERT
WMEX, Boston, Mass.

BRENT, EDWARD
WLIT, Erie, Pa.

BRIGGS, FRED
KVOE, Santa Ana, Calif.

BROUSEK, ANTON
WEAO, Chicago, Ill.

BROWN, ALLEN
WHMA, Anniston, Ala.

BROWN, ART
WOL, Washington, D. C.

BROWN, LELAND
KGY, Olympia, Wash.

BROWN, MURRAY
KVER, Aberdeen, S. Dak.

BROWN, BEVERLY
WWL, New Orleans, La.

BROWN, GORDON
KSLO, South Rose, Calif.

BROWN, HOWARD
WIP, Philadelphia, Pa.

BROWN, LORRAINE
WJAC, Johnstown, Pa., Forest Lawn Sisters, Program

BROWN, MARY McCORD
KFEL, Denver, Colo., Women's Page, Poems

BRYAN, WM. C.
KTSA, San Antonio, Texas

BRYNE, WOODRUFF
WIS, Columbia, S. C.

BRYSON, M. CONREY
KTSM, El Paso, Texas

BURGENE, EDWARD
WNBZ, Saranac Lake, N. Y.

BURGER, FRANK
WJS, Columbia, S. C.

BURKE, BOB
WMBH, Joplin, Mo.

BURKE, HARRY
WOW, Omaha, Nebr.

BURT, BILLY
WIAQ, Great Lakes, Wisc., WBBM

BUSS, ROBERT
CJOC, Edmonton, Alta.

— C —

CADA, MIKE
KTRI, Sioux City, Iowa

CALLISON, GLENN
WGBF, Evansville, Ill.

CANNIZZO, ROY
WEAO, Chicago, Ill.

CAMERON, LAYMAN
KWK, St. Louis, Mo.

CAPPIELLO, SAVEREO
WARD, Brooklyn, N. Y., Italian Director

CAPPS, HORACE
WBOW, Terre Haute, Ind.

CARR, HAROLD
WLW, Cincinnati, Ohio

CARRAWAY, HOWARD
KGKO, Fort Worth, Texas

CARRIGAN, EDWARD F.
WJEG, Glenside, Pa.

CARTER, OPAL
WHIS, Bluefield, W. Va.

CATTON, STAN
CJOR, Vancouver, B. C.

CAVANOR, HAZLE C.
WCCO, Minneapolis-St. Paul, Minn.

CENTOLA, GREG
WMCA, New York, N. Y.

CHAPMAN, JAMES
KSAC, Manhattan, Kans.

CHAPPELL, ERNEST E.
MBS, The Show of the Week

CHARM, SUMNER
WMEX, Boston, Mass.

CHOATE, C. A.
KWNO, Winona, Minn.

CHORMUK, DMYTRO
WARD, Brooklyn, N. Y., Ukrainian Director

CHRISTMAN, EARL
WHIO, Dayton, Ohio, Tunes and Encores

CHURCH, MINA
WGFM, Wilson, N. C.

CLARK, ALLAN
WKY, Oklahoma City, Okla.

CLARK, DAVE
KGNC, Amarillo, Texas

CLARK, HOWARD
CKSO, Sudbury, Ont.

CLARK, I. G.
CKFC, Vancouver, British Columbia Lumber Co.

CLINE, CALDWELL
WBT, Charlotte, N. C.

COFFIN, FRANK
KWLK, Longview, Wash.

COGGESHALL, A. O.
WGY, Schenectady, N. Y.

COLLINS, TED
CBS, Kate Smith Show

COLLINS, THOMAS
WNAD, Norman, Okla.

COMELL, JOE
KSRO, Santa Rosa, Calif.

COMPTON, WALKER
WOL, Washington, D. C.

CONNOLLY, JAMES
WMSD, Sheffield, Ala.

CONRAD, RICHARD W.
WBJN, Racine, Wisc.

CONWAY, CAL
WHBC, Canton, Ohio

COOKE, F. TURNER
WMAS, Springfield, Mass.

COOT, GOMER
KMBC, Kansas City, Mo.

COONTZ, EDDIE
KVOO, Tulsa, Okla.

COOPER, ERNEST
WBAL, Baltimore, Md.

COOPER, SAM
WMCA, New York, N. Y.

CORBIN, PAUL
KELA, Centralia, Wash., Chehalis, Wash.

COREY, VIRGIL
KANS, Wichita, Kans.

CORNING, WALTER
WNOX, Knoxville, Tenn.

COTT, TED
WNYC, New York, N. Y., Mayor's Hour of Destiny, Radio Playhouse, Workshop, The White Ethnic, Hall of Fame

COTTON, BOB
WINS, New York, N. Y.

COUTLEE, J. RENE
CHRC, Quebec, Que.

COZINE, LEN
CJRM, Regina, Sask.

CRABTREE, CHARLES
KTFI, Twin Falls, Idaho

CRAWFORD, VERNON
WFIL, Philadelphia, Pa.

CREASMAN, JAMES
KTAR, Phoenix, Ariz.

CRIZZELL, TITO
KGFL, Brownsville, Texas

CROWELL, GEORGE
WORL, Boston, Mass.

CRUTCHFIELD, CHAS. H.
WBT, Charlotte, N. C.

CUBBERLY, DAN
KGY, Olympia, Wash.

CUNNINGHAM, B.
WSUN, St. Petersburg, Fla.

CUPP, ROD
WLS, Chicago, Ill.

CURTIS, TOM
KFYO, Lubbock, Texas

— D —

DALLAS, A. V.
KGIW, Alamosa, Colo.

DALY, ARTHUR
WMAL, WRC, Washington, D. C.

DANE, HARRY
CJRM, Regina, Sask.

DAUMLER, HERMAN
WTAQ, Green Bay, Wisc.

DAVENPORT, JAMES
WRDW, Augusta, Ga.

DAVIDSON, BILL
KFRC, San Francisco, Calif.

DAVIS, PATSY
KWSC, Pullman, Wash., Classroom Echoes

DAWSON, DON
CKCK, Regina, Saskatchewan, Canada

DAWSON, MILES
WCNW, Brooklyn, N. Y.

DEAN, REX
WCKY, Cincinnati, Ohio

DEHMER, FRED
KFRO, Longview, Texas

DeLANAUX, HARRY
KVOA, Redfern, Calif.

DEL CASTILLO, L. G.
WLET, Boston, Mass.

DELTA, FRED
WMBG, Richmond, Va.

DEL TARO, G.
WPRP, Ponce, Puerto Rico.

DeMOSS, LYLE
WOW, Omaha, Nebr.

DeMOTTE, JOE B.
WSFA, Montgomery, Ala.

DENNIS, LLOYD
WJSV, Washington, D. C.

DAVANEY, FRANK
WMIN, St. Paul-Minneapolis, Minn.

DeMORE, THOMAS
WBNS, Columbus, Ohio

DICKSON, A. S.
CFCY, Charlottetown, P. E. I., Canada.

DICKSON, SAMUEL
KGO, San Francisco, Calif., KPO

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DIEHL, BOB
WHP, Harrisburg, Penn.

DIESPECKER, DICK
CJOR, Vancouver, B. C.

DILLAHUNTY, THOMAS
KCMC, Texarkanna, Texas.

DISNEY, PETER R.
WHAS, Louisville, Ky.

DIXON, BERT
WNYC, New York, N. Y.

DIXON, DON
KDKA, Pittsburgh, Pa.

DIXON, MASON
WFBC, Greenville, S. C.

DOLBIER, MAURICE
WABI, Bangor, Me.

DONNELLY, WILLIAM
WICC, Bridgeport, Conn. Tom Thumb Theatre.

DONOHOE, HOWARD
WMMN, Fairmont, W. Va.

DORSEY, HOWARD
WMBD, Peoria, Ill.

DOUGAL, TOM
WXYZ, Detroit, Mich.

DRAKE, MAURICE
WCNW, Brooklyn, N. Y.

DREYFUS, WOODS
WISN, Milwaukee, Wisc.

DRUMMOND, DAVID
KGO, San Francisco, Cal. KPO.

DWAN, ROBERT
KGO, San Francisco, Calif. KPO.

— E —

EBERT, BOB
WLBC, Muncie, Ind.

EBI, EARL
WWJ, Detroit, Mich.

EDMONDS, JACK
WLW, Cincinnati, Ohio.

EDWARDS, BILL
WMMN, Fairmont, W. Va.

EDWARDS, C. WESLEY
KSAN, San Francisco, Calif.

EDWARDS, EDDIE
KMBC, Kansas City, Mo. Sound effects.

EDWARDS, GENE
WDAS, Philadelphia, Pa.

EDWARDS, JOHN I.
KECA, Los Angeles, Calif. KFI.

EGGLESTON, STUART
KMBC, Kansas City, Mo.

ELLIOTT, WILLIAM
WICC, Bridgeport, Conn.

ELLIOTT, W. W.
KSAL, Salina, Kans.

ELLSWORTH, SHERRILL
KGIW, Alamosa, Colo.

ELMAN, DAVE
NBC. Hobby Lobby.

ENGEL, HAROLD A.
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin College of the Air.

EREKSON, REID
WLB, Minneapolis, Minn.

EUBANKS, EUGENE
WMAQ-WENR, Chicago, Ill.

EVANS, FLEM
WCHS, Charleston, W. Va.

EVANS, TREVOR
KJR, Seattle, Wash.

EVANS, TREVOR
KOMO, Seattle, Wash.

EVANS, VIRGIL
KALB, Alexandria, La.

— F —

FARRELL, MAURY
WAPI, Birmingham, Ala.

FAWCETT, GILBERT
KDAL, Duluth, Minn.

FENNER, BERNARD
WAAW, Omaha, Nebr.

FENNIMORE, GENE
KFYO, Lubbock, Texas.

FEYHL, HORACE
WCAU, Philadelphia, Pa.

FIDLAR, ROBERT
WHIO, Dayton, Ohio.

FIELDING, BILL
WMC, Memphis, Tenn.

FIELDS, MERLE
WTRC, Elkhart, Ind.

FILLING, GEORGE
WCAO, Baltimore, Md.

FINGER, LEN
KFJZ, Fort Worth, Texas.

FINGER, LEN
KTAT, Ft. Worth, Texas.

FLANAGAN, ALVIN
WRUF, Gainesville, Fla

FLETCHER, NEIL
KGKB, Tyler, Texas.

FLINT, H. HARRISON
WLAW, Lawrence, Mass.

FLINT, JAMES C.
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin College of the Air. Wisconsin School of the Air.

FOLL, CHARLES
KWLK, Longview, Wash.

FONDREN, ELMER
KGGM, Albuquerque, N. M.

FORTIER, ALINE M.
CHRC, Quebec, Que. The Memoirs of Dr. J. O. Lambert. The Tales of Granny, Quebec on Parade, Old Folks at Home.

FOSTER, DAY
KORE, Eugene, Ore.

FRAKER, WILLARD W.
WFBG, Altoona, Pa.

FRAMER, WALTER
WWSW, Pittsburgh, Pa.

FRANK, DON
WAPI, Birmingham, Alta.

FRECKLETON, SLIM
CKCL, Toronto, Ontario, Can.

FREEMAN, PAT
CFAC, Calgary, Alberta, Can.

FREEMAN, R. A.
WEEI, Boston, Mass.

FRENCH, KEN
WHEC, Rochester, New York.

FRENCH, ROBERT S.
WHKC, Columbus, Ohio.

FRESCHEL, MAX
WBBR, Brooklyn, N. Y.

FRITZ, CARL
WFLA, Tampa, Fla.

FROST, PAUL
CKTB, St. Catharines, Ont.

FRY, EVAN
KCKN, Kansas City, Kans.

FRY, PAUL
WAAW, Omaha, Nebr.

FULLER, J. R.
CKSO, Sudbury, Ont.

FULLER, SAM
WLW, Cincinnati, Ohio.

FULTON, FRED
KELA, Betw. Centralia and Chehalis, Wash.

FUSON, JAMES
KOME, Tulsa, Okla.

— G —

GALLAGHER, MIKE
KGFI, Brownsville, Texas.

GALLIPO, CLINTON
KFAM, St. Cloud, Minn. Director of Dramatics.

GARDINER, DON
WAJR, Winston-Salem, N. C.

GARDNER, LUCILLE
WNLC, New London, Conn.

GARNEAU, BERTHE
CHRC, Quebec, Que. Entre-Nous Mesdames.

GASKILL, JOHN HENRY
WBLY, Lima, Ohio.

GAVIN, WILLIAM
KJR, Seattle, Wash.

GAVIN, WILLIAM
KOMO, Seattle, Wash.

GAY, BILL
KNX, Los Angeles, Calif.

GENSEL, CARL
WXYZ, Detroit, Mich.

GEORGE, ROY
KRLD, Dallas, Texas.

GILFOY, JAMES E.
KGCU, Mandan, N. D.

GILLINGHAM, JOHN
KYA, San Francisco, Calif.

GIRARD, PAUL
WBAL, Baltimore, Md.

GLORIA, ANGELO
WBIL, New York, N. Y. Madaglia D'Oro.

GODFREY, GROVER
KGFI, Brownsville, Texas.

GOFF, HENRY
WLAK, Lakeland, Fla.

GOLD, W. E.
WCPO, Cincinnati, Ohio.

GOLDSMITH, C. H.
WCHV, Charlottesville, Va.

GOLDSMITH, LEE
KFEL, Denver, Colo.

GOLUBOFF, SIDNEY
WELI, New Haven, Conn.

GOODRICH, BILL
WAAW, Omaha, Nebr.

GOODWIN, BILL
KNX, Los Angeles, Calif.

GOODWIN, SID
KNX, Los Angeles, Calif.

GORDON, PROFESSOR E. B.
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.

GOTTLIEB, JOSEPH
WCAU, Philadelphia, Pa.

GOULD, J. FORREST
WKZO, Kalamazoo, Mich.

GOW, GEORGE
WCHS, Charlestown, W. Va.

GRAHAM, A. W.
WKST, New Castle, Pa.

GRAMLEY, LILLIAN
WRAK, Williamsport, Pa.

GRANT, AUSTIN
WWJ, Detroit, Mich.

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GRASSO, FRANK
WFLA, Tampa, Fla.
GREEN, CHARLES P.
GREEN, JUDD N.
KMOX, St. Louis, Mo.
GREENWOOD, WARREN
WHAI, Greenfield, Mass.
GREGSON, JACK
KDYL, Salt Lake City, Utah
GREY, ROBERT
KOMO, Kansas City, Mo.
GROLLER, JOHN
WGBI Scranton, Pa.
GRIZZARD, TED
WLAP, Lexington, Ky.
GROOM, DALE
WRTD Richmond, Va.
GROSJEAN, FRANK
WHBC, Canton, Ohio.
GRUENBERG, AXEL
WWJ, Detroit Mich.
GUEST, J. EDGAR
CKCL Toronto Ontario.
GUNDAKER, ED
WHP Harrisburg Penna.
GUY, PAUL
CFGP Grand Prairie, Alberta, Canada.
GUYAN, GEORGE
KFRU Columbia, Mo.

— H —

HAAS, GRANT C.
WHA Madison Wisc. WLBL, Stevens Point Wisc. Wisconsin College of the Air.
HAASE, WALTER
WDRC, Hartford Conn.
HACKWORTH, ERNEST
KTAT, Fort Worth, Texas.
HAIGHT, ALDEN H.
WELL, Battle Creek, Mich.
HALL, ARTHUR
WCOP, Boston Mass.
HALL, LEON
KPPC, Pasadena Calif.
HALL, RADCLIFFE
WGY, Schenectady, N. Y.
HAMILTON, JAMES
WLEU, Erie Pa
HANEY, J.
WKBZ, Muskegon Mich.
HANLON, TOM
KNX, Los Angeles Calif.
HANSEN, C.
KRKO Everett Wash.
HANSON, GERTIE L.
WHA Madison Wisc. WLBL, Stevens Point Wisc. Wisconsin School of the Air.
HANSSEN, JOHN F.
KFOR, Lincoln Nebr.
HANTKE, ALICE
WHA, Madison Wisc.-WLBL, Stevens Point, Wisc. Wisconsin College of the Air
HARDING, GEORGE
KRLD, Dallas, Texas.
HARGIS, THOMAS
WMAQ WENR Chicago Ill.
HARKINS, BEN
KFRC San Francisco Calif.
HARLOW, RUBA
KJR, Seattle Wash.
HARNACK, BOB
KEHE, Los Angeles Calif.
HARRIS, BRADLEA
KGB, San Diego, Calif
HARRIS, HARRIETT
KFWB Los Angeles, Calif. Grandmother's Fairytales.
HARRIS, L. G.
WMAQ-WENR Chicago Ill.
HARRIS, LESLIE
WQAM-Miami, Florida.
HART, W. R.
CKRI, Prince Albert, Sask.
HARTLEY, ARNOLD
WGES, Chicago, Ill.
HARVEY, JAMES
KYW, Philadelphia Pa.
HAWTHORNE, BEN
WTIC, Hartford Conn
HAYDEN, JAMES A.
WARD Brooklyn N. Y. Irish Director.
HAYES, MAURICE F.
WSUN, St. Petersburg, Fla.
HEBERER, H. MILES
KSAC, Manhattan, Kans.
HENDERSON, BROOKS
KSTP, St. Paul-Minneapolis, Minn.
HENRY, EVELYN
KGVO, Missoula Mont.
HEGARD, KEN
WRJN, Racine, Wisc.
HEISCH, GLAN
KECA Los Angeles, Calif. KFI.
HENDRICKSON, ERNEST
KGCU, Mandan, N. D.
HERBUVEAUX, JULES
WMAQ WENR Chicago, Ill.
HERSON, WILLIAM
WBAL, Baltimore Md.
HEYSER, FRAN
KMBC, Kansas City, Mo.
HIESTAND, ROBERT
KECA Los Angeles, Calif. KFI.
HIGGINS, KENNETH
KEHE, Los Angeles, Calif.
HINKLE, WILDA
WLW, Cincinnati, Ohio.
HODGES, PAUL
WCPO, Cincinnati, Ohio
HOLMES, WILLIAM
KGO San Francisco, Calif. KPO.
HONNUM, PHIL
WMBH, Joplin, Mo.
HOOD, BILL
KGKO, Fort Worth, Texas
HOOD, MARY
KGVO Missoula, Mont.
HORN, ROBERT
WCAM, Camden, N. J.
HORNSBY, DAN
WGST, Atlanta Ga.
HOUSEMAN, KEN
WIS Columbia, S. C.
HOUSH, MERLE
WLS, Chicago Ill.
HOUSTON, EDDIE
CJRC, Winnipeg Manitoba, Canada.
HOWE, BERNARD
WCOU, Lewiston, Me
HOWELL, CLIFF
KNX, Los Angeles, Calif.
HOWLETT, ERIC
WJR, Detroit, Mich.
HUGHES, GORDON
WMAQ-WENR Chicago, Ill.
HUGHES, HELEN
WCOP Boston Mass
HULL, ALEXANDER
KOAC, Corvallis, Ore.
HULL, DICK
WLB, Minneapolis, Minn.
HULL, HARWOOD
WAPI, Birmingham, Ala. Auburn Farm & Family Forum.
HURLEY, VIC
KJR, Seattle, Wash.
HURLEY, VIC
KOMO, Seattle, Wash
HUTTON, BURTON
KOAC, Corvallis Ore

— I —

IGOU, BERT
KWK St. Louis Mo
INCH, MERRILL
KOH, Reno, Nev.
IRVING, CHARLES
WTCN St. Paul Minneapolis, Minn

— J —

JASON, SAM
WMCA, New York, N. Y.
JENKINS, ALUN
WCLE Cleveland, Ohio.
JENKINS, ALUN
WHK Cleveland Ohio.
JENNINGS, DUNCAN
KTAR, Phoenix Ariz.
JEWELL, JAMES
WWJ, Detroit, Mich.
JOHNSTON, RUSH
KFKA, Greeley, Colo
JOHNSTONE, JACK
NBC, Johnny Presents
JONES, JIM
WFLA, Tampa, Fla.
JONES, MENDEL
WCKY, Cincinnati Ohio
JONES, TOM
KYA, San Francisco Calif.
JORDAN, CHAS. B.
WRR Dallas, Texas.
JORY, W.
WMBC, Detroit, Mich.
JOYNER, FRED
WHKC, Columbus, Ohio

— K —

KALBFLEISCH, PAUL
WGIL Galesburg, Ill
KALMAN, PALANGE
WARD, Brooklyn N. Y Hungarian Director
KANTOR, TED
WEDC, Chicago Ill
KARL, MAX
WCCO, Minneapolis-St Paul, Minn
KARNSTEDT, CARL
KSTP St Paul Minneapolis, Minn.
KEEHN, NEAL
KMBC Kansas City, Mo.
KEESE, KEN
WATL, Atlanta, Ga.
KENDALL, LEE
KROY, Sacramento Calif.
KENNEDY, SIDNEY
CFCY, Charlottetown, P. E. I. The Early Birds.
KENSKI, M.
WHOM Jersey City, N. J.

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KENT, RICHEL
WLW, Cincinnati, Ohio.

KIDDER, PATRICIA BURNS
KLZ, Denver, Colo.

KILEY, JOHN
WMEX, Boston, Mass.

KILEY, WILLIAM F.
WFBM, Indianapolis, Ind.

KIMMEL, HAROLD
KGKO, Fort Worth, Texas.

KING, ROGER
KOMA, Okla. City, Okla.

KINGSLEY, CHARLES
KHUB, Watsonville, Calif.

KINSELL, FLEETA
KGGM, Albuquerque, N. M.

KNELL, J. F.
WEEI, Boston, Mass.

KNOKEY, JIMMY
KXRO, Aberdeen, Wash. Dreamland, Doodlebug.

KNUTTI, FRANK
WMMN, Fairmont, W. Va. Mello Moods.

KOLITSCH, LOUISE
KJR, Seattle, Wash.

KOLITSCH, LOUISE
KOMO, Seattle, Wash.

KOOPMAN, ROMANCE
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.

KRAUSE, MARVIN
KOCY, Oklahoma City, Okla.

KREAMER, KAYE
WROK, Rockford, Ill.

KRETSINGER, JACK
KGKB, Tyler, Texas.

KROSS, RICHARD HARDING
WCBD, Chicago, Ill.

KRULEVITCH, WALTER
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.

— L —

LACKEY, INEZ
WRR, Dallas, Texas. Maids of Harmony.

LaHAYE, JUDSON
WICC, Bridgeport, Conn.

LAING, GILBERT
KSRO, Santa Rosa, Calif.

LAPOINTE, THERESE
CHRC, Quebec, Que.

LARSEN, ARTHUR C.
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin College of the Air.

LATHAM, WAYNE HENRY
WSPR, Springfield, Mass.

LAWRENCE, BILL
KNX, Los Angeles, Calif.

LAWRENCE, MORTON
WCAU, Philadelphia, Pa.

LaVALLE, GENE
WHK, Cleveland, Ohio.

LEADER, TONY
WMCA, New York, N. Y.

LEAKE, H. H.
WNAD, Norman, Okla.

LEE, JACK
WHAM, Rochester, N. Y. True Stories of N. Y. State Police.

LEISURE, CLARENCE
KHSL, Chico, Calif.

LEMMERS, CHARLES
WLW, Cincinnati, Ohio.

LeROY, NEIL
CJRC, Winnipeg, Manitoba, Canada.

LETONDAL, HENRI
CKAC, Montreal, Quebec, Can.

LEVENSON, ROGER
WCOU, Lewiston, Me.

LEVINE, ALBERT
WCAM, Camden, N. J.

LEVITAN, SAM
KDAL, Duluth, Minn.

LEVY, JACK H.
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air. Wisconsin College of the Air.

LILEE, MARDI S.
WLAK, Lakeland, Fla.

LINDQUIST, LANSING
WSYR, Syracuse, N. Y.

LINDSEY, ART
KXRO, Aberdeen, Wash.

LINN, OSCAR
WRAK, Williamsport, Pa.

LITTLE, JACK
KEX, Portland, Oregon

LITTLE, JACK
KGW, Portland, Ore.

LIVINGSTON, CHARLES
WXYZ, Detroit, Mich.

LONDON, LEW
WPEN, Philadelphia, Pa.

LONG, DEANE S.
WSAL, Salisbury, Md.

LONGENECKER, C. ROBERT
CBS. Lum 'n' Abner, Joe Penner Program, The Passing Parade, Screenscoops, In Town Tonight, I Was There.

LOPEZ, JOSEPH
WICC, Bridgeport, Conn.

LOSEY, GEORGE
WLS, Chicago, Ill.

LOUDON, GORDON
KALB, Alexandria, La.

LOWELL, MAURICE
WMAQ-WENR, Chicago, Ill.

LUCAS, PAUL
WTIC, Hartford, Conn.

LUDLAM, KENNEDY
WBIL, New York, N. Y.

LUDLAM, KENNEDY
WOV, New York, N. Y.

LUDWIG, LYELL L.
WOMI, Owensboro, Ky.

LUKENBILL, W. S.
KOMA, Okla. City, Okla.

LYMAN, PETER
KJR, Seattle, Wash.

LYMAN, PETER
KOMO, Seattle, Wash.

— M —

McALLISTER, JOHN
WBT, Charlotte, N. C. Briarhopper Boys.

McCAFFERTY, JAMES
WMCA, New York, N. Y.

McCARTHY, H. B.
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.

McCLARY, JOHN D.
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin College of the Air.

McCLOY, WARREN
KJR, Seattle, Wash.

McCLOY, WARREN
KOMO, Seattle, Wash.

McCORD, WILLIAM B.
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.

McCORD, WM. J.
KFPY, Spokane, Wash.

McCORMICK, STEPHEN
WOL, Washington, D. C.

McCOY, MALCOLM
WXYZ, Detroit, Mich.

McDONALD, L. A.
CFCY, Charlottetown, P. E. I. Chats with the Friendly Voice, The Outports Hour.

McDONALD, R. E.
KFQD, Anchorage, Alaska.

McELROY, JACK
KANS, Wichita, Kans.

McGLOGAN, FRANK
KSTP, St. Paul-Minneapolis, Minn.

McQUADE, DON
KJR, Seattle, Wash.

McQUADE, DON
KOMO, Seattle, Wasb.

McGUIRE, R.
WHEB, Portsmouth, N. H.

McKAY, J.
WMBC, Detroit, Mich.

McKEOWN, JOSEPH
WARD, Brooklyn, N. Y. Scotch Director.

McKIBBEN, JAMES
KECA, Los Angeles, Calif. KFI.

McLAUGHLIN, FRANCIS J.
WSAR, Fall River, Mass.

McLEAN, R. D.
CHAB, Moose Jaw, Saskatchewan, Canada.

McMASTER, JOHN J.
WMEX, Boston, Mass.

McNAMARA, DONALD
KMTR. Hollywood, Calif.

McNEEL, WAKELIN
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.

McNULTY, CHARLES
WDBJ, Roanoke, Va.

McRANEY, BOB
WSGN, Birmingham, Ala.

McSWEYN, NORMAN
CKFC, Vancouver, British Columbia, Canada.

McDILL, WILFRED
WTAD, Quincy, Ill.

MacDOUGALL, DICK
CKCL, Toronto, Ontario, Can.

MacSMITH, BURTON
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.

MACKEY, J. WRIGHT
WRAK, Williamsport, Pa.

MADDEN, VERONICA
WHA, Madison, Wisc. WLBL, Stevens Point, Wisc. Wisconsin School of the Air.

MADISON, CHRISTIAN
WCOU, Lewiston, Me.

MANPIN, LESLIE
KLPM, Minot, N. D.

MARKLEY, PHYLLIS
WNAD, Norman, Okla.

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MARTIN, V. W.
WMAS Springfield Mass

MALLOW, JOHN
KDYA Spokane Wash

MALONE, KATHRINE
KFYO Lubbock Texas

MALONEY, EDWARD
CFRN Edmonton Alta

MARQUIS, ARNOLD
KGO San Francisco Calif
KPO

MARTA, JACK
WJMS Ironwood Mich

MARTIN, DON
WFIL Philadelphia Pa

MARTINEAU, LAURENT H.
WTIC Hartford Conn

MASON, DOROTHY
KJBO Seattle Wash

MASON, SYDNEY
WWJ Detroit Mich

MATHENY, JAMES M.
WFBM Indianapolis Ind

MAWHINNEY, LES
KGFR Long Beach Calif

MEDOFF, SAMUEL
WARC Brooklyn N Y Vitaphone Director

MEED, SANDY
WOOD WASH Grand Rapids Mich

MEGINN, WES
WGNY Newburgh N Y

MENSER, C. L.
WMAQ WLNB Chicago Ill Manager

MERCIER, GERMAINE
WIBA Madison Wis WLBL Stevens Point Wis Wisconsin School of the Air

MEYERS, TED
KFVD Los Angeles Calif

MICHAELS, ANTHONY
WLLH Lowell Mass

MILLER, ALBERT G.
Big Game Club CBS & NBC Boy Rogers CBS Pajama Party Show NBC Amateur Radio Practice CBS

MILLER, HARRISON
KFT Yakima Wash

MILLER, JOHN
WSJS Winston Salem N C

MILLER, LOWELL A. JIGGS
KFAB Lincoln Neb

MILLER, LUCILLE
KLAM St Cloud Minn

MILLER, PAUL
WKOK Sunbury Pa

MILLER, PAUL J.
WWVA Wheeling W Va

MILLS, FRANK
KGKO Fort Worth Texas

MILNE, JAMES T.
WELI New Haven Conn

MING, MORRIS
KFRO Longview Texas

MITCHELL, JACK
WRR Dallas Texas

MITCHELL, KING
KWLK Longview Wash.

MOORE, CHRIS
WLAP Lexington Ky

MOORE, CLARENCE C.
KOA Denver Colo. Program Manager.

MOORE, LILLIAN
WSUN St. Petersburg, Fla

MORPHY, ELADY
WIBA Madison Wis WLBL Stevens Point Wis Wisconsin School of the Air

MORTON, R. M.
WBOW Terre Haute Ind

MOSS, TERRY
KWTO KGBX Springfield Mo

MOYER, BILL
CKWX Vancouver B C

MULLINAX, EDWIN
WBMA Anniston Ala

MURPHY, PATRICIA
KFKA Greeley Colo

MURPHY, ROBERT
KSTP St Paul Minneapolis Minn

MURRAY, JACK
WAVX Waycross Ga

MURTAUGH, WALTER
WQBM St Albans Vt

MUSSON, DUDLEY
WHAS Louisville Ky

— N —

NAFF, E. D.
WRVA Richmond Va

NAGEL, FRANK D.
KLZ Denver Colo

NAYLOR, DON
WGST Atlanta Ga

NEFF, MARTEN
WOPI Bristol Tenn

NEL, JEAN
CKCV Quebec Que

NELSON, RALPH
CKCN Kansas City Kans

NETHERBY, I. B.
CJOS Strathroy Ontario Can

NEWTON, RALPH
WLLH Lowell Mass

NICHOLSON, FRANK
KFBK Sacramento Calif

NORMAN, RICHARD
WHL New York N Y

NORMAN, RICHARD
WOV New York N Y

NOWELS, HAROLD
WTRC Elkhart Ind

NUGENT, H. H.
WHAZ Troy N Y

NUNN, GILMORE N.
WLAP Lexington Ky

— O —

O'BRIEN, GERALD
WICA Ashtabula Ohio

OLSON, DAVID W.
WCAE Pittsburgh Pa

OLSON, RAY
WOW Omaha Neb

OLSON, RICHARD
WKAT Miami Beach Fla

O'MARA, JACK
KVOD Santa Ana Calif

ORRISON, JACK
KDKA Pittsburgh Pa

OSTLER, CHARLES
WLS Chicago Ill

OWEN, EM
WTAQ Green Bay Wisc WHBY.

OWENS, MAURICE P.
WROK Rockford Ill

— P —

PAGLIARA, NICHOLAS
WCHS Charleston W Va

PAIGE, NORMAN
KMTR Hollywood Calif

PALENS, LOU
WDAS Philadelphia Pa.

PARKER, JAMES
KGO San Francisco Calif
KPO

PARKER, JAMES
WATR Waterbury Conn

PARKER, LESTER WARD
WIBA Madison Wis WLBL Stevens Point Wisc Wisconsin School of the Air Wisconsin College of the Air

PARKER, MACK
WJCC Bedford Conn.

PARKES, HAL
KUTA Salt Lake City Utah.

PARISH, E. M.
WNBZ Saranac Lake N Y

PARSONS, EDGAR
KFAM St Cloud Minn

PATRICELLI, LEONARD
WTIC Hartford Conn

PATTERSON, GEORGE
WAVE Louisville Ky

PAULSEN, WARNER
WCOU Lewiston Me

PEARSON, C.
KFP Yakima Wash

PEARSON, JOHN
KJR Seattle Wash

PEARSON, JOHN
KOMO Seattle Wash

PEDECINI, (MRS) ANNA
WEBC Chicago Ill

PEPPIN, S. L.
CFCY Charlottetown P E I

PERRIN, VICTOR
WIBA Madison Wisc WLBL Stevens Point Wisc Wisconsin College of the Air

PERRY, CAMERON
CJOS Lethbridge Alta

PERRY, ROBERT N.
WORL Boston Mass

PIKE, LANCELOT
WCOU Lewiston Me

PINNOCK, HARRY E.
WBBR Brooklyn N Y

PITTS, ELEANOR
KROY Sacramento Calif

PLUMLEY, JACK
WSNJ Bridgeton N J

POMAR, HARRY
WATL Atlanta Ga

POOLE, BILL
WGPC Albany Ga

POOLER, WALDO
WTAM Cleveland Ohio.

POOR, RUSSELL
WMMN Fairmont W Va

POWELL, ED
CFCP Grand Prairie Alberta Canada

POWELL, KENNETH
WESG Elmira N Y

POYNER, GRAHAM
WPTF Raleigh N C.

PRAY, RUPERT
KFRC San Francisco Calif

PREST, GERALD
CKBC Prince Albert Sask

PRICE, JACK
WBNS Columbus Ohio

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PRICE, R.
CKBI, Prince Albert, Sask.
PROVAN, BOB
WDRC, Hartford, Conn.
PROVOL, GEORGE
KDYL, Salt Lake City, Utah.
PRUDHOMME, CAMERON
KBO-KPO, San Francisco, Calif.
PUDNEY, EARL
WAGA, Atlanta, Ga.
PUTNAM, GEORGE
KSTP, St. Paul-Minneapolis, Minn.
PYLE, J. HOWARD
KTAR, Phoenix, Ariz.

— Q —

QUINNEY, GERRARD
CJRM, Regina, Sask.
QUINONES, MARGARITA
WNEL, San Juan, Puerto Rico.
QUINTANA, PASCUAL
WARD, Brooklyn, N. Y. Spanish Director.

— R —

RAND, MARCIA
WHEB, Portsmouth, N. H.
RANIERI, J.
WHOM, Jersey City, N. J.
RAPKIN, MAURICE
CKCL, Toronto, Ontario, Can.
RATTE, FRED
CHRC, Quebec, Que.
REDMOND, DICK
WHP, Harrisburg, Penna.
REED, MILES
WCFL, Chicago, Ill.
REED, VERNON E.
KFH, Wichita, Kans.
REGELUND, FRED
KGO, San Francisco, Calif. KPO.
REID, LEW
KMBC, Kansas City, Mo.
REIS, IRVING
CBS. Producer
REPAID, W.
WMBC, Detroit, Mich.
REPINE, BERT
WRVA, Richmond, Va.
REYNOLDS, M.
CKCK, Regina, Saskatchewan, Canada.
REYNOLDS, PAUL
WDBJ, Roanoke, Va.
RIANHARD, CONRAD
WRTD, Richmond, Va.
RIBBE, JOHN
KGO, San Francisco, Calif. KPO.
RICAU, LIONEL
WWL, New Orleans, La.
RICHARDS, ROBERT
WSPD, Toledo, Ohio.
RIDER, MAURICE
KIRO, Seattle, Wash.
RIEBLING, AL
WMBC, Detroit, Mich.
RIVERO, BLANCA A.
WNEL, San Juan, Puerto Rico.
ROBB, ARCH
WHIO, Dayton, Ohio.
ROBERTS, H. S.
WTRC, Elkhart, Ind.
ROBERTS, I. S.
KRGV, Weslaco, Texas.
ROBERTSON, E. C.
KARM, Fresno, Calif.
ROBERTSON, LARRY
KFBK, Sacramento, Calif.
ROBERTSON, NED
KWEW, Hobbs, N. M.
RODDA, WALLY
WKZO, Kalamazoo, Mich.
RODENBERGER, M. L.
KSAL, Salina, Kans.
RODENWOLD, ZELTA F.
KOAC, Corvallis, Ore.
ROGERS, K. S.
CFCY, Charlottetown, P. E. I. The Sacred Hour.
ROGERS, RALPH
KCRC, Enid, Okla.
ROGERS, ROBERT
WSAL, Salisbury, Md.
ROMANO, FELIX
WEDC, Chicago, Ill.
ROMEU, JOSE A.
WNEL, San Juan, Puerto Rico
ROSS, DICK
KMO, Tacoma, Wash.
RUETZ, FRANK
KNOW, Austin, Texas.
RUGGLES, WALLACE
KGO, San Francisco, Calif. KPO.
RUGH, YIC
KTUL, Tulsa, Okla.
RUSSELL, EMMERSON
WDZ, Tuscola, Ill.
RUSSELL, TED
CKCL, Toronto, Ontario, Can.
RUSSEY, HAROLD
WHMA, Anniston, Ala.

— S —

SAKRY, CLIFFORD
KFAM, St. Cloud, Minn.
SANDERS, WAYNE A.
WWVA, Wheeling, W. Va.
SANDS, JAMES Z.
WHK, Cleveland, Ohio.
SCHEHING, GORDON
WCAO, Baltimore, Md.
SCHINDLER, WILHELMINA
KFAM, St. Cloud, Minn.
SCHMELZER, R. W.
WHAZ, Troy, N. Y.
SCOTT, A. D.
WMAQ-WENR, Chicago, Ill.
SCOTT, RALPH
KNX, Los Angeles, Calif.
SCHULTZ, STANLEY N.
WLAW, Lawrence, Mass.
SCHWALBACH, JAMES
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.
SCHWARTZ, JERRY
KMPC, Beverly Hills, Calif.
SCHWARTZ, R.
WKBZ, Muskegon, Mich.
SENER, WILLIAM
WLB, Minneapolis, Minn.
SEROTA, SAM
WFIL, Philadelphia, Pa.
SEROTA, SAM
WHAT, Philadelphia, Pa.
SERVATIUS, RAYMOND
WSYR, Syracuse, N. Y.
SEXTON, JACK
WMBD, Peoria, Ill.
SHACKLEY, GEORGE
Moonbeams, WOR. Choir Invisible, WOR.
SHANFIELD, FLORENCE
WCNW, Brooklyn, N. Y.
SHARP, IRVING
WDBJ, Roanoke, Va.
SHAYON, ROBERT L.
WOR, Newark, N. J.
SHREVE, HAROLD
KTOK, Oklahoma City, Okla.
SIPES, LEON
KELD, El Dorado, Ark.
SIVERSON, CHARLES
WHAM, Rochester, N. Y.
SLATER, NORVELL
KVOO, Tulsa, Okla.
SLATER, NORVEL
WHB, Kansas City, Missouri.
SMITH, ALBERT W.
WCSH, Portland, Me.
SMITH, DICK
WHB, Kansas City, Mo.
SMITH, ED
WHP, Harrisburg, Penna.
SMITH, THOMAS B.
WPEN, Philadelphia, Pa.
SMITHSON, HAROLD
KHSL, Chico, Calif.
SNOWDEN, BYRON
WQDM, St. Albans, Vt.
SNOWDEN, TOMMY
WEED, Rocky Mount, N. C.
SOLLARS, RAY
KTUL, Tulsa, Okla.
SPECHT, EDDIE
KELA, Betw. Centralia and Chehalis, Wash.
SPEER, JOHN R.
KFH, Wichita, Kans.
SPENCER, JOSEPHINE
WWNC, Ashville, N. C.
SPENCER, LESTER
WHIO, Dayton, Ohio.
SPENCER, WILLIAM H.
WDWS, Champaign, Ill.
SPIEGLE, STANLEY
KXRO, Aberdeen, Wash.
STAHORNE, LEE
KGO, San Francisco, Calif. KPO.
STANLEY, J. C.
WMAQ-WENR, Chicago, Ill.
STEADMAN, BILLY
WGTM, Wilson, N. C.
STEADMAN, JOHN
WSBC, Chicago, Ill.
STEARNS, WILLIAM
WHEB, Portsmouth, N. H.
STEELE, F.
KRKO, Everett, Wash.
STEINERT, OTTO
WBBC, Brooklyn, N. Y.
STERNI, GIUSEPPI
WOV, New York, N. Y. La Rosa Macaroni Program.
STEVE, FANNIE
WHA, Madison, Wisc.-WLBL, Stevens Point, Wisc. Wisconsin School of the Air.
STEWART, E. CALDWELL
WSFA, Montgomery, Ala.
STEWART, JAMES
KMOX, St. Louis, Mo.
STEWART, LILLIAN
WOR, Moonbeams.
STICKLES, MELVIN
WDEV, Walerbury, Vt.
STILES, PAUL
WNBH, New Bedford, Mass.
STOCKTON, ROSCOE K.
KOA, Denver, Colo.
STOWE, ARTHUR
KEHE, Los Angeles, Calif.
STRATTON, ALAN
WBIL, New York, N. Y.
STULLA, WILLIAM
KOA, Denver, Colo.
SULLIVAN, JOHN
KPDN, Pampa, Texas

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SUR, WILLIAM R.
WHA Madison Wis, WLBL, Stevens Point Wis, Wisconsin School of the Air, Wisconsin College of the Air

SUTTON, ART
KMPC Beverly Hills Calif.

SWAN, ROBERT W.
KFVD Los Angeles Calif

SWARTZ, W. R.
KPPC Pasadena Calif

— T —

TAFLEY, BILL
KUMA Yuma Ariz

TAPLEY, S. E.
CJCS Stratford Ontario Can.

TAPLINGER, SYLVAN
CBS King Seattle Show

TAYLOR, CLAUDE
WFAD Rocky Mount N. C

TAYLOR, J. LEONARD
WKST New Castle Pa

TAYLOR, PAUL
NBC Chapel Director

TAYLOR, SAM
KWJJ Portland Ore

TEDDIE, PETE
WRR Dallas Texas

TERRY, BILL
WSGN Birmingham Ala.

THIVIERGE, J. N.
CHRC Quebec Que

THOMAS, TOMMY
KTBC Seattle Wash

THOMPSON, DON
WMAQ-WENR Chicago Ill.

THOMPSON, JACK
CKCL Toronto Ontario Can.

THOMPSON, VI
KGVO Missoula Mont.

THOMPSON, WADE
KVI Tacoma Wash

THORSTEINSON, A. L.
CFAR Flin Flon Man

TIDWELL, EDGAR
KGB San Diego Calif.

TIEDEN, FREDA
KGY Olympia Wash

TIMMONS, CATHERINE M.
WHA Madison Wis WLBL, Stevens Point Wis Wisconsin School of the Air

TOBIN, M. E.
KARK Albuquerque N. Mex.

TODD, JACK
KANS Wichita Kans

TRAUM, BILL
WROK Rockford Ill

TUCKER, MERLE E.
KSAL Salina Kans

TUTT, WILLIAM
WNBG Richmond Va

TURNER, JENNIE M.
WHA Madison Wis WLBL, Stevens Point Wis Wisconsin College of the Air

TURNER, PAUL
WDEV Waterbury Vt

TUTTLE, WILSON M.
WOR, Newark N. J

— U —

ULRICH, A. B.
WMAQ WENR Chicago Ill

UNGAR, H. Z.
WMBC Detroit Mich

URQUHART, CHARLES
KPKA Pittsburg Pa

— V —

VALENTINE, LEW
WOAI San Antonio Texas

VANCE, WILLIAM
WTAD Quincy Ill

VANDINEER, JAMES
KECA Los Angeles Calif, KFI

VANDEL, GEORGE
Gospel on the Air NBC, Beatrice Fairfax MBS Edwards Hall News Parade, CBS March of Time CBS Tommy Dorsey Ride the Road Show NBC Your Hit Parade CBS Melody Puzzles NBC, Secret Agent KFI Romance, NBC

VAN DRIEHL, BOB
KGGM, Albuquerque N. M.

VARES, GEORGE
WEDC, Chicago Ill

VEDDER, CHESTER
WGY, Schenectady N. Y

VENTER, MEL
KFRC San Francisco Calif.

VENTERAY, VIOLET
WMIN, St Paul Minneapolis, Minn.

VON MAYRARD, HILDEGARD
KWSC Pullman Wash Variety Show

VOUTSAS, GEORGE
WMAQ WENR Chicago Ill

VUNKANNON, CHARLES
WMPS Memphis Tenn

— W —

WAGNER, A. K.
WBBR Brooklyn N. Y

WAGNER, JACK
KHUB Watsonville Calif

WALKER, BILL
WHLL Wilmington Mass

WALLACE, JACK
KPST Big Spring Texas

WALLACE, WESLEY
WPTF Raleigh N. C

WALLIS, EDWARD
WIP Philadelphia Pa

WALSH, NED
WNBZ, Saranac Lake N. Y.

WALTZ, GORDON
WLW Cincinnati Ohio

WAMBOLDT, M. P.
Staff Producer Transamerican Broadcasting & Television Corp

WANNAMAKER, ALLEN
WGTM Wilson N. C

WARREN, CARLTON V.
WOR Newark N. J

WARREN, ELLEN
KSAC Manhattan Kans

WARREN, WILLARD
KJR Seattle Wash

WARREN, WILLARD
KOMO Seattle Wash

WATKINS, DICK
KRGV Weslaco Texas

WATTON, ALFRED
KYW Philadelphia Pa

WEATHERWAX, BEN K.
KXRO Aberdeen Wash

WEBSTER, MAURICE ELTON
CBS Columbus Citizens Club, Yours Sincerely

WEEKS, E. W.
KABR Aberdeen S. D

WEGENER, DICK
KARM, Fresno Calif

WELCH, HOMER
KEX Portland Oregon

WELCH, HOMER
KGW Portland Oregon

WELLS, W. V.
CHAB Moose Jaw Saskatchewan Canada

WELTMER, FRANK
KOY, Phoenix Ariz

WHITE, NORMAN E.
WJR Detroit Mich

WHITE, M. RIED
KWSC, Pullman Wash

WHITE, ROBERT
WMAQ-WENR Chicago Ill.

WIDNEY, STAN
WHO Des Moines Iowa.

WIGGINS, WALLACE S.
KVOE Santa Ana Calif

WILHELM, GEORGE
KWJJ Portland Ore

WILL, BOB
WDZ Tuscola Ill

WILLIAMS, JACK
KOY Phoenix Ariz

WILLIAMS, M. J.
WHIS Bluefield, W. Va

WILLIAMS, ROLLIE R.
KMOX St Louis Mo

WILLIAMS, WALLY
WFED Rocky Mount N. C.

WILLIS, EDGAR E.
WHA Madison Wis, WLBL, Stevens Point Wis Wisconsin College of the Air

WILLS, HARRY
WJMS Ironwood Mich

WILSON, JIMMIE
KPAB Laredo Texas

WILSON, JIMMIE
WWL New Orleans La

WILSON, B.
WKBZ Muskegon Mich

WILSON, FRED
WTAM Cleveland Ohio

WILSON, GEORGE EARTLE
KWTO KGBX Springfield Mo

WILSON, HAL
WGTM Wilson N. C

WILSON, RAY
WLW Cincinnati Ohio

WINSOR, ROY W.
WCCO Minneapolis St. Paul, Minn

WINTERS, EMERSON
WJTN Jamestown N. Y,

WITOWSKI, ANTHONY
WARD Brooklyn N. Y, Polish Director

WOODARD, HOWARD E.
WTMV East St Louis Ill.

WOODFORD, V. M.
WFAA Ft Worth Texas

WOODLE, HAMILTON
WEBR Buffalo N. Y

WOOLPERT, KELLY
KGER, Long Beach Calif.

WRAGE, JOHN
WHA Madison Wis WLBL Stevens Point, Wis Wisconsin School of the Air

WRIGHT, DON
CJRM Regina Sask

WRIGHT, ROY H.
CJRX Edmonton Alta

WRIGHT, WYNN
WMAQ-WENR Chicago Ill.

WYLY, RUSSELL F.
KGKO Fort Worth Texas

— Y —

YOUNG, DAVID R.
KGB San Diego Calif

YOUNG, JAMES W.
WIS Columbia S. C

YOUSE, ROBERT
WDBJ Roanoke Va

— Z —

ZELLMER, LESTER
WTRC, Elkhart Ind.

ZIEBARTH, E. W.
WLB Minneapolis Minn

ZIMMERMAN, L. W.
WHK Cleveland Ohio.

ZINK, ALBERT
WEBR Buffalo N. Y

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INSTANTANEOUS RECORDING

By

M. M. POCHAPIN

President, Federal Recorder Co.

TO PROPHESY the future of instantaneous recording . . . we need but look to the past. A careful analysis from 1933 to 1939 brings us to one conclusion—instantaneous recording as an industry is growing up.

The progress that has been made, and the progress of the future will be made because of three outstanding factors:

Engineering Progress

1. The research and scientific development in the electronic and sound engineering field.

2. The gigantic strides made in the field of Radio, and the tremendous mass production of radio tubes and parts.

3. The simplification of operation—a development resulting from advances in the sound engineering field — enabling the average person to operate a Recorder without any technical training.

As a result of these three dominant factors there can be found many similarities in the progress of recording to the progress we all know occurred in Radio. For example, when Radio was in its early stages, a good Console model cost at least $500 and in many cases as high as $1000. Today, a vastly improved unit can he purchased anywhere from less than $100 to $300. If we were to take a 1939 model Recorder and attempt to build the same unit 10 years ago, we would be fortunate if it could be manufactured for less than $750 to $1000. While it is true that recording has not reached the high level of development in production that radio has obtained, quality units are now available well below $200.

Disks in Education

Looking upon instantaneous recording as a future major industry, it might be well to consider the many uses to which recording today is being put. Instantaneous recording is rapidly becoming a very important phase in our educational system.

Many schools are adopting the recording method of letting the students hear themselves as others hear them. Whether it be in public speaking, foreign language, dramatic or music departments, instantaneous recording permits a definite check on advance, marks progress, and remains a permanent reference at all times.

Disk Uses

Soloists and ensembles can record their numbers and correct mistakes they do not hear when playing. Band and orchestra directors can make recordings of classical numbers, and when they are broadcast by outstanding musical organizations, they are able to use them as guides in interpretation, tempo, etc.

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Modern dance orchestras use recordings to aid them in their rehearsals—making an initial recording of the number, and then playing it back so that each member may hear his own playing and make changes and corrections easily and quickly. Vocalists and entertainers make records of their best offerings to send to prospective sponsors.

Many conventions now have the entire proceedings recorded both for future reference and to send to groups who were not in attendance. Banquets, political speeches and other occasions are places where instantaneous recording is becoming quite common.

Amateur Use

Most important of all, every fairly prosperous home, every amateur movie enthusiast is a prospect for this type of equipment. It gives parents a permanent record of the voices of their children, and permits the recording of favorite radio programs as a hobby.

The above are the dominant factors in the development of instantaneous recording as a major industry. The elements of entertainment, pedagogy and vanity have already made the instantaneous Recorder acceptable not only to the thousands who are already Recorder conscious, but to the average home owner who can afford to spend upwards of $175.

For those who are skeptical of consumer acceptance, let us paint a word picture of a typical 1939 model Recorder, now marketed. This model consists of a Recorder, complete with cutting head, amplifier, speaker, microphone and stand. In reality, it is a multiple recording unit combining four distinct units in one:

High Fidelity Recorder
Public Address System
Radio
Electric Phonograph

All that Mr. Consumer need do to record "little Susie's" recitation, is to turn a "Toggle Switch" to "Microphone." To record a desirable program coming over the air, he turns the switch to "Radio." Should Mr. Consumer have political aspirations, he can take the Recorder and Microphone to an auditorium and "blast away" with the help of a 15-watt amplified Public Address System. Should he possess a collection of fine classical records, he can get a new thrill by hearing them played as he never thought possible.

Improved Disks

A further contributing factor for 1939 Fidelity Recording is the improvement in the manufacture of recording discs, which are now sufficiently improved in quality to guarantee the almost entire elimination of surface noise, and hundreds of satisfactory playbacks. Most important in the development of discs has been the semi-automatic manufacture and the creation of discs retailing as low as 25c for two sides. This has eliminated the one serious objection to popularly priced recording . . . namely, the old-fashioned aluminum disc.

Mature Recordings

It is, therefore, the author's belief that the field of recording has already passed the period of its birth pangs. Much experimental development can still be done, but the past year has seen the realization that, what was once a professional's specialty, now warrants the application of the most modern merchandising methods in distribution. With the establishment of its commercial "citizenship," recording now stands on a threshold as limitless as the field of radio two decades ago.

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AFRA CODE OF FAIR PRACTICE

"AFRA Code of Fair Practice for Commercial Broadcasting Minimum Terms and Conditions for Radio Artists" and the "qualifications," were signed February 2, 1939 by AFRA, CBS and NBC. It is binding upon advertising agencies and their clients.

CODE OF FAIR PRACTICE FOR COMMERCIAL BROADCASTING MINIMUM TERMS AND CONDITIONS FOR RADIO ARTISTS

We, the undersigned, on this.....day of.....1939, agree with the American Federation of Radio Artists that we will accept and conform to the Code of Fair Practice and the minimum terms and conditions promulgated by them for the engagement of radio artists on commercial broadcast programs produced under our auspices on the network systems and their several stations. We hereby accept notice of the minimum terms and conditions as specified in the schedules annexed to this Code, which schedules are included herein and are hereby made a part of this Code.

The American Federation of Radio Artists (herein called AFRA) agrees and represents that it is and will continue to be an open union. AFRA agrees that it will keep its membership rolls open and will admit to membership all eligible radio artists whom we engage to appear on such commercial broadcasts. We agree that on all present and future commercial broadcasts produced by us, or under our auspices, we will use the services only of performers, including actors, singers and announcers, who are members in good standing of AFRA or become such members prior to their appearance on such broadcasts. AFRA agrees not to impose unreasonable entrance fees or dues upon its members.

It is mutually agreed that it is a part of this Code of Fair Practice that the engagement of radio performers for all such present and future commercial broadcasts can be made only under the minimum terms and conditions provided herein or better.

We agree that we will not, for the purpose of evading performance under this Code, sublet or transfer responsibility for commercial network programs produced by us to any third person, and that we will not transfer our operations to any other points of origination for the purpose of defeating or evading this Code.

This agreement is in effect beginning with February 10, 1939, until and including February 10, 1941.

We agree with the American Federation of Radio Artists for this period to submit to arbitration all questions relating to wages and working conditions affecting live commercial broadcasts not covered by this agreement and Code, as well as any controversy or dispute between AFRA and ourselves arising with respect to this Code or the interpretation or breach thereof.

Such arbitration shall be conducted under the rules then obtaining, of the American Arbitration Association, with the following specific provisions:

> Either party may demand such arbitration in writing, which demand shall include the name of the arbitrator appointed by it. Within three days after such demand, the other party shall name its arbitrator, or in default of such appointment, such arbitrator shall be named forthwith by the Arbitration Committee of the American Arbitration Association. The two arbitrators so appointed shall select a third within a period of five days, from a panel submitted to them by the Arbitration Committee of the American Arbitration Association, and in lieu of their agreement upon such third arbitrator, he shall be appointed by the Arbitration Committee of the American Arbitration Association. The hearing shall be held on two days' notice and shall be concluded within fourteen days unless otherwise ordered by the arbitrators. The award of the arbitrators shall be made within seven days after the close of the submission of evidence. An award agreed to by a majority of the arbitrators so appointed shall be binding upon both parties, during the period of this agreement, and judgment upon such award may be entered by either party in the Highest Court of the Forum, State or Federal, having jurisdiction.
>
> This agreement and Code of Fair Practice shall be construed by the laws of the State of New York.

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IN WITNESS WHEREOF we have signed this agreement and Code of Fair Practice on the day and year above stated.

By .....

.....

Producer

By .....

American Federation of Radio Artists

SCHEDULE OF MINIMUM FEES AND CONDITIONS FOR RADIO ARTISTS APPEARING ON COMMERCIAL PROGRAMS USING THE FACILITIES OF THE NATIONAL BROADCASTING COMPANY, THE COLUMBIA AND MUTUAL BROADCASTING SYSTEMS AND THEIR SEVERAL STATIONS

ACTORS

Length of program	Fee	Re-broadcast fee
15 minutes or less	$15.00	$10.00
16 to 30 minutes	25.00	12.50
31 to 60 minutes	35.00	17.50

Rehearsal: $6.00 per hour, first hour required after first hour, rehearsal may be computed and paid in half hour periods at the rate of $3.00 per half hour or part thereof. Rehearsal for programs in excess of 15 minutes, may be held in two sessions each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be on the basis of time contracted for, but additional rehearsal time may be requested and if agreed to paid for.

In the event that an actor is engaged and paid for five 15-minute programs per week, then and only in that event the rehearsal time shall be computed at $5.00 per hour, the first hour being required, and thereafter rehearsals may be computed and paid in half-hour periods at the rate of $2.50 per half hour or part thereof.

Thirteen Weeks' Continuous Guarantee:

(a) Where a producer on a fifteen-minute dramatic strip show by written contract with the actor guarantees a thirteen weeks' continuous non-cancellable engagement on such show, the producer may discount the actor's scales to the extent shown in the following schedule if the producer guarantees the actor the minimum amounts shown in the schedule, no matter whether he plays or rehearses or not. Base rate on rehearsals where such discount is effective is six dollars per hour. The schedule follows:

Single Broadcast Per Day

Number of Appearances per Week	Discount Per Cent	Guaranteed Minimum
5	15	$105.00
4	10	100.00
3	5	80.00

Broadcast and Repeat

Number of Appearances per Week	Discount Per Cent	Guaranteed Minimum
5	15	$140.00
4	10	125.00
3	5	100.00

Advance Recording Plus Life Network Broadcast
(Each appearance means one for recording and one for live)

Number of Appearances per Week	Discount Per Cent	Guaranteed Minimum
5	15	$160.00
4	10	145.00
3	5	115.00

The compensation which shall be paid to the performer under a thirteen weeks' continuous guarantee contract as above specified, shall be the applicable fees plus rehearsal pay, less the discount above set forth, or the guaranteed minimum, whichever is higher.

(b) On written guaranteed continuous thirteen weeks' non-cancellable engagement of actors for half hour and hour shows, a discount from scale of ten per cent of the basic scale is allowed.

(c) On half hour shows after four hours rehearsal per appearance, rehearsal rate drops to three dollars an hour beginning with the fifth hour of rehearsal, and on hour shows, the same is true after six hours, beginning with the seventh hour of rehearsal.

Program Auditions: Shall be paid for at one-half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts. This compensation is for program auditions; voice tests may be made without compensation but the producer shall not use this privilege unreasonably.

Recordings: Off-the-line recordings may be made and used only by the original sponsor or his affiliated companies. They must be used without extra fees to the performer under the following conditions:

(a) Providing that such recordings are not broadcast on any major station in the city of origination, or broadcast to a network from the city of origination or broadcast to any network providing national facilities, and providing further that such recordings are used once only for the original sponsor and are not broadcast on any major station affiliated with the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., or the Mutual Broadcasting System, Inc., in New York Chicago, San Francisco, Hollywood or Los Angeles. Further providing, however that this latter restriction shall not apply if recordings are made by network stations for later broadcasts only on that station because of unavailability of facilities at time of live broadcast, and such operations are billed to the sponsor as a network operation without recording charges.

If off-the-line recordings are made and broadcast, except under the provisions outlined above, the performer shall be paid not less than the rebroadcast fee for such recording broadcast unless he has already been paid a fee for a live re-broadcast.

(b) Providing that such recordings are not broadcast later than two months after the discontinuance of the program on a live basis.

(c) Where a record is made either prior to or subsequent to a live broadcast or re-broadcast, and an extra performance is thereby required, the actor should be paid under the advance recording date and rehearsal time as specified heretofore in this scale.

Dramatized Commercials: Where the actor is engaged for a dramatized commercial, the following minimum scale shall apply:

Length of program	Fee	Re-broadcast fee
15 minutes or less	$15.00	$7.50
16 to 30 minutes	20.00	10.00
31 to 60 minutes	25.00	12.50

A fifteen-minute rehearsal period prior to the dress rehearsal may be included in the foregoing scale.

SINGERS

Class 1—Groups of 9 or More Voices:

Length of program	Fee	Re-broadcast fee
15 minutes or less	$14.00	$7.00
16 to 30 minutes	16.00	8.00
31 to 45 minutes	18.00	9.00
46 to 60 minutes	20.00	10.00

Rehearsal: Orchestra and all coaching rehearsals $4.00 per hour, first hour required after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of $1.00 per quarter hour or part thereof.

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Class 2—Groups of 5 to 8 Voices Inclusive:

Length of program	Fee	Re-broadcast fee
15 minutes or less	$24.00	$8.00
16 to 30 minutes	28.00	10.00
31 to 45 minutes	32.00	12.00
46 to 60 minutes	36.00	14.00

Rehearsal: Orchestra rehearsal $6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour or periods at the rate of $1.50 per quarter-hour or part thereof.

Program Auditions: Shall be paid for at one-half the broadcast fee and one-half the broadcast rehearsal fee for all time required. Individual voice tests may be had without compensation.

Special Minimum Working Conditions for Singers: Any performance must begin within twenty-four hours of the original to be considered a re-broadcast, otherwise, first performance fee prevails.

No rehearsal shall be considered as less than one hour in duration except such rehearsal, as is called immediately before or after performance. However, a singer may be required to stand by fifteen (15) minutes before a performance without payment of rehearsal fee.

Orchestra rehearsal may not be divided into more than two sections.

There must be a rest period of five minutes each hour in rehearsals of more than one hour in duration.

Any member who auditions for a program, as a member of a group, shall, in the event that said group is accepted for the program, be considered to be a member of said group and may not be discharged without AFRA's consent as long as gronp remains on said program or for a period of thirteen (13) weeks, whichever is less.

Coaching rehearsal is the designation applied to any rehearsal session other than rehearsal with orchestra or other acts in which material is prepared for a speeific broadcast or audition.

On written guaranteed continuons thirteen weeks' non-cancellable engagements of singers for 15-minute, half-hour and hour shows, a disconnt from scale of ten per cent of the basic scale is allowed.

Signature numbers shall be at the rate of $15.00 for the broadcast and $7.50 for the re-broadcast, with dress rehearsal ineluded. Exceptional situations such as traveling on the road will be met by waivers under paragraph "8" of the Rules.

ANNOUNCERS

Length of program	Fee	Re-broadcast fee
15 minutes or less	$15.00	$10.00
16 to 30 minutes	25.00	12.50
31 to 60 minutes	35.00	17.50

Rehearsal: $6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid in half-hour periods at the rate of $3.00 per half-hour or part thereof. Rehearsals for programs in excess of 15 minutes, may be held in two sessions, each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be based on the time contracted for, but additional rehearsal time may be requested and if agreed to, paid for.

Where announcer is engaged for a commercial program for guaranteed terms of not less than thirteen (13) weeks, on 15-minute programs broadcast five (5) times or more a week, the following minimum weekly compensation may be provided:

Times a week	Weekly Minimum Compensation	Weekly fee for re-broadcast
5	$75.00	$37.50
6	85.00	42.50

In such cases of guaranteed term engagements at the weekly rate, 45-minute rehearsal time per day is included.

Network Commercial Cut-In Announcements: Shall be paid at the rate of $10.00 for each such announcement.

Program Auditions: Shall be paid for at one-half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts. Voice tests may be had without compensation.

Special Provisions Regarding Announcers:

(a) Where a prior record is made in connection with a five-time-a-week live broadcast, the fee for five such recordings shall be $50.00.

(b) The 45-minute rehearsal allowed for each of five broadcasts may be computed at 225 minutes to be used by producer as desired within five days. If producer desires, he may use such rehearsal time for prior recordings and announcer agrees to allow 15-minute rehearsal for each live broadcast. These conditions apply only in connection with 13-week uncancellable contracts.

(c) On five-minute local news broadcasts with not less than two per day, the fee for the news reporter shall be $5.00 for each such broadcast. In such cases where a supporting announcer is used, the fee for such supporting announcer shall be $4.00 for each such broadcast.

Rehearsal: Orchestra rehearsal $4.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of $1.00 per quarter-hour or part thereof.

Class 3—Groups of 2 to 4 Voices Inclusive:

Length of program	Fee	Re-broadcast fee
15 minutes or less	$30.00	$10.00
16 to 30 minutes	35.00	12.00
31 to 45 minutes	40.00	14.00
46 to 60 minutes	45.00	16.00

Rehearsal: Orchestra rehearsal $5.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of $1.25 per quarter hour or part thereof.

Class 4—Soloists:

Length of program	Fee	Re-broadcast fee
15 minutes or less	$40.00	$15.00
16 to 30 minutes	50.00	17.50
31 to 45 minutes	60.00	20.00
46 to 60 minutes	70.00	22.50

GENERAL SCHEDULE OF RULES

1. **Engagements:** Performer shall have specific notice of the part to be played, date, time and place of broadcast, time of re-broadcast, if any, place of rehearsal and rehearsal time contracted for. An actor or soloist is permitted to double one part per performance without additional compensation. In variety shows, or where the program consists of a series of short different episodes, such as, but not being limited to, dramatized news broadcasts or historieal sequences, such program shall be considered an exception. Participation in crowd noises shall not be considered a double.

2. **Compensation:** Performer shall be paid not less than the minimum fee applicable in legal tender and not later than seven (7) ealendar days after time specified for broadcast. The minimum fees shall be net to the performer and no deduction whatever may be made therefrom (except for sueh taxes and withholdings as are required by law). No term or provision of this Code may be waived by any performer without the prior written consent of AFRA, but nothing in this Code shall prevent any performer from

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CLARIFICATION OF THE AFRA CODE

The following letter embodies all clarifications of the AFRA Code and is a vital part of that Code:

February 2, 1939.

Columbia Broadcasting System, Inc.
485 Madison Avenue
New York City

National Broadcasting Company, Inc.
30 Rockefeller Plaza
New York City

Gentlemen:

This letter is written in connection with and is a part of the Code of Fair Practice for Commercial Broadcasting signed between your companies and the American Federation of Radio Artists, dated February 2, 1939, and in order to clarify the same.

The following clarifications or additional terms, as the case may be, are a part of such contract, namely:

1. On page 1, line 3, the words "promulgated by them" means "herin contained."

2. The mere fact that your facilities are used for the broadcast of a radio program does not make such program one produced under your auspices, nor does it bring such programs under the Code.

3. The words "several stations," as used throughout the agreement are clarified and controlled by paragraph 16, and no additional obligations are imposed by the addition of the words "several stations."

4. The American Federation of Radio Artists represents that it does and will, for the duration of the agreement, represent for collective bargaining purposes, a majority of the actors, singers and announcers, as required by the National Labor Relations Act. The bargaining unit for this agreement is without prejudice to either party.

5. Throughout the Code a variety of terms are used, such as "radio artists," "performers," etc. Nevertheless, the Code is intended to cover and does cover only actors, singers and announcers.

6. In any arbitration hereunder, each side bears half the expense.

7. AFRA agrees that it has no present rule and will make no future rule in derogation of the Code, and paragraph 3 is so limited.

8. AFRA hereby consents to any arbitration requested by the producer under paragraph 6.

9. Paragraph 7 is not intended to prevent the performer from contracting for services of a kind not covered by the Code by individual contract at such rates of pay and under such conditions as the producer and the performer shall agree, subject only to the fact that it shall not be in conflict with this Code.

10. Paragraph 9 does not apply to a case where the prosecution is in respect of material furnished by the performer or acts done by the performer without the authorization of the producer.

11. Paragraph 12 is a statement by the producer that he has notice of the facts stated in paragraph 12, and goes no further.

12. With respect to paragraph 17, AFRA agrees with the producer that if an independent contractor has signed this Code and the producer has complied with paragraph 17, AFRA will not exercise its right to strike against the independent contractor so as to create program emergencies for the producer.

13. Any more favorable terms or conditions given to competitors producing network shows at the five points of origination mentioned in paragraph 16 will be given by AFRA to the producer to the extent given such competitor. This does not apply to waivers given by AFRA in special instances, if such waivers be given in good faith and without intent either to evade this clause or to give an unfair competitive advantage.

14. So long as the producer performs this Code, AFRA, will not strike against the producer as to the performers covered by this Code in the field covered by this Code. To the extent AFRA has agreed not to strike, it will order its members to perform their contracts with the producer. This paragraph only applies to producers who sign this Code.

15. AFRA agrees to give a waiver for persons employed for no more than one performance during the term of this agreement because of reputations acquired in fields other than the amusement field.

16. At least sixty days prior to the end of the term of this Code, AFRA and the producer agrees to negotiate in good faith with respect to a new Code.

17. National Broadcasting Company, Inc., and Columbia Broadcasting System, Inc., by signing the Code, are signing such Code for and on behalf of themselves, respectively, and not for any other person, firm or corporation.

18. With respect to the last sentence of paragraph 16, the following stations and only the following stations are included in the term "major stations in New York and Chicago," namely:

New York: Stations WABC, WJZ, WEAF, and WOR;

Chicago: Stations WBBM, WMAQ, WENR, WGN and WLS.

19. With respect to AFRA's agreement not to impose unreasonable entrance fees or dues upon its members, it agrees, wherever necessary for the producer's program purposes, to qualify members within 24 hours after notice from the producer.

20. With respect to the following respective provisions on pages 2 and 4, respectively, reading as follows, to wit: "Rehearsal for programs in excess of 15 minutes, may be held in two sessions" and "Orchestra rehearsal may not be divided into more than two sections" (misprint for "sessions"), AFRA does hereby waive such pro-

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visions, but the producer agrees not to use unreasonably the privilege so granted, taking into account the necessities of the programs and the convenience of the performers, but this does not alter the fact that whenever an actor or singer is called for rehearsal, he gets a minimum of one hour's rehearsal pay, except as in the Code otherwise provided.

21. With respect to the section on "Recordings" at the top of page 3, add a sentence at the end of the second subparagraph of paragraph (a) reading as follows, to wit: "In such cases, the limitations of the first subparagraph of this paragraph (a) do not apply."

22. Further in respect to the second subparagraph of paragraph (a) on page 3, one or more sponsors other than the original sponsor or his affiliated company may be used in any off the line recording made but in any such event rebroadcast fees as herein provided shall be paid to the performers for each such additional sponsor so used.

23. Further in respect to "Recordings" at the top of page 3, the blank in subparagraph (b) is filled in with the word "two."

24. Further in respect to the same general section in subparagraph (c) the word "date" should be "rate."

25. With respect to the last line before the asterisks on page 3, after the phrase "dress rehearsal" insert the words "and the dress rehearsal."

26. All rates in the Code are per person and not per group.

27. In the second sentence of the second paragraph on page 4, after the word "Individual" insert the words "and group."

28. In the seventh paragraph on page 4 second line, after the word "discharged," insert the words "without justifiable cause."

29. In the same connection on page 5 paragraph 5, line 4, strike out the words "and AFRA consents to such dismissal without payment."

30. With respect to paragraph 1 strike out the last two sentences and substitute therefor the following: "Multiple doubles are permitted in variety shows or where the program consists of a series of short different episodes, such as but not being limited to, dramatized news broadcasts or historical sentences. Participation in group noises shall not be considered a double and is permissible without additional compensation."

31. With respect to paragraph 2 the second line "seven ($7)" is amended to read "ten ($10)."

32. With respect to paragraph 18 amend the paragraph to read as follows: "18. Standard announcers on dramatic shows shall be paid a minimum of $50 for five programs a week and $12.50 for the re-broadcasts, $10 for single broadcast and $2.50 for re-broadcast and 15 minute rehearsal, dress rehearsal included."

33. Paragraph 19 applies to both actors and announcers but not to singers.

34. Paragraph 22 also applies to singers and during the 15-minute period prior to broadcast they will rehearse for timing and effect only.

35. Change the last sentence of paragraph 22 to read as follows: "In the event of a collection of any fine due to such disciplinary action AFRA will reimburse the producer who has suffered loss due to lateness or other breach to the extent of such fine."

36. When a record is made prior to the live broadcast the live broadcast fee includes 15 minute dress rehearsal immediately preceding the broadcast.

37. For the purposes of the Code an actor is a person who is employed to enact a character or perform a role or who enacts a character or performs a role. Persons like Eddie Cantor who play themselves are actors. A singer is a person who is employed to give or who gives vocal renditions of musical compositions. announcer is defined as the term is generally understood in the industry, but the contract bid rates specified in the Code do not apply to the performance by announcers on the staff of a broadcast company or station identification, news reading credits and local spots except as specifically provided for in the Code. Time signal and station announcements, switching and cueing switching cues, cutting, insert copies of continuities and performing station routine duties for the broadcast company which are not part of the services rendered by announcers for sponsors or advertising agencies or producers of programs or otherwise provided for in this Code.

38. Paragraph 16 is modified so that the rates in the Code do not apply to programs originating in Hollywood, Los Angeles or San Francisco unless the same be available to stations in other than the eleven Western states. Originations from Chicago are only subject to the Code scales on hook-ups of two or more stations in addition to the station of origination.

39. Referring to the sixth line up on page 4 the National Broadcasting Company Inc. or the Columbia Broadcasting System Inc. or AFRA may refuse to originate sales and work-ing conditions for programs produced by the National Broadcasting Company Inc. or the Columbia Broadcasting System Inc. or any of their owned or operated stations in cities other than the originating points mentioned in paragraph 16 but AFRA reserves its complete right to strike against such programs and stations without notice.

40. The numbered paragraphs mentioned in this letter refer to the numbered paragraphs in the General Schedule of Rules of the Code.

41. AFRA may at any time upon the Code to the provisions of this letter but such incorporation shall first be approved in writing by the National Broadcasting Company Inc. and the Columbia Broadcasting System Inc.

Yours very truly,

AMERICAN FEDERATION OF RADIO ARTISTS

By

Executive Secretary

Agreed to and accepted

Columbia Broadcasting System Inc.

By

National Broadcasting Company Inc.

By

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WORLD-TELEGRAM ANNUAL RADIO EDITORS' POLL

Conducted by Alton Cook, Radio Editor, World-Telegram, New York, with participation of radio editors in United States and Canada. (Released Feb. 4, 1939.)

Favorite Programs

	Points
Jack Benny	159
Charlie McCarthy	138
Bing Crosby	119
Information Please	97
Fred Allen	72
M.G.M. Good News	54
Lux Radio Theater (Mon.)	46
Orson Welles	37
One Man's Family	30
Kay Kyser	28

Comedians

	Points
Jack Benny	269
Fred Allen	177
Charlie McCarthy	169
Bob Hope	51
Fibber McGee	42
Burns & Allen	32
Robert Benchley	25
Fanny Brice	19
Amos 'n' Andy	18
Frank Morgan	16

Symphonic Conductors

	Points
Toscanini	333
John Barbirolli	116
Frank Black	82
Jose Iturbi	42
Alfred Wallenstein	41
Leopold Stokowski	36
Andre Kostelanetz	32
Artur Rodzinski	23
Howard Barlow	22
Fritz Reiner	19

Bands

	Points
Guy Lombardo	274
Kay Kyser	86
Horace Heidt	73
Artie Shaw	66
Benny Goodman	66
Tommy Dorsey	60
Wayne King	37
Richard Himber	33
Paul Whiteman	27
Larry Clinton	26
Andre Kostelanetz	26

Girl Singers

	Points
Frances Langford	206
Kate Smith	174
Connie Boswell	102
Jane Froman	77
Dorothy Lamour	45
Maxine Sullivan	26
Bea Wain	26
Mildred Bailey	21
Nan Wynn	15
Lucille Manners	14

Popular Male Star

	Points
Bing Crosby	341
Kenny Baker	228
Frank Parker	64
Lanny Ross	51
Nelson Eddy	44
Jerry Cooper	18
Rudy Vallee	17
Buddy Clark	16
Frank Munn	15
Tony Martin	12

Drama

	Points
Lux Radio Theater	269
Orson Welles	198
One Man's Family	94
Edward G. Robinson ("Big Town")	57
Columbia Workshop	54

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Silver Theater	32
First Nighter	26
Tyrone Power	20
Star Theater (Texaco)	20
Gang Busters	15

Classical Singers

	Points
Nelson Eddy	150
Lawrence Tibbett	138
Richard Crooks	117
Lily Pons	93
Kirsten Flagstad	72
Margaret Speaks	47
Lucille Manners	44
John Charles Thomas	41
Gladys Swarthout	24
John Carter	19

Commentators

	Points
H. V. Kaltenborn	168
Lowell Thomas	77
Edwin C. Hill	30
Dorothy Thompson	24
Walter Winchell	21
Alexander Woollcott	18
Paul Sullivan	17
Gabriel Heatter	14
Boake Carter	14

Sport Announcers

	Points
Ted Husing	301
Bill Stern	229
Clem McCarthy	93
Red Barber	27
Bob Elson	21
Graham McNamee	20
Tom Manning	17
Paul Douglas	14
Bill Slater	10

Children's Program

	Points
Let's Pretend	130
Irene Wicker	122
Lone Ranger	72
Little Orphan Annie	68
American School of the Air	44
Dick Tracy	27
Howie Wing	23
March of Games	19
Jack Armstrong	17
Kaltenmeyer's Kindergarten	17

New Stars

	Points
Orson Welles	296
Tommy Riggs	27
Clifton Fadiman	23
Bob Hope	21
Kay Kyser	12
H. V. Kaltenborn	12

Quiz Programs

	Points
Information Please	316
Profsesor Quiz	158
Kay Kyser's Kollege	139
What's My Name	53
Ask-It-Basket (Jim McWilliams)	44
Vox Pop	34
Battle of the Sexes	30
True or False	29
Uncle Jim's Question Bee	17
Paul Wing's Spelling Bee	10

Quarter Hours

	Points
Amos 'n' Andy	99
Lum 'n' Abner	78
Easy Aces	60
Lowell Thomas	53
Walter Winchell	51
Vocal Varieties	36
Edwin C. Hill	26
Vic & Sade	21
Jimmy Fidler	20
Sophie Tucker	14

Studio Announcers

	Points
Don Wilson	152
Ken Carpenter	84
Harry Von Zell	48
Milton Cross	42
David Ross	18
Paul Douglas	15
Ben Grauer	12
Graham McNamee	12

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MOTION PICTURE DAILY RADIO POLL

Released December 30, 1938

Open Champions

Charlie McCarthy
Jack Benny
Orson Welles
Bing Crosby
Fred Allen

Vocalists: Male (Popular)

Bing Crosby
Kenny Baker
Nelson Eddy
Rudy Vallee
Frank Parker

Vocalists: Male (Classical)

Nelson Eddy
Richard Crooks
Lawrence Tibbett
John Charles Thomas
John Carter

Vocalists: Female (Popular)

Kate Smith
Frances Langford
Connie Boswell
Jane Froman
Maxine Sullivan

Vocalists: Female (Classical)

Margaret Speaks
Lucille Manners
Lily Pons
Kirsten Flagstad
Gladys Swarthout

Comedians

Jack Benny
Fred Allen
Charlie McCarthy
Eddie Cantor
Fibber McGee

Comediennes

Fannie Brice
Gracie Allen
Martha Raye
Mary Livingstone
Jane Ace

Comedy Team

Burns and Allen
Bergen-McCarthy
Benny-Livingstone
Amos 'n' Andy
Fibber McGee & Molly

Dramatic Series

Lux Radio Theater
Mercury Theatre
One Man's Family
Columbia Workshop
Big Town

Comedy Series

Jell-o, with Jack Benny
Town Hall Tonight, Fred Allen
Easy Aces
Fibber McGee & Molly
Amos 'n' Andy

Dance Orchestras (Popular)

Guy Lombardo
Horace Heidt
Kay Kyser
Richard Himber
Eddie Duchin } Tie
Hal Kemp }

Dance Orchestras (Swing)

Benny Goodman
Tommy Dorsey
Kay Kyser
Art Shaw
Bob Crosby

Orchestras (Classical)

Toscanini's NBC Symphony
New York Philharmonic
Ford Symphony
Philadelphia Orchestra
Frank Black's NBC Symphony

Musical Series (Classical)

Ford Sunday Evening Hour
Toscanini Program
N. Y. Philharmonic
Firestone Hour
Cities Service Concerts

Children's Series

Let's Pretend
Orphan Annie
Lone Ranger
Singing Lady
American School

Film Programs

Lux Radio Theatre
M-G-M Good News
Chase & Sanborn Hour
Kraft Music Hall
Hollywood Hotel

Announcers

Don Wilson
Ken Carpenter
Harry Von Zell
Milton Cross
Graham McNamee

Commentators

H. V. Kaltenborn
Lowell Thomas
Edwin C. Hill
Gabriel Heatter
Boake Carter

Film Players on the Air

Don Ameche
Edward G. Robinson
Bing Crosby
Frank Morgan
William Powell } Tie
Charles Boyer }

Special Events Coverage

CBS—Czech Crisis
NBC—Czech Crisis
Mutual—Czech Crisis

Best Commercial Readings

Jell-o Program
Ford Sunday Program
Johnson Wax Program
Kraft Program
Sherwin-Williams Program

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Radio Stations &
Advertising Agencies
Everywhere
U. S. A.

Gentlemen:

Just a line to thank you for the very warm reception which you have so graciously extended to me since I have been with Associated Music Publishers.

Very truly yours,
JOHN MAYO.

I WONDER WHAT RADIO DAILY WILL SAY ABOUT IT?

MUZAK
CORPORATION

229 FOURTH AVENUE
NEW YORK, N. Y

TRANSMITTING

CONTROLLED "WORD OF MOUTH" ADVERTISING
(over a class A city wide telephone network)

at

THE "POINT OF SALE"
WHEREVER PEOPLE GATHER FOR FOOD OR RECREATION
(restaurants, bars, clubs and grills)

for

DISTILLERS, BREWERS, CIGAR, CIGARETTE, GUM
AND MINT MANUFACTURERS

over

THE MUZAK SPONSORED PROGRAM SERVICE NETWORK

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THE BUSINESS SIDE OF RADIO

Major Network Billings

•

Agency and Sponsor Network Expenditures

•

Research Firms

•

F. T. C. Activities

•

Staudard Conditions and Contract for Spot Broadcasting

•

Station Representatives

•

Foreign Language Field

•

American Association of Advertising Agencies

•

Advertising Agencies

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COMPARATIVE MAJOR NETWORK BILLINGS

FOR

1938—1937—1936—1935

COLUMBIA BROADCASTING SYSTEM

	1938	1937	1936	1935
January	$2,879,945	$2,378,620	$4,001,623	$1,768,949
February	2,680,335	2,264,317	1,939,146	1,651,461
March	3,031,317	2,555,716	2,172,382	1,829,553
April	2,121,180	2,563,178	1,950,939	1,675,389
May	2,112,283	2,560,558	1,749,517	1,287,155
June	2,121,195	2,176,576	1,502,768	1,066,729
July	1,367,357	1,988,112	1,202,775	910,170
August	1,423,865	1,955,280	1,232,588	879,019
September	1,601,755	2,028,585	1,838,932	1,086,900
October	2,387,395	2,505,185	2,754,802	1,930,512
November	2,153,110	2,651,173	2,429,917	1,722,390
December	2,529,060	2,786,618	2,133,353	1,885,977
Total	$27,345,397	$28,722,118	$23,168,142	$17,637,801

MUTUAL BROADCASTING SYSTEM

	1938	1937	1936
January	$269,891	$213,718	$166,266
February	253,250	252,286	152,061
March	232,877	217,131	191,483
April	189,515	200,131	137,931
May	191,201	154,633	129,907
June	202,112	117,388	101,510
July	167,108	101,458	103,561
August	164,626	96,629	122,065
September	200,312	132,866	168,919
October	317,771	238,683	271,629
November	360,929	258,357	227,513
December	337,369	215,465	193,496
Total	$2,920,324	$2,239,077	$1,975,377

NATIONAL BROADCASTING COMPANY

(Combined Blue and Red Networks)

	1938	1937	1936	1935
January	$3,793,516	$3,511,999	$2,681,895	$2,895,037
February	3,498,053	3,295,782	2,711,200	2,758,319
March	3,806,831	3,611,283	3,037,873	3,025,308
April	3,310,505	3,277,837	2,741,928	2,682,143
May	3,111,200	3,214,819	2,561,720	2,685,211
June	3,200,569	3,003,387	2,323,516	2,380,845
July	2,958,710	2,707,150	2,119,983	2,208,935
August	2,911,099	2,781,977	2,122,431	2,021,365
September	2,979,211	2,850,581	2,886,637	2,163,317
October	3,773,964	3,339,739	3,696,189	2,779,557
November	3,898,919	3,381,316	3,168,728	2,655,100
December	3,887,072	3,639,086	3,558,590	2,893,793
Total	$41,462,679	$38,651,286	$31,544,120	$31,148,930

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THE BUSINESS SIDE OF RADIO DURING 1938

By

BENN HALL

RADIO DAILY Staff

RADIO continued to register considerable gains during 1938 and smashed many previous "all-time records," although other major advertising mediums showed declines. With increased revenue, however, came an accompanying increase in overhead as well as in social responsibility. Radio's successful bid for national and local business in the face of razor-edge competition revealed both sponsor and public appreciation of broadcasting.

NBC climbed over the $40,000,000 mark with total time sales of $41,462,679, an increase of 7.3 per cent over 1937. CBS showed a decrease of 4.8 per cent, with $27,345,397. Columbia's 1937 billings, however, were the largest in its history. MBS's billings showed an increase of approximately 30.4 per cent with gross revenue of $2,920,324.

Sponsors

Procter & Gamble led advertisers with its combined time expenditures on NBC and CBS of $6,170,862. General Foods followed with $5,239,606, double its 1937 figure, while the P. & G. total showed an increase of approximately $1,500,000. With the exception of Campbell Soup which displaced General Motors, NBC and CBS's ten top advertisers were the same as in 1937.

Agencies

Blackett-Sample-Hummert continued, for the third successive year, to lead agencies in time buying, the combined NBC-CBS total being $7,955,633. J. Walter Thompson with $5,233,158 followed, while Young & Rubicam with $4,911,066 was in third place.

Industry Classification

Food and food beverages were top again in classifications on NBC and CBS, while drugs and toilet goods came in second place. Together they accounted for nearly half of CBS's total billings and about two-thirds of NBC's total billings.

Labor

While radio was relatively free of strikes and labor disputes in 1938, the operating expenses of both networks and independent stations were increased by the granting of wage tilts, shorter hours as well as the employment of additional musicians and other workers. From 900 to 1,500 musicians were added to radio payrolls, following an agreement between the American Federation of Musicians and stations, while the American Federation of Radio Artists secured contracts with NBC and CBS for sustaining talent. Negotiations were conducted with agency representatives by AFRA for contracts covering talent on network commercial productions. The American Communications Association, claiming 750 members in its broadcast division, secured contracts with several stations.

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AGENCY NATIONAL NETWORK EXPENDITURES

	1938	1937	1936
Blackett-Sample-Hummert	89,093,125 (1)	87,293,490 (1)	86,011,665 (1)
J. Walter Thompson Co.	5,320,608 (2)	5,283,131 (3)	5,118,557 (3)
Young & Rubicam, Inc.	5,093,640 (3)	3,821,010 (1)	2,214,181 (7)
Benton & Bowles, Inc.	4,800,399 (4)	3,631,240 (5)	2,419,182 (6)
Lord & Thomas	4,791,586 (5)	5,549,195 (2)	5,573,278 (2)
Ruthrauff & Ryan, Inc.	4,015,959 (6)	3,107,886 (6)	1,237,928 (12)
Compton Advertising, Inc.	3,107,788 (7)	3,001,600 (7)	2,018,341 (8)
Ward Wheelock Co.	2,258,425 (8)	1,128,540 (16)	1,256,151 (11)
Newell-Emmett Co.	1,693,311 (9)	1,951,261 (9)	1,189,126 (14)
B. B. D. & O.	1,588,551 (10)	1,801,695 (10)	2,716,819 (5)
Pedlar & Ryan, Inc.	1,588,185 (11)	(Not among 20 first this year)	
Lennen & Mitchell, Inc.	1,500,635 (12)	1,380,063 (13)	782,013 (18)
N. W. Ayer & Son	1,397,535 (13)	2,842,215 (8)	3,276,155 (4)
Wade Adv. Agency	1,363,741 (14)	1,457,170 (12)	1,220,132 (13)
H. W. Kastor & Sons	1,215,302 (15)	(Not among 20 first this year)	
Gardner Advertising Co.	1,109,681 (16)	928,326 (19)	Not among leaders
Edwin, Wasey & Co.	1,105,072 (17)	920,263 (20)	1,167,959 (10)
William Esty & Co.	1,096,359 (18)	1,033,263 (17)	1,017,531 (16)
Biow Co.	1,081,115 (19)	(Not among 20 first this year)	
Stack-Goble	1,007,060 (20)	1,195,307 (11)	1,501,678 (9)

Columbia Broadcasting System 1938 Sponsor Expenditures

Lever Brothers Co.	$2,590,141
General Foods Corp.	2,220,386
Colgate-Palmolive-Peet Co.	1,559,139
Procter & Gamble Co.	1,310,707
American Tobacco Co.	1,283,826
William Wrigley Jr., Co.	1,241,705
Liggett & Myers Tobacco Co.	1,118,355
Ford Motor Co.	1,052,895
Chrysler Sales Corp.	1,003,612
R. J. Reynolds Tobacco Co.	1,000,184
Campbell Soup Co.	743,588
Continental Baking Co.	650,260
P. Lorillard Co.	644,905
Pet Milk Sales Corp.	594,013
General Mills, Inc.	557,035
Philip Morris & Co., Ltd.	463,580
U. S. Tobacco Co.	435,120
Texas Co.	405,265
Gulf Refining Co.	399,960
Lady Esther Co.	372,150
Coca Cola Co.	358,940
Nash-Kelvinator Corp.	345,331
Cudahy Packing Co.	340,367
U. S. Rubber Products Co.	301,155
Anacin Co.	297,697
Bayer Co.	282,254
Edna Wallace Hopper, Inc.	267,494
E. I. duPont de Nemours & Co., Ltd.	250,155
Lambert Co.	242,395
H. J. Heinz Co.	225,960
Lehn & Fink Products Co.	219,194
Chesebrough Manufacturing Co	211,050
Household Finance Corp.	208,320
Kolynos Sales Co	193,133
Brewers' Radio Show Association	192,550
Kellogg Co.	192,321
Vick Chemical Co.	180,015
Grillo Manufacturing Co.	171,019
International Cellucotton Co.	166,665
Campana Sales Corp.	156,100
R. B. Davis Co.	151,020
McKesson & Robbins, Inc	150,150
Hudson Motor Car Co.	139,735

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A. S. Boyle Co.	136,309
General Motors Corp.	130,615
Philco Radio & Television Corp.	129,360
Noxzema Chemical Co.	109,555
Zenith Radio Corp.	108,515
General Baking Co.	108,267
Barbasol Co.	106,600
International Silver Co.	85,095
Skelly Oil Co.	62,450
Penick & Ford, Ltd.	62,060
Florida Citrus Commission	61,975
Phillips Petroleum Corp.	59,990
Joe Lowe Corp.	51,156
Carborundum Co.	43,405
Durkees Famous Foods	34,200
Rio Grande Oil Co.	27,725
F & F Laboratories	15,600
Pennsylvania Publicity Commission	14,995
Euclid Candy Co.	14,080
Pure Oil Co.	13,829
Atlantic Refining Co.	13,050
Bayuk Cigars, Inc.	12,870
Tidewater Associated Oil Co.	11,104
Brown & Williamson Tobacco Co.	10,834
Wilmington Transportation Co.	10,450
Cardinet Candy Co.	10,170
S & W Fine Foods	7,950
Memen Co.	7,320
Holland Furnace Co.	5,827
Beneficial Management Corp.	5,823
Soil Off Manufacturing Co.	5,042
Roma Wine Co.	4,950
Tillamook County Creamery Assn.	4,305
Sales Affiliates, Inc.	4,290
Ralston Purina Co.	3,660
California Prune & Apricot Growers Assn.	3,050
Tea Garden Products Co.	2,295
George W. Caswell Co.	2,145
Richfield Oil Corp.	536
Refrigeration & Air Conditioning Inst.	360
Political Advertisers	52,803
GRAND TOTAL	$27,345,397

The Lambert Co.	58,108
D. L. & W. Coal Co.	53,872
"Show of the Week" (Local Coop)	49,996
"30 Minutes in Hollywood" (Local Coop)	48,809
Brown & Williamson Tobacco Co.	48,650
Elizabeth Arden	41,958
Wheatena Corp.	38,257
American Tobacco Co.	37,866
Kellogg Co. (Pep Cereal)	36,844
Green Hornet (Coop)	36,452
Cudahy Packing Co.	31,721
General Shoe Corp.	29,353
Oakland Chemical Co.	28,750
Memen Co.	26,926
Allis-Chalmers Mfg. Co.	24,130
Maine Development Comm.	23,754
Rocke News Syndicated program	20,412
N. Y. State Dem. Comm.	20,291
The Bosco Co.	17,517
Emerson Drug Co.	17,024
Lamplighter (Cooperative)	14,297
Humphrey Homeopathic Med. Co.	12,761
Thomas Leeming & Co.	11,700
American Bird Products Co.	10,543
E. Fougera & Co.	10,050
R. B. Semler	9,620
Gambarelli & Davitto	9,255
Famous Jury Trials (Coop)	8,169
Barbasol Co.	7,114
Varady of Vienna, Inc.	6,989
Slide Fasteners, Inc.	5,880
John L. O'Brien Citizen's Comm.	5,064
Atchison, Topeka and Santa Fe R.R.	5,061
Admiracion Laboratories	4,144
Macfadden Publications	3,615
W. A. Sheaffer Pen Co.	2,835
Little Crow Milling Co.	1,400
Democratic Nat'l Comm.	938
N. Y. County Repub. Comm.	938
Non-Partisan Citizen's Comm.	893
Miscellaneous	303,793
GRAND TOTAL	$2,920,321

Mutual Broadcasting System 1938 Sponsor Expenditures

Bayuk Cigars, Inc.	$ 259,436
Gospel Broadcasting Ass'n	182,842
Gordon Baking Co.	182,574
Ironized Yeast Co.	179,724
Lone Ranger (Coop Program)	149,550
General Mills	137,492
P. Lorillard Co.	99,948
Lutheran Laymen's League	94,034
Vadsco Sales Corp.	90,973
Philip Morris & Co.	78,310
Journal of Living Publications	72,166
J. B. Williams Co.	70,426
Wheeling Steel Corp.	68,215
Heeker Products Corp.	65,421
Musterole Co. & E. W. Rose Co.	63,464

National Broadcasting Co. 1938 Sponsor Expenditures

Adam Hat Stores, Inc.	$ 76,736
Allis-Chalmers Mfg. Co.	67,236
American Home Products Co.	1,683,340
American Oil Co.	3,541
American Radiator & S. S. Corp.	3,200
American Rolling Mill Co.	52,962
American Tobacco Co.	1,331,884
Babbitt, B. T., Inc.	437,700
Ballard & Ballard Co.	23,780
Borden Co.	301,459
Bowey's, Inc.	129,172
Bristol-Myers Co.	942,930
Brown & Williamson Tobacco Corp.	656,306
Campana Sales Corp.	364,298
Campbell Soup Co.	1,565,637

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Canada Dry Ginger Ale, Inc..	48,276
Cardinet Candy Co..	35,032
Carnation Co.	560,872
Cities Service Co.	638,205
Colgate Palmolive-Peet Co.	118,576
Cook, Thomas & Son—Wagon Lits, Inc.	19,361
Cummer Products Co.	555,367
Drackett Co.	93,081
Emerson Drug Co.	88,463
Falstaff Brewing Corp.	125,232
Fels Co.	78,493
Fendrich, H., Inc.	59,712
Firestone Tire & Rubber Co.	635,206
Fitch, F. W., Co.	301,563
Gallenkamp Stores Co.	30,420
General Electric Co.	391,871
General Foods Corp.	2,519,220
General Mills, Inc.	1,200,886
General Motors Corp. (Buick Division)	13,158
Gilmore Oil Co.	49,652
Glass Container Ass'n of America	51,155
Glidden Corp.	12,078
Goodyear Tire & Rubber Co.	165,139
Globe Grain & Milling Co.	8,576
Griswold Manufacturing Co..	5,764
Group of American Banks	103,365
Grove Laboratories, Inc.	182,140
Gulden, Charles, Inc.	27,736
Horlick's Malted Milk Corp..	58,632
Household Finance Corp.	67,770
International Shoe Co. (Peters Division)	10,062
Jergens, The Andrew, Co.	622,277
Johnson, Carvell & Murphy	2,236
Johnson, S. C. & Son, Inc.	675,190
Kellogg Co.	406,401
Knox, Charles B., Gelatine Co., Inc.	4,088
Lady Esther, Ltd.	459,397
Lambert Co.	67,320
Lamont-Corliss & Co..	305,536
Larus & Brother Co.	71,436
Lewis-Howe Co.	119,840
Liggett & Myers Tobacco Co.	571,015
Local Loan Co.	492
Luft, George W., Co.	24,024
Macfadden Publications, Inc.	172,032
Marrow, J. W., Manufacturing Co.	28,028
Mennen Co.	21,892
Miles Laboratories, Inc.	1,387,006
Modern Food Process Co.	21,432
Moore, Benjamin, & Co.	42,924
Morrell, John & Co.	65,651
Morris, Philip & Co., Ltd.	526,664
Mueller, C. F., Co.	67,200
Musterole Co.	69,216
National Biscuit Co.	130,320
National Dairy Products Corp..	1,166,957
National Ice Advertisers, Inc.	111,456
Nehi, Inc.	247,792
Nestle's Milk Products, Inc.	4,212
Oxo, Ltd.	3,136
Pacific Coast Borax Co.	339,296
Pacific Guano Co..	2,236
Packard Motor Car Co.	140,220
Packer's Tar Soap, Inc.	49,140
Penn Tobacco Co.	69,769
Pepperell Manufacturing Co.	16,719
Pepsodent Co.	339,260
Pillsbury Flour Mills Co.	563,100
Pittsburgh Coal Co..	5,546
Princess Pat, Ltd.	123,580
Procter & Gamble Co..	1,860,155
Quaker Oats Co.	878,068
Radio Corporation of America	827,640
Ralston-Purina Co.	380,216
Regional Advertisers, Inc..	99,744
Richardson & Robbins	79,823
Richfield Oil Corp.	202,040
Servel, Inc.	86,532
Sherwin-Williams Co.	231,409
Signal Oil Co.	61,921
Standard Brands, Inc.	2,670,467
Standard Oil Co., of California	92,785
Sterling Products, Inc..	2,486,452
Stewart-Warner Corp.	384,195
Sun Oil Co..	631,667
S & W Fine Foods, Inc.	30,168
Swift & Co.	88,187
Tidewater-Associated Oil Co..	21,144
Tillamook County Creamery Assn.	10,220
Time, Inc.	220,023
Union Oil Co.	53,172
United Drug, Inc.	2,920
Vick Chemical Co.	116,148
Vocational Service, Inc.	6,912
Wander Co.	301,952
Ward Baking Co.	80,848
Warner, Wm. R., Co.	156,114
Washington, G., Coffee Refining Co..	129,001
Welch Grape Juice Co.	267,080
Wesson Oil & Snowdrift Corp.	45,552
Williams, J. B., Co.	167,336
Political Advertisers	51,369
GRAND TOTAL	$41,462,679

Columbia Broadcasting System 1938 Agency Gross Billings

Ruthrauff & Ryan, Inc..	$3,359,373
Benton & Bowles, Inc.	3,298,840
Young & Rubicam, Inc.	2,405,105
Blackett-Sample-Hummert, Inc.	2,057,018
Lord & Thomas	1,662,262
Newell-Emmett Co., Inc..	1,118,353
William Esty & Co., Inc..	1,081,013
N. W. Ayer & Son, Inc..	1,065,945
J. Walter Thompson Co..	1,040,996
Neisser-Myerhoff, Inc.	920,170
Lennen & Mitchell, Inc.	778,410
Ward Wheelock Co.	692,788
B. B. D. & O., Inc.	683,701
Gardner Advertising Co.	393,803
Compton Advertising, Inc.	578,152
The Blow Co., Inc.	463,380
Arthur Kudner, Inc..	435,120
Buchanan & Co., Inc..	405,265
D'Arcy Advertising Co.	358,940
Geyer, Cornell & Newell, Inc..	345,334

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Roche, Williams & Cunnyngham	340,767
Frances Hooper Advertising	331,985
Lambert & Feasley	302,385
Campbell-Ewald Co.	299,655
Knox Reeves Advertising, Inc.	247,993
Pedlar & Ryan, Inc.	246,732
Maxon, Inc.	225,960
McCann-Erickson, Inc.	211,410
U. S. Advertising Corp.	192,750
Morse International, Inc.	180,015
Bermingham, Castleman & Pierce	174,049
Aubrey, Moore & Wallace, Inc.	156,100
Brooke, Smith & French, Inc.	139,735
MacManus, John & Adams	130,615
Hutchins Advertising Co.	129,360
Erwin, Wasey & Co., Inc.	106,600
Lawrence C. Gumbinner	88,458
Bowman & Columbia	87,750
Brown & Tarcher	62,400
H. W. Kastor & Sons Adv. Co.	43,910
Botsford, Constantine & Gardner	40,800
Hixson, O'Donnell, Inc.	28,261
Walsh Advertising Co.	26,000
Cockfield, Brown & Co., Ltd.	21,000
Walker & Downing	14,995
Baker Advertising	14,220
Sidney Garfinkel Adv. Agency	14,080
Leo Burnett Co., Inc.	13,829
McKee, Albright & Ivey, Inc.	12,870
Tomaschke-Elliott, Inc.	10,170
Emil Brisacher & Staff	7,950
Arnold & Chase	7,770
H. M. Kiesewetter	7,320
A. McKim, Ltd.	6,920
Albert Frank-Guenther Law, Inc.	5,823
Walter Biddick Co.	5,445
Milton Weinberg Co.	5,370
Marschalk & Pratt, Inc.	5,348
Long Advertising Service	5,195
Hillman-Shane Advertising Agency	5,042
Joe Lowe Advertising Agency	5,040
James Houlihan, Inc.	4,950
MacLaren Advertising Co.	4,500
H. M. Frost Co.	4,125
Gillman Advertising	3,870
Dowd Ostreicher, Inc.	3,325
Lockwood-Shackelford Adv. Agency	2,730
Shattuck & Ettinger	2,520
Burton A. Osterhoudt	2,040
C. Ellsworth Wylie	1,950
R. H. Alber Co.	1,500
Kelly, Nason & Winsten	1,190
Larson & Aurrecoechea	1,080
Fisher, Zealand & Co., Inc.	1,040
Mason L. Ham, Advertising	815
James R. Lunke	360
Ray Davidson	360
C. Brewer Smith Adv. Agency	290
No Agency	2,675
GRAND TOTAL	$27,345,397

Mutual Broadcasting System 1938 Agency Gross Billings

Erwin Wasey & Co.	$ 397,393
Ivey & Ellington, Inc.	259,436
Ruthrauff & Ryan, Inc.	244,411
R. H. Alber & Co.	182,842
Young & Rubicam, Inc.	182,574
Blackett-Sample-Hummert, Inc.	137,492
Franklin Bruck Adv. Co.	110,926
Lennen & Mitchell	99,948
Redfield-Johnstone, Inc.	98,805
Kelly, Stuhlman & Zahrndt	94,034
Biow Co.	91,071
J. Walter Thompson Co.	87,450
Critchfield & Co.	82,473
Russel M. Seeds Co.	75,615
Albert M. Ross	72,019
Lambert & Feasley	58,108
Scholtz Adv. Agency	53,742
Lord & Thomas	49,217
N. W. Ayer & Son	46,844
Cecil, Warwick & Legler	41,958
Rohrabaugh & Gibson	38,257
Roche, Williams & Cunnyngham	31,721
Badger & Browning	29,353
Kleppner Co., Inc.	28,750
Batten, Barton, Durstine & Osborne	27,221
H. M. Kiesewetter	26,926
Brooke, Smith, French & Dorrance	23,754
Emil Reinhardt	22,008
Rocke Productions, Inc.	20,412
Flack Adv. Agency	20,360
Fisher-Zealand Co.	20,291
Lawrence G. Gumbinner	18,954
Kenyon & Eckhardt, Inc.	17,517
Sterling Adv. Agency	14,297
Wm. Esty & Co.	11,700
Weston-Barnett, Inc.	10,543
Gardner Adv. Agency	10,400
Small & Seiffer	10,050
Buchanan & Co.	9,840
De Biasi Adv. Agency	9,255
Philip Klein Adv. Agency	9,030
J. Ralph Corbett	8,169
Baggaley, Horton & Hoyt	6,989
G. Lynn Sumner	5,880
Morgan Reichner & Co.	5,064
Stack-Goble Adv. Agency	5,061
Charles Dallas Reach	4,144
Marschalk & Pratt	1,831
Gem Adv. Agency	1,650
Direct	1,639
L. W. Ramsey	1,500
Rogers & Smith	1,400
GRAND TOTAL	$2,920,324

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National Broadcasting Co. 1938 Agency Gross Billings

Blackett-Sample-Hummert, Inc.	$6,898,585
Thompson, J. Walter Co.	4,102,162
Lord & Thomas	3,080,107
Compton Advertising, Inc.	2,529,636
Young & Rubicam, Inc.	2,505,061
Wheelock Ward Co.	1,565,637
Benton & Bowles, Inc.	1,501,559
Wade Advertising Agency	1,383,711
Pedlar & Ryan, Inc.	1,311,453
Kastor, H. W. & Sons Advertising Co.	1,201,392
Stark-Goble Advertising Agency	1,001,999
Batten,Barton, Durstine & Osborn, Inc.	877,632
Needham, Louis & Brorby, Inc.	675,190
MacFarland, Hays & Co.	618,815
Sweeney & James Co.	635,206
Roche, Williams & Cunnyngham, Inc.	631,667
McCann-Erickson, Inc.	625,141
Lennen & Mitchell, Inc.	622,277
Erwin, Wasey & Co.	604,079
Newell-Emmett Co., Inc.	571,959
Hutchinson Advertising Co.	563,100
Blow, Co., Inc., The	526,664
Gardner Advertising Co.	505,178
Meker & Albright, Inc.	193,928
Warwick & Legler, Inc.	155,936
Ruthrauff & Ryan, Inc.	112,175
Mayou, Inc.	391,871
Ramsey, The L. W., Co.	364,563
Aubrey, Moore & Wallace, Inc.	361,298
Kudner, Arthur, Inc.	350,329
Ayer, N. W. & Son, Inc.	284,746
Greene, James N., & Co.	217,792
Ellis, Sherman K., & Co.	210,774
Hixson-O'Donnel Advertising, Inc.	202,910
Henri, Hurst & McDonald, Inc.	189,019
Seeds, Russel M., Co.	175,182
Westco Advertising Agency	117,188
Morse International, Inc.	116,148
Donahue & Coe, Inc.	111,156
Hoyt, Charles W., Co., Inc.	107,559
Wessel Co., The	103,365
Jones Co., The Ralph H.	93,981
Glicksman Advertising Co., Inc.	76,736
Kenyon & Eckhardt, Inc.	71,288
Lambert & Feasley, Inc.	67,320
Giffins, Bert S., Advertising	67,236
Gale & Pietsch, Inc.	65,656
Logan & Stebbins	61,921
Botsford-Constantine & Gardner	59,872
McJunkin Advertising Co.	57,921
U. S. Advertising Corp.	54,455
Mathes, Inc., J. M.	48,276
Fitzgerald Advertising Agency, Inc.	45,552
Mueneh & Co., C. Wendel	42,078
Long Advertising Service	40,974
Tomashcke Elliott, Inc.	37,268
Federal Advertising Agency	36,901
Baker Advertising Agency Ltd., The	35,025
Brisacher, Emil & Staff	30,168
Baggaley-Horton & Hoyt, Inc.	28,028
Kiesewetter Advertising Agency, Inc., H. M.	21,892
Clements Co., Inc.	21,432
Wertheimer Co., Inc., L. D.	15,420
Marschalk & Pratt, Inc.	13,112
Miner Co., Dan B.	8,576
Critchfield & Co.	6,912
Biddick Co., Walter	6,880
Walker & Downing	5,546
Livingston, Leon, Advertising Agency	4,212
Alber Co., R. H.	4,196
Cockfield, Brown & Co., Ltd.	4,165
Esty & Co., Wm.	3,646
Kutz Co., The Joseph	3,511
Morgan Reichner & Co.	3,284
Blaker Advertising Agency, Inc.	3,200
Wylie, C. Ellsworth Co.	3,200
Doremus & Co., Ltd.	3,136
Lowe Features	3,096
D'Evelyn & Wadsworth, Inc.	2,920
Ingoldsby Co., William A.	2,236
Fishler Zealand & Co., Inc.	1,769
Larsen & Aurrecochea	1,671
Muller & Co., J. P.	856
Scholts Advertising Service	688
Hanvey, Howard G.	680
Segall Advertising Agency, Theodore H.	121
Shattuck & Effinger	314
Moss, Farson Jay, Inc.	228
No Agency (Billed Direct)	871,813
GRAND TOTAL	$11,162,679

BROADCASTING ABROAD Ltd.

Member of

ASSOCIATION OF REPRESENTATIVES FOR
FOREIGN BROADCASTING STATIONS

A complete radio service for advertising agencies and exporters covering the Latin American markets.

119 West 57th STREET NEW YORK, N. Y.

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FEDERAL TRADE COMMISSION

Activities of the Federal Trade Commission With Respect to Radio Advertising Matter—the New Radio and Periodical Division

THE Federal Trade Commission began the review of advertising copy broadcast over the radio in 1934, applying standards similar to those employed in the review of published advertising copy.

False and misleading advertising matter as published in newspapers, magazines, and as broadcast over the radio, is continually surveyed and scrutinized by the Radio and Periodical Division of the Commission. By 1929 it had become apparent that such misrepresentation in the periodical field was of such volume as to necessitate specialized attention, and from 1929 until October, 1938, the Commission, through a Special Board of Investigation, reviewed the advertising columns of newspapers and magazines, and since 1934 commercial advertising continuities broadcast by radio, as well as public complaints of false and misleading advertising.

On October 18, 1938, anticipating the added duties devolving upon it by reason of new legislation (amendments to the Federal Trade Commission Act as contained in the Wheeler-Lea Act of March 21, 1938), the Commission abolished the Special Board of Investigation and created a new division, designated Radio and Periodical Division, and transferred to it all of the former functions and duties of the Special Board and its personnel, consisting of about 25 trained lawyers and a clerical force of approximately the same number.

Review of Radio Continuity

The Commission, in its Annual Report for the fiscal year, 1937-38, reports that under its systematic review of advertising copy broadcast over the radio it issues calls to individual radio stations about four times yearly. The continuity returns resulting from such calls for commercial script cover specified 15-day broadcast periods.

National and regional networks respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hook-ups are used involving two or more affiliated or member stations.

Producers of electrical transcription recordings submit monthly returns of typed copies of the commercial portions of all recordings produced by them for radio broadcasts. This material is supplemented by periodical reports from individual stations listing the programs of recorded transcriptions and other essential data.

The combined radio material received furnishes specific information on the character of current broadcast advertising and it is proving of great value in the efforts to prevent false and misleading representations.

Vast Amount Studied

During the fiscal year ending June 30, 1938, the Commission received 490,670 copies of commercial radio broadcast continuities, amounting to 1,069,944 pages of typewritten script. These comprised 677,074 pages of individual station script and 392,870 pages of network script.

The former Special Board, through its examining staff, read and marked 490,612 commercial radio broadcast continuities, amounting to 885,857 pages of typewritten script. These comprised 352,870 pages of network script and 532,987 pages of individual station script. An average of 2,905 pages of radio script were read each working day. From this material, 22,959 commercial broadcasts were marked for further investigation as containing representations that may have been false or misleading. The 22,959 questioned commercial continuities provided current specimens for check with existing advertising cases as to their compliance with actions, stipulations, and orders of the Commission and formed the bases of 1,544 prospective cases not previously set aside for investigation.

The Commission has developed from its commercial broadcast data, analyses showing the principal sources of false and misleading advertisements, segregated as to network, transcription, and individual station type of broadcasts, the latter being further broken down as to zone location and transmitting power. Such analyses are prepared only for the Commission's use and guidance in this type of work.

Many requests have been received from radio stations for advice and infor-

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mation concerning certain advertisers and their products. The Commission cannot give the information requested in many cases either because the matters may be under investigation or it is not fully advised of all the facts and cannot render opinions therein.

It is the policy of the Commission to treat as confidential all proceedings prior to acceptance of a stipulation, or the issuance of a complaint. Stipulations, after acceptance by the Commission, and all formal proceedings subsequent to the issuance of a complaint, are matters of public record available to anyone who may request it.

Cooperation of Radio and Publishing Industries

In general, the Commission has received the helpful cooperation of national and regional networks, and transcription producers, in addition to that of some 617 commercial radio stations, 252 newspapers and 108 magazine publishers, and has observed an interested desire on the part of broadcasters and publishers to aid in the elimination of false, misleading and deceptive advertising.

The Commission's representative coverage of current national and regional advertising, between July 1, 1934, and June 30, 1938, includes examination of 2,069,306 newspaper, magazine and radio advertisements for questionable representations. An analysis of commodity data, drawn from the questionable advertisements set aside for investigation in connection with this review, discloses the following classifications with respect to type, purpose, or use as advertised:

Commodities Named in Advertisements Marked for Investigation, 1934-1938

NAME OF COMMODITY	Percentage of total advertised articles in group investigated
Drugs, drug products, drug component preparations, and alleged remedies	30.5
Food products and beverages	6.8
Cosmetics and toiletries	6.1
Health devices, instruments, apparatus, contrivances, and similar specialty articles	5.3
Commodity sales promotion plans, with agency and employment offers, and specialty, novelty goods advertising	14.9
Correspondence courses, stamps, coins, astrological data, books, and similar mail order offers	12.5
Automobile, radio, refrigerator, and other equipment lines	9.0
Miscellaneous, including apparel, tobacco products, pet breeding, poultry raising, gasoline and lubricants, specialty building materials, etc.	14.9

The above compilation was based on an analysis of 105,962 questionable commercial radio continuities, and 55,863 questionable published advertisements, contained in 12,759 prospective advertising case files, assembled during the four fiscal years from July 1, 1934, to June 30, 1938, inclusive.

Sources of Advertising Cases

Examination of current newspaper, magazine and radio advertising, in the manner described, has provided the basis of an average of 80.4 per cent of the cases handled by the Commission through its former Special Board in the last three years. Complaints received from the public and information referred to the former board from other divisions of the Commission and from other government agencies formed the basis of the balance of this work.

Number of Cases Handled

During the fiscal year ended June 30, 1938, the Commission, through its former Special Board, sent questionnaires to advertisers in 733 cases, negotiated 383 stipulations, and settled and closed by its various methods of procedure a total of 625 cases. In certain cases the Board recommended that complaints be issued for failure to execute stipulations or for violating stipulations, and in other cases recommended that complaints be issued without giving the advertisers an opportunity to stipulate because of gross deception or danger to the public involved in the practices in which they were engaged.

In many cases the Board recommended filing the assembled data and closing the cases without prejudice to the right of the Commission to reopen them at any time the facts warranted. Some cases were closed because the Post Office Department had issued fraud orders against the respondents concerned or had accepted stipulations in lieu of fraud orders. Others were closed because the parties respondent had discontinued advertising or selling without intent to resume, and others because the advertisers were able to justify their claims.

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RESEARCH — ORGANIZATIONS

Anderson Nichols Associates

330 West 42 St., New York, N. Y.
Phone BRyant 9-2278
President.....E. R. Anderson
Secretary & Treasurer.....H. B. Nichols
Radio Research.....Paul W. Stewart

Branch Office
Suite 307, 53 State St., Boston, Mass.
Phone Capital 8498

•

Crossley, Inc.

330 West 42 St., New York, N. Y.
Phone BRyant 9-5462
President.....Archibald M. Crossley
Services Offered: Program rating, nationwide or individual area studies, general marketing consultants.

•

Adrian J. Flanter & Associates

132 W. 42rd St., New York, N. Y.
Phone, PEnnsylvania 9-6080
Services offered: Promotion counsel and research for broadcasting interests.

•

Walter P. Burn & Associates, Inc.

7 West 44th Street, New York, N. Y.
Phone, MUrray Hill 2-7462
President.....Walter P. Burn
Vice-President .....William Noble

Branch Offices
Bell Bldg., Chicago, Ill.
Court Exchange Bldg., Bridgeport, Conn.
Services Offered: Market studies, research, maps, etc.

•

Paul T. Cherington

2421 Time-Life Bldg., 9 Rockefeller Plaza
New York, N. Y.
Phone, CIrele 6-0926
Services Offered: Distribution consultant, market surveys, media studies.

•

Radio Coverage Reports

7 West 44th St., New York, N. Y.
Phone, MUrray Hill 2-7462
Direetor .....Edgar Felix

•

The Cooperative Analysis of Broadcasting

330 West 42nd Street, New York, N. Y.
Phone, MEdallion 3-3898
Manager.....A. W. Lehman
Governing Committee:
D. P. Smelser, Chairman (Procter & Gamble Co.); C. H. Lang (General Electric Co.); George Gallup (Young & Rubicam); A. Wells Wilbor (General Mills); L. D. H. Weld (McCann-Erickson).
Services Offered: CAB rates all commercial network programs, daytime as well as evening, and in addition analyzes these ratings hy geographical sections, income groups, etc. It is authorized hy the Association of National Advertisers and the American Association of Advertising Agencies to carry on this work which it has heen doing since March, 1930.

•

Facts, Inc.

420 Lexington Ave., New York, N. Y.
MOhawk 4-2669
President.....Thomas G. MacGowan

•

Roy S. Frothingham

111 Sutter Street, San Francisco, Calif.
Phone, Douglas 6446
Services Offered: Sales and advertising research.

•

C. E. Hooper, Inc.

51 East 42nd St., New York, N. Y.
Phone, VAnderbilt 3-6490
President.....C. E. Hooper
Vice-President.....E. A. Tomsett
Services Offered: Radio audience and listening survey specialists, publishers of monthly radio report (Hooper Report).

•

Hooper-Holmes Bureau

102 Maiden Lane, New York, N. Y.
Phone BEekman 3-5500
Director of Research.....Chester E. Haring

Branch Offices
80 Offces Throughout
United States and Canada

•

Irwin & Irwin

1627 Loeust St., St. Louis, Mo.
Phone, Republic 3179
Manager.....M. C. Irwin
Services Offered: Market research.

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Joint Committee on Radio Research

(cooperative AAAA, ANA & NAB survey)
420 Lexington Ave., New York, N. Y.
Phone, LExington 2-6460
Chairman .....John Benson

•

Helen King

17 East 48th St., New York, N. Y.
Phone, Wickersham 2-1127

Services Offered: Contest consultant, research and management (i.e., judging, planning, research, statistics, etc., on contests).

•

Walter Mann & Staff

350 Madison Ave., New York, N. Y.
MUrray Hill 2-3479
President..... Walter Mann

Services Offered: Research, surveys, and counsel for scientific advertising and sales strategy for advertisers, agencies, publishers and radio stations.

•

Market Data Service

211 State Street, Bridgeport, Conn.
Phone, 5-3218
President .....W. G. Davis
Vice-President.....J. S. Westbrook
Secretary-Treasurer.....Walter P. Burn

Branch Offices
7 West 44th St., New York, N. Y.
Bell Bldg., Chicago, Ill.

Services Offered: Merchandising, marketing research and surveys.

•

Market Research Corp. of America

1350 Sixth Ave., New York, N. Y.
Phone Circle 7-1655
President.....Percival White
Vice-President..... Pauline Arnold

•

National Radio Auditors

350 Madison Ave., New York, N. Y.
Phone, MUrray Hill 2-2037
Manager.....William H. Appleby
Public Relations Director.....J. W. Mosher
Secretary.....Claire Cummings

Services Offered: A cooperative organization for the verification of circulation of broadcasting stations in the United States and Canada.

•

A. C. Nielsen Company

2101 Howard Street, Chicago, Ill.
Phone, Hollycourt 6100
President.....A. C. Nielsen
Executive Vice-President in Charge of Nielsen Radio Index.....H. L. Rusch

Branch Office
500 Fifth Ave., New York, N. Y.
Phone, PEnnsylvania 6-7126
Executive Vice-President.....J. O. Peckham

•

R. L. Polk & Co., Inc.

351 Fourth Ave., New York, N. Y.
Phone CAledonia 5-8500
President.....R. L. Polk
Secretary-Treasurer.....E. B. Mixer

•

Psychological Corp.

522 Fifth Ave., New York, N. Y.
Phone VAnderbilt 3-9356
Managing Director.....Paul S. Achilles
Director of Research.....Dr. Henry C. Link

Services Offered: Market research.

•

Ross Federal Research Corp.

18 East 48th St., New York, N. Y.
Phone, PLaza 3-6500
President.....Harry A. Ross
Director of Advertising.....Donovan Hall

•

Daniel Starch

420 Lexington Ave., New York, N. Y.
MOhawk 4-6624
President..... Daniel Starch
Director Research.....F. Mills Shepard

Better Sales Material at Budget Cost

Special surveys are sometimes needed and we can make them. But there are hundreds of facts about your market, gathered by Federal, State and Educational Authorities at a cost of millions of dollars. We can sift, sort, compare and dramatize this material for your local and national sales effort. Write us for details of this service and proof of its effectiveness

WALTER P. BURN & ASSOCIATES, INC.

•

MARKET DATA SERVICE INC.

7 West 44th Street
New York, N. Y.

Chicago, Ill. Bridgeport, Conn.

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THE NATIONAL ADVERTISER ☆ AND SPOT RADIO ☆

By

C. E. MIDGLEY, JR.

Time Buyer, Batten, Barton, Durstine & Osborn, Inc.

PERHAPS the most significant development in spot broadcasting during the past year has been the increased use of this type of radio by national advertisers. This is a trend which has been increasing steadily but which has not yet reached its full force. Each year new advertisers "discover" this medium and most of the old ones remain. There are a number of reasons for the selection of spot broadcasting as an element in every advertising campaign.

An advertiser really has two separate sales pictures with which he is concerned. The first is the national problem—his sales and advertising requirements for the country as a whole. The second is a series of individual pictures of each territory in which he sells his product. Very possibly no two of these pictures are identical and each requires individual analysis, study and treatment. Network advertising can be used to meet the broad, national requirements, but it is in the individual territories that spot broadcasting has proved so effective.

For example, in one territory local competition might be unusually strong and a series of spot broadcasts would be just the added impetus needed to put the national advertiser on an equal footing. In another area the lack of dealer cooperation might be the one factor that slows up sales and a series of radio programs on a local station would enlist the dealer help that had been lacking.

Many advertisers use spot radio as a testing ground for the selection of a program with broad, general appeal for network or transcription use. Other advertisers with distinctly seasonal sales find spot broadcasting their most effective medium.

Of course, an advertiser cannot just go into a city and spend $1,000.00 or $5,000.00 for "some radio." He must plan his campaign as thoroughly as if he were using network radio or some other medium.

The radio stations throughout the country, long ago, mastered marketing problems and coverage statistics. They know what they can offer the advertiser in radio families, filling stations and grocery outlets. They have developed a sense of showmanship, an analysis of the likes and dislikes of their listeners. They can counsel with the national advertiser and help him select a program which will be the correct solution. Maybe a news commentator would be the best bet in one area, a barn dance in another and a vocal trio in a third. This is the type of service which intelligent stations offer an advertiser today and which result in increased business.

The amount of merchandising, publicity and dealer promotion which a radio station will undertake for a spot schedule far exceeds the amount which it will supply for a network advertiser. Theoretically, this should not be true but it is governed by sheer economics. Every radio sponsor should merchandise his program to the fullest extent in order to secure the greatest effectiveness. This, of course, is a maxim of the industry.

There are certain advertisers who have never used radio but who have stood by and seen it produce definite sales results for their competitors. For this group, spot broadcasting offers an opportunity to test the medium on as small a scale as desired until they become convinced that it can sell their products, too.

If there is any one single word which can best describe spot broadcasting, it is flexibility. Flexibility in the selection of markets, programs and time of broadcast. Spot radio can be as large or small a part of the general advertising campaign. It can be used as a testing ground or for intensive hard-hitting, direct selling.

It is not surprising, then, that the expenditures for spot broadcasting have been increasing more rapidly each year or that each year finds new national advertisers listed as sponsors. Radio has all the elements of an effective selling medium. With most of the cream hours for network broadcasting currently sold, the advertiser will be forced to rely on spot radio to derive the benefits of this type of advertising.

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ADVERTISING VOLUME IN 1938*

By

DR. L. D. H. WELD

Director of Research, McCann-Erickson, Inc.

THE YEAR 1938 was not a good one for advertising. There was a drop of 13.9 per cent for the year as a whole as compared with 1937. This record is not surprising, however, because it is right in line with what has happened to general business conditions during 1938. The Trade Barometer, constructed by the writer and published in Dun's Review, fell off almost exactly 12 per cent. Industrial production fell off even more—about 25 per cent.

Looked at from the standpoint of preceding years, 1937 had shown an increase of 5.5 per cent over 1936; and 1936 had shown an increase of 12.2 per cent over 1935. These figures reflect the business improvement during 1936 and 1937. The effect of the present depression, which began in 1937, is reflected in the drop of 1938.

The Index of General Advertising reveals what has happened to advertising in general. For 1938, the index stood at 81, as compared with 94 in 1937. Although 1938 registered a substantial decrease, it was still 25 per cent higher than in 1933. On the other hand, the 1938 index will have to increase 49 per cent before it reaches the all-time high of 121, which happened in 1929. The writer believes that it will reach this level again, some day, but nobody can tell how long it will take.

Radio

Radio is the only one of the five media considered — farm papers, outdoor, magazines, newspapers and radio—which showed an increase in 1938 over the previous year. To be sure, the increase was only from 256 to 259, a gain of 1.3 per cent. The present depression simply slowed radio up.

Radio started out by showing good increases during the first three months. Then it about broke even for the next quarter. During the summer it showed decreases of from 6 to 8 per cent. During the fall radio again began to show increases of a little over 5 per cent. The highest point of the year was in June, when the index reached 281.0. (Indexes for 1938 are partially estimated because December figures are not available, but the inclusion of the final figures cannot, however, appreciably alter the results for the year as a whole.)

The course of advertising depends almost entirely on the course of business conditions. The preponderance of opinion at present is that 1939 will be definitely better than 1938. If business should keep on improving during the year, advertising would pick up as the months roll along, but from the standpoint of the present outlook, I might hazard a guess that advertising will probably show an increase of from 6 to 10 per cent during 1939.

* *(Condensed from an article by Dr. Weld which appeared in Printers' Ink)*

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☆ FOREIGN ☆ LANGUAGE MARKET

By

N. G. NATIRBOV

IN MANY respects one of the most attractive markets in the United States, is the foreign-language market. This important sales outlet is made up of foreign speaking Americans who still depend on their native tongue for self-expression. This virgin market presents unusual opportunities for sales promotion of nationally advertised products.

According to the latest U. S. Census, approximately 30,000,000, or a little less than one-fourth of our population is made up of people who are either foreign-born, or native-born of foreign or mixed parentage. Further analysis of this breakdown reveals that 14,000,000 are actually foreign-born. 40% to 70% of the population of every important city in the U. S. is made up of these people who speak a "foreign" language at home. For instance, in the greater New York area alone there are more Italians than the combined populations of Indianapolis, Ind., Houston, Tex., and Columbus, Ohio. More Jews than the entire population of the City of Philadelphia, and more Polish speaking people than the total population of Kansas City, Mo. In Chicago over 65% of the total population is made up of foreign-born, or native-born of foreign or mixed parents. Other great industrial and commercial centers like Philadelphia, Detroit, Boston, Pittsburgh, Milwaukee and Buffalo have also highly concentrated foreign speaking communities running into hundreds of thousands.

Consistent Clients

These foreign speaking centers represent tremendous purchasing power. They spend billions of dollars each year on food, soaps, drugs, toilet articles and automobiles. Their daily wants and needs are numerous and varied. Yet, comparatively few of the national advertisers have realized the primary importance of this virgin market. In the past two years the number of national accounts and the volume of dollars spent in the foreign-language radio medium have been continually going up. What is more import-

National Foreign Language Broadcasting Service • • •

• Pioneers in the specialized field of Foreign Language Broadcasting.

• We offer Productive Program ideas in every Language.

• Pertinent Facts, Figures and capable Station Presentation.

J. FRANKLYN VIOLA & CO.

152 W. 42nd Street New York City

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ant is the fact that those national advertisers who once try this medium are usually so satisfied with the results that they remain consistent users for several years at a time. Procter & Gamble is perhaps the outstanding example among the national advertisers who have made strong efforts in this field. They cover all the important markets, and their appropriation for the foreign-language radio medium runs into over $100,000.00 a year. These campaign have proven to be so successful that their contracts with most of the foreign-language stations have been again renewed for the third time.

Foreign Language Outlets

No other medium is received with such great enthusiasm and loyalty as the foreign-language radio. There are today approximately 200 radio stations in this country which broadcast regularly one or more programs in the foreign-language. The average life of these programs is from five to seven years, and most of them have proven to be very successful in increasing sales for their sponsors.

Broadcasts

There is little wonder that these broadcasts are so extremely effective and popular with these foreign speaking Americans, for they are carefully produced and directed to appeal to the natural tastes of these "foreign" customers who spend billions of dollars each year on the products which are introduced to them through this medium. The various surveys which have been made in this field prove conclusively that the foreign-language radio advertising offers the most economical, and at the same time highly effective approach to this important market. In fact, the surveys made among the retail trade show that in every case over 80% of the retailers interviewed acclaim foreign-language radio as the most effective medium in helping them sell their products.

It is a natural desire of these people to listen to broadcasts originating in their native tongue. Furthermore, our greatest markets are made up of these people whose familiarity with some of our best products is still very vague. It is mainly for this reason that those national advertisers who have made special efforts to get this trade, have met with such enormous success. For in spite of the fact that practically one-half of these "foreign" customers understand English, the greater majority of them are still influenced entirely by what they hear in their native tongue. This is especially true where their buying habits are concerned.

It is for this reason that any consideration of advertising plans in any one of the industrial centers cannot be complete unless special effort is made to reach these vastly important foreign-speaking groups.

JOHNSTON & NATIRBOV

SPECIALISTS in foreign-language radio advertising, covering all the important national markets.

A complete service including:—

- PLANNED ADVERTISING
- MERCHANDISING
- SELLING
- PROGRAMS AND CONTINUITIES
- RECORDINGS
- TALENT

Representatives of 60 of the most important Foreign Language Stations

JOHNSTON & NATIRBOV

420 Lexington Ave., New York City

MOhawk 4-0310

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☆ A TIME BUYER LOOKS ☆ AT STATION REPRESENTATIVES

By

FRANCIS H. CONRAD

Time Buyer, McCann-Erickson, Inc.

THE TIME BUYER in the average advertising agency probably expects more than he should from station representatives. That is probably as it should be. For no time buyer worth the berth he occupies can get along without station representatives. Radio as a medium is too fluid for one man to know all about it. Station representatives may sometimes feel that a time buyer is asking for too much.

What may a time buyer expect of a station representative? It amounts to little more than you can find in any book on "How to Get Your Foot in the Door and Close the Order," but at least one time buyer feels they are the fundamentals of sound station representation.

1. The time buyer has the right to expect that the station representative has an advertising background. Such a background is practically an indispensable quality for the representative. The time buyer, no matter how great his feelings otherwise, must consider radio as simply another medium of advertising. He must relate radio to the whole sales picture of the product advertised. He must relate a particular station to the whole picture of the sales of that product. Simple as that sounds, that's advertising. And without that same fundamental concept a station representative is wasting everybody's time.

2. The time buyer has the right to expect that the station representative shall know, not only what he's talking about, but why. Regardless of the results produced by a survey, regardless even of the phenomenal success of a station's promotion with its listeners, unless the story is the story the time buyer wants to hear, it doesn't mean anything. In a word, the station representative's sales talk must be keyed to the thinking of the time buyer.

3. The time buyer has the right to expect that the station representative can move around to his side of the desk and look at the problem. The time buyer is interested in selling the client's products. A radio station is a means of selling that product—sometimes. The selling of that product may be complicated by any one of a hundred different factors. The station representative must be able to put himself in the time buyer's place, and look at those factors. He must be able to determine, from that side of the desk, how the station will help in overcoming those factors.

4. The time buyer has the right to expect that the station representative can keep his mouth shut. No time buyer can possibly keep in touch with all of the changes in markets and stations throughout the country. He must get accurate station information from the representative. He must, more often than not, place his problems on the desk for the station representative to see, and aid him in solving. He has the right to expect that when he does place his problems before the station representative, that the representative will not talk about it. He has the right to know that the station representative will not use the fact that he is going to buy time, as a lever on another time buyer. He has a right to know that a campaign's strength will not be vitiated by a station representative's premature announcement.

Along with these four suggestions, another bears repetition. Don't oversell. After all, an agency operation is a continuous operation. When a time buyer has been oversold once, it's a pretty fair bet he won't repeat by buying.

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SEARS & AYER
INCORPORATED

•

RADIO STATION REPRESENTATIVES

•

CHICAGO NEW YORK

"MONEY TALKS IN ANY LANGUAGE"

•

FOREIGN DEPARTMENT

Complete National Coverage of FOREIGN-LANGUAGE MARKETS in the United States.

ENGLISH DEPARTMENT

Major U. S. Buying Markets Covered by QUALITY STATIONS That Give RESULTS.

FORJOE & COMPANY

Radio Station Representatives

19 W. 44th St., N. Y. VAnderbilt 3-8950

Forrest U. Daughdrill, Gen. Mgr.

STATION REPRESENTATIVES

EVERYWHERE

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RADIO DAILY

REGULARLY

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☆ RADIO STATION REPRESENTATIVES ☆

Radio has no more ardent salesman and supporter than the representative. Individually and collectively he has been a vital force in the successful growth of radio. In servicing agencies by supplying needed facts, availabilities and other data, he bridges the gulf of hundreds and thousands of miles separating the station and the agency. The listing which follows is up-to-date as of Feb. 15, 1939.

ALL-CANADA RADIO FACILITIES LIMITED

Calgary—Southam Bldg.
H. R. Carson, President-Managing Director; A. R. Gibson, Secretary-Treasurer.

Montreal—Dominion Square Bldg., B. Hall
Toronto—Victory Bldg., G. F. Herbert
Winnipeg—Manitoba Telephone Bldg., P. H. Gayner
Vancouver—541 West Georgia St., J. E. Baldwin

Stations—CKWX, CFJC, CJAT, CFAC, CJCA, CFGP, CJOC, CHAB, CKBI, CKCK, CKX, CFAR, CKY, CJKL, CFCH, CKGB, CFRB, CFCF, CFNB, CHNS, CJCB, CFCY, CJCS.

ASSOCIATED BROADCAST ADVERTISING CO.

New York—152 West 42nd Street.....Wisconsin 7-2299
Irving T. Porter, Commercial Manager; Miss G. Baron, Script Department.
Station—WFAS, White Plains, N. Y.

ASSOCIATED BROADCASTING CO., LTD.

Toronto—Hermant Bldg. .....Elgin 3345
E. A. Byworth, President; E. L. Weaver, Sales Manager J. C. Tobin, Transcription Director; A. S. Toby, Recording Engineer.

Montreal—Dominion Square Bldg. .....Belair 3325
M. Maxwell, Vice-President; W. A. Eversfield, Secretary-Treasurer; J. O. Denis, French Director; B. J. Cossman, Script Director.
Stations—CHGS, CJLS, CKCH, CHNC, CKCV, CHLN, CKPC, CFCO, CKCR, CKSO, CKNX, CJCJ, CHWK, CKMO, CFCT.

BERTHA BANNAN

(New England Representative)*

Boston—15 Little Bldg., Bertha Bannan.....HANcock 6178
Stations—WCSH, WLBZ, WFEA, WHEB, WLNH, WDEV, WNBX, WTAG, WLAW, WSPR, WBRK, WHAI, WJAR, WDRC, WSYR, WJTN, WCAU.

*Stations represented on a regional basis in New England only.

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WALTER BIDDICK COMPANY

Los Angeles—568 Chamber of Commerce Bldg. ..... Richmond 6184
Walter Biddick, President; James C. McCormick, Jr.; T. N. Turner, Guy Mead.

San Francisco—1623 Russ Bldg., Walter Monroe, Jr., Manager ..... Sutter 5415

Seattle—1038 Exchange Bldg., John Kiewel, Manager ..... Main 6440

Stations—KTAR, KVOA, KFSD, KFOX, KTMS, KARM, KXO, KROY, KVEC, KHSL, KIEV, KYOS, KTRB, KSRO, KTKC, KAST, KFJI, KOOS, KMED, KRNR, KXL, KLO, KUJ, KFPY, KGVO, KTSM, KGU, KFQD, KGBU, KFBI, KMA, KID, KTFI, KSEI, KFXD, KRLC, KGHF, KFXJ, KDFN, KWYO, KGNC, WIBW.

JOHN BLAIR & COMPANY

Chicago—520 N. Michigan Avenue ..... Superior 8660
John Blair, President; Lindsey Spight, Vice-President; Gale Blocki, Charles Dilcher, Charles Freeman, Richard Gardner, W. Ward Porrell

New York City—341 Madison Avenue ..... Murray Hill 9-6084
George Bolling, Vice-President; Richard Buckley, William Weldon, H. Reach Laney.

Detroit—New Center Bldg., R. H. Bolling ..... Madison 7889

Los Angeles—438 Chamber of Commerce Bldg., Carlton E. Coveny ..... Prospect 3548

San Francisco—608 Russ Bldg., Lindsey Spight, Vice-President ..... Douglas 3188

Stations—Don Lee Network, KIDO, WNBS, WMMN, KFEL, KTRH, WOW, KDYL, WGBI, WSPD, WWVA, WLS, KTHS, WMBG, WOKO, WBIX, WJAX, WFLA, WQAM.

THE BRANHAM COMPANY

New York—230 Park Avenue ..... Murray Hill 6-1860
M. H. Long, Vice-President; James H. Connolly, Manager of radio department.

Chicago—360 N. Michigan Avenue ..... Central 5726
John Petrie, President; Joseph Timlin, Manager radio department.

Detroit—General Motors Bldg., Harry Anderson ..... Madison 8893

Dallas—723 Mercantile Bldg., A. J. Putman ..... Dallas 2-8569

Atlanta—Rhodes Haverty Bldg., J. B. Keough ..... Walnut 4851

St. Louis—Arcade Bldg., W. F. Patzlaff ..... Chestnut 6192

Kansas City—National Fidelity Life Bldg., G. F. Dillon ..... Harrison 1023

San Francisco—235 Montgomery St., A. B. Fenger ..... Garfield 6740

Los Angeles—448 S. Hill St., W. L. Blythe ..... Michigan 1269

Portland—920 S. W. Sixth Ave., G. A. Wellington ..... Atwater 7484

Seattle—1004 Second Ave., A. G. Neitz ..... Seneca 4480

Stations—KWKH, KTBS, KBIX, WTJS, WMC, KRLD, WWNC, West Virginia network (WCHS, WPAR, WBLK), KXYZ, KRIS.

BROADCASTING ABROAD, LTD.

(Latin America Representative)

New York—119 West 57th Street ..... Circle 7-4161
Henry G. Hoberg, Executive Vice-President; Edward R. Parker, Vice-President.

Stations—in Argentina, Bolivia, Brazil, Canary Island, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Philippine Islands, Puerto Rico, Spain, Uruguay, Venezuela.

HOWARD C. BROWN COMPANY

Hollywood—6418 Santa Monica Blvd. ..... Hollywood 6045
Station—3XY, Melbourne, Australia.

BRYANT, GRIFFITH & BRUNSON, INC.

New York City—9 East 41st Street ..... Murray Hill 2-2174
Harry C. Griffith, President and General Manager; George Gundling, Secretary; F. J. Coyle, Bob Greene, John McDonald.

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Chicago—360 N. Michigan Avenue.....Andover 1040
F. F. Parsons, Vice-President; W. W. Sauerberg, Roy Black, John Murphy.
Detroit—General Motors Bldg., Harry W. Pollard, Vice-President.....Madison 3534
Boston—201 Devonshire Street, J. F. Walsh.....Liberty 4259
Atlanta—Walton Bldg., B. Frank Cook.....Walnut 1231
Salt Lake City—838 - 24 St. (Ogden, Utah), Wayne Eldredge
Stations—WFBC, KLO, WGTM.

BURN-SMITH COMPANY, INC.

New York City—7 West 44th St. .....Murray Hill 2-7462
Walter P. Burn, President; William Noble, Vice-President; G. Byron Smith, II, Secretary-Treasurer.
Chicago—2001 Bell Bldg., John A. Toothill.....Central 4270
Detroit—New Center Bldg., Don F. Daubel.....Madison 3350
Hollywood—Walter L. Reid.
Washington, D. C.—Edgar Felix.
Stations—WMFO, WAGF, WBHP, WMSD, WJRD, KMTR, WRDW, WKEU, WJBL, WHBU, WCMI, WLAP, KPLC, WORL, WELL, KGDE, WGCM, WFOR, WAML, WAAT, WHBI, WFTC, WMFD, WOPI, WRNL, WCHV, WBTM, WGH, Virginia Broadcasting System (comprising WCHV, WLVA, WBTM, WRNL, WGH).

CHARLES C. CALEY

Peoria—Alliance Life Bldg.....Peoria 7133
Station—WDZ.

CAPPER PUBLICATIONS

New York City—420 Lexington Avenue.....Mohawk 4-3280
William L. McKee, Dean A. Bailey.
Chicago—180 N. Michigan Avenue, Felix Morris.....Central 5977
Detroit—General Motors Bldg., E. J. McKernan.....Madison 2125
San Francisco—1207 Russ Bldg., William B. Flowers.....Douglas 5220
Stations—WIBW, KCKN.

CONQUEST ALLIANCE CO., INC.

(Latin America Representative)

New York—515 Madison Avenue.....Plaza 3-5650
Clarence H. Venner, President; A. M. Martinez, Vice-President.
Chicago—203 N. Wabash Ave., Alfred V. Bamford, Manager.....State 3348
Havana—Metropolitana Bldg., Rene Canizares, Manager.....M 2953
Buenos Aires—Sarmiemto 559, Carlos Degges, Manager.....UT Retiro 0664
Rio de Janeiro—Edificio Odeon 710, Roberto Constantinesco, Manager.....42-0945

COX AND TANZ

Philadelphia—Drexel Building.....Lombard 1720
A. P. Cox, Co-owner; E. R. Tanz, Co-owner; F. Schlett, T. Cunningham.
New York City—535 Fifth Avenue, E. R. Tanz.....Murray Hill 2-8284
Chicago—228 N. La Salle Street, Joseph C. Cox, Jr.....Franklin 2095
Stations—KWJB, WGLU, KUMA, KGFJ, KYOS, KTRB, KRLC, KIUL, WBNO, KGFW, WFAS, KAWM, KDLR, WPAY, KAST, KWJJ, KFJI, WJAC, WKST, WWSW, WKOK, WMBS, WSPA, KWTN, KNEL, KNET, KPAC, KSUB, WHBQ, KWLK, KXA, KUJ, KWYO.

HARRY E. CUMMINGS

(Southeastern Representative)*

Jacksonville, Fla.—306 Florida National Bank Bldg.....Jacksonville 3-0381
Stations—WJAX, WIOD, WFLA.
*Stations represented on a regional basis in Southeastern United States only.

JOHN G. DALE

New York City—551 Fifth Avenue.....Murray Hill 2-8219
John G. Dale, Manager.
Chicago—360 N. Michigan Avenue.....Dearborn 0351
Palmer Terhune, Manager.
Station—KOB.

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DOMINION BROADCASTING CO.

Toronto, Canada—4 Albert Street, Hal B. Williams, Manager.....Adelaide 3383
Stations—CFPL, CKTB, CKCR, CKOV, CKCH, CHLT.

JAMES F. FAY RADIO BROADCASTING CO.

(New England Representative)*

Boston—1011 Statler Bldg., James F. Fay, President.....Hubbard 1225
*Stations represented on a regional basis in New England only.

FORJOE & COMPANY

New York City—19 West 44th Street.....Vanderbilt 3-8950
Joseph Bloom, President; Forrest U. Daughdrill, Vice-President and General Manager.
Stations—KFRO, WGES, WSBC, WCBD, WEMP, WTMV, KPAB, KFVD, KFOX; Stations represented for foreign language programs: WDAS, WBRE, WWSW, WKBN, WSAY, WJBK, KSAN.

FREE & PETERS, INC.
(and Free, Johns & Field)

New York—247 Park Avenue.....Plaza 5-4131
H. Preston Peters, Vice-President; Russel Woodward, N. Y. District Manager; C. Terence Clyne, Hugh K. Boice, Jr., Robert G. Patt.
Chicago—180 N. Michigan Avenue.....Franklin 6373
James L. Free, President; Hugh M. Feeley, Chicago District Manager; Hal W. Hoag, J. W. Knodel, Arthur Barry.
Atlanta—617 Walton Bldg., F. Lacelle Williams.....Jackson 1678
San Francisco—111 Sutter Street, A. Leo Bowman.....Sutter 4353
Detroit—New Center Bldg., Charles G. Burke.....Trinity 2-8444
Los Angeles—Chamber of Commerce Bldg., Walter Biddick Co.....Richmond 6184
Stations—WHO, WGR-WKBW, WCKY, WOC, WDAY, WOWO,WGL, KMBC, WAVE, WTCN, WMBD, KSD, WFBL, WCSC, WIS, WPTF, WDBJ, KTUL, KOIN-KALE, KSFO, KVI.

GENE FURGASON & COMPANY

Chicago—221 North La Salle Street.....State 5241
C. L. Sleininger, Secretary-Treasurer; Arch Kerr, Vice-President.
New York City—551 Fifth Avenue.....Murray Hill 2-3734
Gene Furgason, President; Harry Burdick, Hugh Boyles.
Kansas City—1012 Baltimore Avenue, J. J. Farrell.....Grand 6810
Stations—KFYR, WGBF, WEOA, WHJB, WELI, WJAS, KQV, WHBF, KFNF, WBOW, KMPC, WBRK, WABI, WATR, KGIR, KPFA, KXL, KFPY, KRSC, WIBC, KMMJ, WSAN, KGKO.

NORMAN B. FURMAN, INC.

(Foreign Language Representative)

New York—117 West 46th St., Norman B. Furman.....Longacre 3-0035

GEORGE P. HOLLINGBERY CO.

New York City—420 Lexington Avenue.....Murray Hill 5-8078
F. E. Spencer, Jr., Vice-President; Robert Davies, Donald A. Donahue.
Chicago—307 N. Michigan Avenue.....State 2898
George P. Hollingbery, President; Walter Holden.
Detroit—Park & Adams Street, Fred Hague.....Cherry 5200
Atlanta—Walton Bldg., G. M. Kohn, Jr.....Walnut 4039
San Francisco—564 Market St., Leslie Meek.....Garfield 7511
Stations—WADC, WJBO, WCOL, WHIO, WWJ, WEBC, KTSM, WBIG, WJDX, WREN, WIOD, WEEU, WHAM, KSCJ, WORC.

INTERNATIONAL BROADCASTING COMPANY, LTD.

(European Representatives)

London—37, Portland Place, W.1.....Langham 2000
Capt. Leonard F. Plugge, Chairman; C. Shanks and H. E. Needham, Directors; Richard L. Meyer, General Manager; Frank Lamping, Assistant General Manager; Jack Hargreaves, Program Director.
Stations—Radio Normandy, Canadian Broadcasting Corp. Network.

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INTERNATIONAL RADIO SALES

(A Division of Hearst Radio, Inc.)

New York—20 East 57th Stteet.....Plaza 8-2600
Loren L. Watson, General Manager; Ed Harvey, Production Manager; Lincoln P. Simmonds; Robert E. Howard.
Chicago—326 W. Madison Street.....Central 4547
R. N. Weil, Manager; J. Chris Hetherington, Richard Kopf.
Los Angeles—141 N. Vermont Avenue, John Livingston.....Exposition 1341
San Francisco—Hearst Bldg., John Livingston.....Douglas 2536
Stations—WCAE, WBAL, WISN, WINS, KOMA, KTSA, WSAI, KNOW, WACO, KEHE, KYA, WLS, KOY, Texas State Network.

JEWISH RADIO ZONE ADVERTISING CO.

(Foreign Language Station Representatives)*

New York City—110 West 40th Street.....PEnnsylvania 6-0043
B. Waxelbaum, J. S. Epstein, Principals.
*Stations represented only for the broadcasting of Jewish programs.

JOHNSTON & NATIRBOV

(Foreign Language Station Representatives)*

New York City—420 Lexington Avenue.....MOhawk 4-0310
M. G. Natirbov, President and General Manager.
Stations—WOV, WEVD, WLTH, WBBC, WBNX, WGES, WCBD, WIND, WSBC, WBNY, WCOP, WTEL, WPEN, WDAS, WWSW, WJBK, WEMP.
*Stations represented only for the broadcasting of foreign language programs.

THE KATZ AGENCY, INC.

New York City—500 Fifth Avenue.....Longacre 5-4595
G. R. Katz, President; S. L. Katz, Vice-President; Eugene Katz, Secretary; M. J. Beck, Treasurer; G. W. Brett, Sales Manager; G. H. Gunst, A. Doris, S. R. Rintoul, M. O'Mara, Ned Costello, M. Kellner, D. H. Denenholz, Ted Kruglak, H. R. Goldberg.
Chicago—307 N. Michigan Avenue.....Central 4238
Paul Ray, Manager; Sidney L. Katz, Lowell E. Jackson, O. R. Whitaker, Jr., Stanley Reulman, Davis G. Kirby, A. N. Armstrong, Jr.
Detroit—General Motors Bldg.....Trinity 2-7685
Ralph Bateman, Manager; David H. Decker, Edward J. Flynn.
Kansas City—Bryant Bldg.....Victor 7095
Gordon Gray, Manager; Gilbery Berry.
Atlanta—22 Marietta Street Bldg.,.....Walnut 4795
Fred M. Bell, Manager; Marvin Smith.
Philadelphia—260 S. Broad Street, M. J. Flynn.....Kingsley 1950
Dallas—Republic Bank Bldg., Frank Brimm.....Dallas 2-7936
San Francisco—Monadnock Bldg., Richard S. Railton.....Sutter 7498
Stations—KIRO, WGST, KGHL, WCFL, WNOX, KVOR, KLZ, KGU, KLRA, WREC, WWL, WKY, KTAR, WDAE, WMT, KSO, KRNT, KANS, KFAB, KOIL, KFOR, WIRE, WNAX.

KELLY-SMITH COMPANY

New York City—420 Lexington Avenue.....Mohawk 4-2434
Frank W. Miller, President-Treasurer; James E. Mullins, Secretary.
Frank M. Headley, Manager; Lester Blumenthal.
Chicago—180 N. Michigan Avenue, Dwight S. Reed, Manager.....Franklin 4687
Detroit—New Center Bldg., Robert B. Rains, Manager.....Madison 4675
Stations—WSGN, WROK, WSJS, KFEQ, WSFA, WSPA.

JOSEPH HERSHEY McGILLVRA

New York—366 Madison Avenue (Main Office).....VAnderbilt 3-5055
Joseph M. McGillvra, Owner; Norman R. Prouty, Sales Manager; Adam Young, Jr.
Chicago—919 North Michigan Avenue.....Superior 3444
Harlan G. Oakes, Manager; S. M. Aston.
San Francisco—627 Mills Building, Duncan A. Scott, Manager.....Sutter 1393
Los Angeles—527 West Seventh Street, William S. Wright, Manager.....Vandyke 6336
Toronto—Metropolitan Building .....Adelaide 4429
C. W. Wright, Manager; J. L. Alexander.

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Montreal—510 Keeter Building, Lovell Mickles, Jr., Manager.....Marquette 1181
Stations—KELD, KUOA, KGAR, KARM, KRKD, KORY, KJBS, KQW, KVEC, WBRY, WTBO, WSAR, KROC, KGVO, KRQA, WQXR, KTOK, KCRC, KADA, KVSO, KBIX KGFF, KOME, WBBZ, KRBC, KBST, KPLT, KGKL, KUTA, WRJN, CKLW, CFCN, CFRN, CJOR, CJRC, CKCW, CHSJ, CJCB, CKPC, CFCO, CKCO, CFLC, CJIC, CFRB, CFCY, CKAC, CHNC, CHRC, CJRM, CJGX, CFQC, CKNX, CKSO, CFPL, CKLW, CJBR, CKOV.

WILLIAM A. McGUINEAS

(Eastern Representative)

New York City—220 East 42nd Street.....VAnderbilt 3-9292
Stations—WGN (for eastern territory only).

J. P. McKINNEY, SPECIAL AGENT

New York City—30 Rockefeller Plaza.....Circle 7-1178
C. W. Erwin, N. L. O'Brien.
Chicago—400 N. Michigan Avenue, Ray Davis.....Superior 9866
San Francisco—742 Market Street.....Sutter 5333
Stations—WESG, WENY, WTHT, WRAK, WDAN, WHDL.

CHARLES MICHELSON

(Australian Representative)

New York City—545 Fifth Avenue.....MUrray Hill 2-3376

MITCHELL & RUDDELL, INC.

Kansas City—1004 Baltimore, R. W. Mitchell, President.....Victor 1421
New York City—295 Madison Avenue.....Ashland 4-6698
P. J. Bogner, General Manager; John P. Martin.
Chicago—180 N. Michigan Avenue, H. B. Ruddell, Vice-President.....Central 1160
St. Louis—514 Insurance Exchange Bldg., Fred Wright.....Chestnut 1965
Station—WJMS.

NATIONAL BROADCASTING COMPANY

New York City—30 Rockefeller Plaza, Maurice M. Boyd.....CIrcle 7-8300
Boston—Bradford Hotel, Frank R. Bowes.....Hancock 4261
Cleveland—815 Superior Ave., N. E., Donald G. Stratton.....Cherry 0942
Detroit—Fisher Bldg., Robert A. White.....Trinity 2-7900
Pittsburgh—Grant Bldg., A. Leroy Halsenbalg.....Grant 1200
Chicago—Merchandise Mart, Oliver Morton.....Superior 8300
Hollywood—5515 Melrose Avenue, Sidney Dixon.....Hollywood 3631
San Francisco—111 Sutter Street, Glenn Ticer.....Sutter 1920
Stations—WEAF, WJZ, WBZ-WBZA, WRC, WMAL, WTAM, WENR, WMAQ, KOA, KPO, KGO, KDKA, WGY, KYW.

NORTHWEST RADIO ADVERTISING CO., INC.

Seattle—802 American Bank Bldg.....Main 9282
Edwin A. Kraft, President-General Manager; W. L. Paul, Assistant Manager.
Stations—KINY.

PAN AMERICAN BROADCASTING COMPANY

(Latin America, Alaska, and Newfoundland Representative)

New York City—330 Madison Avenue, E. Bernald, Manager.....MUrray Hill 2-0811
Chicago—228 North La Salle St., F. R. Jones, Manager.....State 5096
Cleveland—1635 East Twenty-Fifth St., Alonzo Hawley.....Prospect 2922

JOHN H. PERRY ASSOCIATES

New York City—17 East 42nd Street.....MUrray Hill 2-4401
William K. Dorman, Manager; W. T. Kelly, H. Hatchette.
Chicago—122 S. Michigan Avenue, O. J. Ranft, Manager.....Harrison 8085
Detroit—7338 Woodward Avenue, J. J. Higgins, Manager.....Madison 0790
Atlanta—406 Chamber of Commerce Bldg., R. S. Kendrick, Manager.....Walnut 3443
San Francisco—742 Market Street, (R. J. Bidwell Co.).....Garfield 4917
Philadelphia—1524 Chestnut St., M. S. Lewin.....Rittenhouse 0886
Station—WCOA.

EDWARD PETRY & COMPANY, INC.

New York City—17 East 42nd Street.....MUrray Hill 2-4401
Edward Petry, President; Henry Christal, Secretary-Treasurer; Edward Voynow, Vice-President; Lawrence Field, Henry Ringgold, Glen Harker, Albert Young, Jr., Myron Elges, Carl Doty, Robert Latham.

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Chicago—400 N. Michigan Avenue.....Delaware 8600
Edward Voynow, John Ashenhurst, George Kercher, Robert Boneil, James L. Thompson, William Cartwright.
Detroit—General Motors Bldg.....Madison 1035
Joseph Spadea, Richard Daley.
San Francisco—111 Sutter Street, Earle H. Smith.....Garfield 4010
Los Angeles—601 W. 5th Street, Chester Matson.....Michigan 8729
Stations—WSB, WAGA, WFBR, WAAB, WNAC, WICC, WEBR, WBEN, WGAR, WFAA, WBAP, WJR, KVOD, KPRC, WFBM, WDAF, KARK, KFI, KECA, WHAS, WLLH, WTMJ, WSM, WSMB, WHN, WTAR, WEAN, KGW, KEX, WRTD, KSL, WOAI, KOMO, KJR, KHQ, KGA, WMAS, KVOO, KFH, KSTP, WFIL, Yankee Network, Colonial Network, Texas Quality Network.

RALPH L. POWER

(Australian Representative)

Los Angeles—407 Van Nuys Bldg.....Madison 5617
Stations—Macquarie Broadcasting Services, Macquarie Network (19 stations).

RADIO ADVERTISING ASSOCIATES

(Southeastern Representatives)*

Atlanta—925-6 Grant Bldg., R. L. Watkins, President.....Walnut 1833
Stations—WALA, WFOY, WPAX, KALB, KMLB, WFTC, KGFF, WOPI, KFDM, KNEL, KFRO, KFYO, KABC, KCMC.
*Stations represented on a regional basis only.

RADIO ADVERTISING CORP.

New York City—341 Madison Avenue.....MUrray Hill 4-0212
Henri O. Molley, Executive in Charge.
Chicago—360 North Michigan Avenue, George Roesler, Manager.....Central 0605
Cleveland—Terminal Tower, Charles A. Stevens, Manager.....Prospect 5800
Stations—WHK, WCLE, WIP, WHKC.

RADIO SALES, INC.

New York—485 Madison Avenue.....Wickersham 2-2000
A. E. Joscelyn, Eastern Manager; Howard Meighan, William Hylan, Robert Somerville, Frank McDonnell, Howard Schreiber.
Chicago—410 N. Michigan Avenue.....Whitehall 6000
Kelly Smith, General Manager; Paul Wilson.
Detroit—902 Fisher Bldg., Herbert Carlborg.....Trinity 2-5500
Milwaukee—4118 Plankington Arcade Bldg., Martin McGeehan.....Marguette 0688
San Francisco—Palace Hotel, Henry M. Jackson.....Yukon 1700
Los Angeles—Columbia Square, George Moskovics.....Hollywood 2484
Stations—WAPI, WABC, WBBM, KMOX, WCCO, WEEI, WBT, WJSV, WKRC, KNX, CBS Pacific network, CBS California network and New England network.

WILLIAM G. RAMBEAU COMPANY

Chicago—1617 Tribune Tower, William G. Rambeau, Manager.....Delaware 3838
New York City—Chanin Bldg., Don Miller, Manager.....Caledonia 5-4940
Detroit—10-217 General Motors Bldg., George O'Leary, Manager.....Madison 6828
San Francisco—Russ Bldg., Ross C. Rambeau, Manager.....Douglas 1294
Stations—WNEW, WJAS, KQV, WOL, KITE, WIND, WDGY, WAAW.

PAUL H. RAYMER CO.

Chicago—435 N. Michigan Avenue.....Superior 4473
Paul H. Raymer, General Manager; Horton W. Mallinson, George W. Diefenderfer.
New York—366 Madison Avenue.....Murray Hill 2-8690
Fred C. Brokaw, Manager; Peirce L. Romaine, Paul Tiemer.
Detroit—General Motors Bldg., Horton W. Mallison.....Trinity 2-8060
San Francisco—Russ Bldg., Edward S. Townsend.....Douglas 2373
Stations—KWK, WJJD, WSYR, WHEC, WPRO, WNBX, WJTN, WRVA, WSBT-WFAM, KSOO-KELO, WDEL, WORK, WLAC, WDOD, WBRC, WMBR, WDBO, McClatchy group (KFBK, KMJ, KERN, KWG, KOH), Michigan network (WXYZ, WELL, WIBM, WKZO, WFDF, WOOD-WASH, WJIM), WCAO, WDRC, KFSD, KFWB, WGAN, WTOC.

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REYNOLDS-FITZGERALD, INC.

New York City—515 Madison Ave. ELdorado 5-7020
Harry D. Reynolds, Herbert Hatfield, Robert S. McLean, C. Harry Weissner, Lou W. Turck, L. Paul Woehlke.
Chicago—360 N. Michigan Ave. State 4294
John T. Fitzgerald, George A. Jones, Lee Small, William Diehl, Edwin C. Allen.
Detroit—General Motors Bldg., Richard T. Healy Madison 4250
Philadelphia—Land Title Bldg., J. David Cathcart Rittenhouse 3839
Seattle—Lloyd Bldg., Harry R. Ferriss Elliott 6452
San Francisco—58 Sutter Street Garfield 6144
Judson H. Carter, Ralph E. DeMotte.
Los Angeles—117 West Ninth Street, Charles E. Fisher Tucker 2474
Stations—WIL, WHBY, WTAR, WIBA, WSAU.

SEARS & AYER, INC.

Chicago—520 N. Michigan Ave. Superior 8177
B. H. Sears, President; A. T. Sears, Secretary-Treasurer.
New York City—350 Madison Ave. MUrray Hill 2-2046
Hibbard Ayer, Vice-President in Charge.
Stations—WJBY, WATL, WGPC, WRBL, KID, KRLC, WDWS, WGIL, WCBS, WCOU, WSPR, WMBH, WSOC, WAIR, WPG, KLPM, WSIX, KDFN, KUJ.

TENNEY, WOODWARD AND COMPANY

New York City—11 East 42nd Street AShland 4-1025
Walter Tenney, President; C. L. Fountain, Manager.
Chicago—400 N. Michigan Ave., John E. Rohde, Manager Delaware 2107
Detroit—New Center Bldg., T. E. Etter, Manager Madison 1936
Station—WTRC.

HARRY TRENNER

New York City—366 Madison Avenue MUrray Hill 2-5767
Station—WNBF.

J. FRANKLYN VIOLA AND COMPANY

(Foreign Language Representative)*

New York City—152 West 42nd Street, J. Franklin Viola, President CHickering 4-3250
*Stations represented for the broadcasting and producing of foreign language programs only.

WEED & CO.

New York—350 Madison Avenue Vanderbilt 3-6966
Joseph J. Weed, President; J. C. Lyons, N. V. Farrell, Paul Frank.
Chicago—203 N. Wabash Avenue Randolph 7730
Neal Weed, Vice-President; William Reilly, M. J. Thoman.
Detroit—Michigan Building, Charles M. Adell Cadillac 3810
San Francisco—111 Sutter St., Roy Frothingham Douglas 6446
Stations—KTMS, WTIC, WKAT, WJNO, KGLO, WLBZ, WCSH, WSAL, WLAW, WTAG, KFRU, KXOK, KFBB, KABR, WLNH, WFEA, WCPO, WBAX, WJAR, KABR, WMPS, WQDM, WEOA, WGBF, WBOW, WCOL; Canadian Stations, CFAC, CJCA, CFGP, CJOC, CJAT, CKWX, CKX, CFAR, CKY, CFNB, CHNS, CKPR, CFRC, CJKL, CFCH, CJCS, CKGB, CFCF, CKBI, CHAB, CKCK.

HOWARD H. WILSON COMPANY

New York City—551 Fifth Avenue, Horace Hagedorn MUrray Hill 6-1230
Chicago—75 East Wacker Drive, Howard H. Wilson, Manager Central 8744
Kansas City—1012 Baltimore, J. J. Farrell Grand 0810
Stations—KFBI, KGNC, KFYO, KRGV, WJAG, KGER, KGBX, KWTO, WKZO, KOAM, KMA, KGGM, WDGY, WKHB, KSOO, KELO, KMMJ, WHBL.

WOR (Newark, N. J.)

Boston—80 Federal Street Liberty 0437
Paul A. Belaire, Manager; E. J. Brown.
Chicago—Tribune Tower, Harold C. Higgins, Manager Superior 5110

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American Association of Advertising Agencies

HEADQUARTERS

420 LEXINGTON AVENUE, NEW YORK

Telephone—MOhawk 4-7982

OFFICERS

John A. Benson, *President*

Frederic R. Gamble, *Executive Secretary*

L. W. MacKenzie, *Director of Service*

COMMITTEE ON RADIO BROADCASTING

Chairman: Chester J. LaRoche
Young & Rubicam, Inc.
285 *Madison Ave., New York*

H. H. Kynett
The Aitkin-Kynett Co.
1400 *S. Penn Sq., Philadelphia*

R. W. Metzger
Ruthrauff & Ryan, Inc.
360 *N. Michigan Ave., Chicago*

John U. Reber
J. Walter Thompson Company
420 *Lexington Ave., New York*

Mac Wilkins
Mac Wilkins & Cole, Inc.
Corbett Bldg., Portland, Ore.

Charles F. Gannon
Arthur Kudner, Inc.
630 *Fifth Ave., New York*

Edward Lasker
Lord & Thomas
247 *Park Ave., New York*

Arthur Pryor, Jr.
Batten, Barton, Durstine & Osborn, Inc.
383 *Madison Ave., New York*

Standards of Practice

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Revised Statement Adopted At the Twentieth Annual Meeting
White Sulphur Springs, West Virginia
April 29, 1937

We hold that advertising agencies have an obligation not only to their clients but to the media they employ, to the public, and to each other.

This obligation arises from mutuality of interest. The principles which govern the discharge of this obligation are various in application; some are rooted in a standard of honor which we all acknowledge, and others are based on the requirements of good business.

What is unfair in agency practice is explicitly stated in this, our Standards of Practice.

Advertising is a business, and it must therefore operate within the framework of competition. It is not the intention to limit the vigor of competition. Rather, we hold that it is necessary for the health of advertising.

Certain competitive methods are condemned in this code. They are condemned not because they are competitive, but because, if universally used, they would tend to destroy the business of advertising.

(*Continued on Page* 746)

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☆ COOPERATIVE ☆ RESEARCH ADVANCES

By

JOHN A. BENSON

President, American Association of Advertising Agencies

THERE HAS BEEN a definite trend in recent years towards advertising and marketing research on a joint and cooperative basis. In studies which concern buyers or users of advertising merely, advertiser and advertising agency interests have combined their efforts in getting at the facts. In studies which concern the media also, they have joined in a tripartite undertaking with the media affected.

An outstanding example of the advertiser and agency partnership is the Advertising Research Foundation, founded by the Association of National Advertisers and the American Association of Advertising Agencies in the early part of 1936, for the purpose of furthering scientific method in advertising and marketing, through research.

Where media are included, such bodies as the Audit Bureau of Circulations, Traffic Audit Bureau, and The Joint Committee on Radio Research have been established. The oldest of the joint undertakings to evaluate media is, of course, the Audit Bureau of Circulations, which for more than twenty years has been operating effectively to check and audit circulation of publications.

The next medium to enjoy the benefits of joint evaluation and audit of its coverage was outdoor, when the Traffic Audit Bureau was founded in 1933. It grew out of a series of traffic studies at Harvard University, conducted by Dr. Miller McClintock, at the joint expense of the Association of National Advertisers, the American Association of Advertising Agencies, and the Outdoor Advertising Association of America. A scientific yardstick was thus developed for measuring circulation of poster panels, and since applied by the Traffic Audit Bureau, established to evaluate outdoor advertising.

The last major medium to undertake a scientific evaluation of its coverage was radio broadcasting, when the Joint Committee on Radio Research was formed in the fall of 1935, sponsored by the Association of National Advertisers, the American Association of Advertising Agencies, and the National Association of Broadcasters. It was established to make exploratory studies, to find a reliable yardstick for measuring radio station coverage, including signal strength determination, listening areas, program popularity, listening habits, and allocation of receiving sets. The Committee has been at work for three years testing out various methods of measuring listening areas. It has also made two annual estimates of number of receiving sets in use, allocated by counties, and its latest study is of rural listening habits.

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STANDARD CONDITIONS

GOVERNING CONTRACTS AND ORDERS FOR SPOT BROADCASTING

Adopted 1933 by

National Association of Broadcasters

In cooperation with

American Association of Advertising Agencies

1. PAYMENT

[a]. The agency agrees to pay, and the broadcasting station agrees to hold the agency solely liable for payment, for the broadcasting covered by this order unless expressly otherwise agreed in writing.

[b]. The agency personally agrees to pay for broadcasting covered by this order, at the office of the broadcasting station or of its authorized representative, on or before the last day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this order; or, when cash discount is deducted but payment date not specified on the station's rate card, on the fifteenth of the month following.

[c]. In all cases date of payment is material and unless otherwise stipulated the postmark date on the envelope properly addressed to the broadcasting station or to its representative shall be considered the date when payment was made.

[d]. Station's invoices for broadcasting covered by this order shall be in accordance with the station's log and shall so state on each such invoice.

[e]. Invoices should be rendered not less often than monthly.

[f]. The station reserves the right to cancel the order at any time upon default by the agency in the payment of bills, or other breach, or in the event of any material violation on the part of the agency of any of the conditions herein named; and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit the station shall have the right to change the requirements as to terms of payment for further broadcasting under this order as it may see fit.

2. TERMINATION

[a]. This agreement may be terminated by either party by giving the other two weeks' notice, unless otherwise stipulated on the face of this order. If the agency terminates the agreement it will pay the station according to the station's published rates for the lesser number of periods, for all services previously rendered by the station. If the station terminates the agreement; either, the agency and the station will agree on a satisfactory substitute day or time at the rates in effect at the time this agreement was made, or, the agency will pay the station according to the rates specified herein, for all services previously rendered by the station; that is, the agency shall have the benefit of the same time discounts which the agency would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

3. INABILITY TO BROADCAST

[a]. Should the station, due to public emergency or necessity, legal restriction, Act of God, or at the direction of Federal, State or Municipal authorities or for any other reason beyond the control of the station, be unable to broadcast one of the agency's programs at the time specified, the station shall not be liable to the agency for damages but will communicate with the agency as far in advance as possible. The agency will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled, without affecting the rate shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

[b]. If interruptions occur during the entertainment portion of the broadcast, credit shall be given by the station at the pro rata rate for such interruptions of one minute or more duration. If interruptions occur during the commercial announcement portion of the broadcast, credit shall be given by the station in the same proportion to the total station time charge which the omitted commercial announcement portion bears to the total commercial announcement in the program. If the interruption equals or exceeds 50% of the total program time the station shall defray a pro rata share of the live talent costs, unless the interruption is due to an Act of God, public emergency or legal restriction.

4. SUBSTITUTION OF SUSTAINING PROGRAM OF PUBLIC IMPORTANCE

[a]. The station shall have the right to cancel any broadcast covered by this order and substitute a sustaining program of such outstanding public importance that failure to broadcast same would work injury alike to the station and the advertiser. In such case, the station will notify the agency as far in advance as possible, and the agency and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates or rights shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the agency, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon. In the event of such replacement, when the station notifies the agency less than two weeks in advance of broadcast, the station shall reimburse the agency any non-cancellable cost of live talent.

5. RATES

[a]. It is agreed that the rate named in this order is the lowest rate made by the station for like services and that if at any time during the life of this order the station makes a lower rate for the same services, this order shall be completed at such lower rate from that date.

[b]. All rates shall be published. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agencies if requested.

[c]. If this order is continued without interruption beyond the time specified the additional broadcasts shall be considered part of this order and the same rate shall apply until any lower rate prevailing at the time this agreement is made shall have been earned; and then this lower rate shall apply to the whole order. It is agreed, however, that this provision shall not cover a service rendered by the station later than one year from the date of the first broadcast, unless specifically agreed.

6. PROGRAMS

[a]. The order for station time includes the services of the technical staff and of a regular staff announcer. Other talent and services are covered by the program charge in this order which is subject to change by the agency with the consent of the station.

[b]. Should the station fail to receive program material seven days in advance of the broadcast it shall so notify the agency. Subsequent to this notification, if the station fails to receive the program material in time for the broadcast, if the programs are transcriptions, the station shall, following first broadcast, repeat a previous program

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unless otherwise instructed, or unless program is one of a series, in which case the station shall have the right to announce the name, address and business classification of the advertiser, produce a creditable program and make regular charge for station time and reasonable talent charge to the agency. If the programs are produced locally it shall, following first broadcast, repeat the commercial announcement of the preceding broadcast, using the agreed talent unit

[e] Except as otherwise hereinafter expressly provided the agency will save the station harmless against all liability for libel, slander, illegal competition or trade practice, infringement of trade marks, trade names or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the programs herein provided for in the form furnished or approved by the agency. Such indemnity shall not apply to the musical compositions performed in non-dramatic form, the unrestricted right to perform which is licensed by ASCAP, provided the agency shall have at least one week prior to each broadcast submitted to the station in writing in duplicate a correct list of the titles or names of composers and copyright owners appearing on the published or unpublished copies of the musical compositions to be used on the said programs. The station agrees, however, to save the agency harmless against all liability where the programs are prepared and produced both as to artists and program content by the station excepting only such liability as may result from the broadcasting of the commercial credits and other material as furnished or approved by the agency.

[d]. Programs prepared by the agency are subject to the approval of the station management both as to artists and to program content

7. GENERAL

[a]. This order is subject to the terms of licenses held by the parties hereto and is also subject to all Federal, State and Municipal laws and regulations now in force, or which may be enacted in the future.

[b]. The rights under this order shall not be transferable to another advertiser than the one specified in this order unless the consent of the station has been obtained

[c]. In dealing with agencies, the station shall follow a uniform policy to avoid discrimination

[d]. The agency agrees that it will not rebate to its client any part of the commission allowed by the station.

[e] The failure of the station or of the agency to enforce any of the provisions herein listed with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect

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(A. A. A. Standards of Practice—Continued from Page 743)

PROFESSIONAL PRACTICE

ADVERTISING COPY

It is unsound and unprofessional for the advertising agency to prepare or handle any advertising of an untruthful or indecent character, as exemplified by the following copy practices disapproved in a code jointly adopted by the American Association of Advertising Agencies and the Association of National Advertisers.

1. False statements or misleading exaggerations.
2. Indirect misrepresentation of a product, or service, through distortion of details, or of their true perspective, either editorially or pictorially.
3. Statements or suggestions offensive to public decency
4. Statements which tend to undermine in industry by attributing to its products, generally, faults and weaknesses true only of a few.
5. Price claims that are misleading.
6. Pseudoscientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or practicable application of a statement made by professional or scientific authority.
7. Testimonials which do not reflect the real choice of a competent witness

COMPENSATION

REBATING

The advertising agency should retain the full amount of compensation granted by media owners without direct or indirect rebating.

It shall be considered as rebating to supply materials for advertising on any basis that can be considered as direct, indirect or secret rebating. It shall also be considered as rebating to place men in the service of the advertiser at the agency's expense, or to assume all or part of the salary of any employee of the advertiser, or to pay any fee or compensation to any one connected directly or indirectly with the advertiser, for obtaining or holding an account. It shall also be considered as rebating to agree to allow cash discounts not earned

EXTRA COMPENSATION

The advertising agency should not take from any third party a profit, discount or commission other than the regular agency compensation allowed by media owners, unless disclosed to the client

COMPETITION

SPECULATIVE MATERIALS

In view of its obligation to provide adequate service to clients, as well as the sound business principle of making a reasonable profit on its effort, the advertising agency should refrain from practices that dissipate its income in any unsound or uneconomic solicitation for new business.

It is recognized as unsound, uneconomic and unprofessional to submit speculative material in competitive solicitation.

OFFERING CREDIT EXTENSION

It is unsound and uneconomic to offer extension of credit or banking service as an inducement in solicitation.

UNFAIR TACTICS

The advertising agency should compete on merit and not by depreciating a competitor or his work directly or interentially, or by circulating harmful rumors about him, or by making unwarranted claims of scientific skill in judging or prejudging advertising copy, or by seeking to obtain an account by luring a key employee away from the agency in charge.

* * *

These Standards of Practice of the American Association of Advertising Agencies are based on the belief that sound practice is good business that confidence and respect are indispensable to success in a business embracing the many intangibles of agency service and involving relationships so dependent upon good faith

They express ideals which are based on a broad experience of what has been found to be the best advertising practice They are feasible and practical involving no restrictions which advertising agencies should not voluntarily adopt

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NAME OF ADVERTISING AGENCY
ADDRESS
CITY

TO MANAGEMENT OF STATION — ORDER NO.

CITY AND STATE — DATE

PLEASE FURNISH BROADCASTING FACILITIES TO [advertiser]

FOR [product] — NAME OF PROGRAM

Length of Broadcast (Hour) (Days) Times per Week Total No. Times

COMMENCEMENT DATE	EXPIRATION DATE

PROGRAM MATERIAL ARRANGEMENTS

COMMERCIAL ANNOUNCEMENTS

CONTINUITY	CUE SHEETS	TRANSCRIPTIONS

ADDITIONAL INSTRUCTIONS

RATES:	Station Charge	Talent	Line Serviee	Other Charges	Total
Each Broadcast	$.....	$.....	$.....	$.....	$.....
For.....Broadcasts:	$.....	$.....	$.....	$.....	$.....

LESS TIME DISCOUNT: ————%

LESS AGENCY COMMISSION: 15% of Station Charge ————% of Talent Charge

LESS CASH DISCOUNT: 2% of net time charge if paid by————th of month following services

Subject to standard conditions on back hereof. Name of Advertising Agency, per.....

MEMBER OF

American Association of Advertising Agencies

Standard Order Blank for Spot Broadcasting "A.A.A.A. Form"

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CONSISTENCY

OVERNIGHT sensations are beautiful things to watch, and sometimes heartbreaking as they fall with the same speed that boosted them so high

We are most proud of our record over the past six years; SIX YEARS of bandleading, and six years of placing among the TOP TEN band conductors in EVERY NATIONAL POLL (newspaper, trade and public) HELD DURING THAT TIME.

ALTON COOK'S
SCRIPPS-HOWARD POLL
DINTY DOYLE'S
HEARST RADIO EDITORS POLL
RADIO DAILY
RADIO GUIDE

Paraphrasing a cigarette claim, only two other bandleaders (at the most) can make that statement

RICHARD HIMBER

ESSEX HOUSE, N. Y.

Starting March 1, NBC for Reid's Ice Cream, with George Jessel.

Management MCA

ADVERTISING AGENCY EXECUTIVES EVERYWHERE READ RADIO DAILY REGULARLY

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ADVERTISING AGENCIES

The following listing includes all agencies placing network and important spot business during 1938 as well as those handling the larger local accounts.

Key to Symbols of Membership and Recognition Abbreviations

AAAA . . . *American Association of Advertising Agencies*
ABP . . . *Associated Business Papers*
ANPA . . . *American Newspaper Publishers' Association*
PPA . . . *Periodical Publishers' Association*
PRB . . . *Pacific Recognition Bureau*
SAAA . . . *Southwestern Association of Advertising Agencies*
SNPA . . . *Southern Newspaper Publishers' Association*

R. H. ALBER COMPANY

458 Chamber of Commerce Bldg.,
Los Angeles, Calif.
Phone Prospect 3331
President.....R. H. Alber

•

ADVERTISERS BROADCASTING CO.

204 E. 42nd St., New York, N. Y.
Phone MUrray Hill 4-1360
Officers
Owner .....M. Kielson
Radio Director .....Z. H. Rubenstein

•

ALLIED ADVERTISING AGENCIES, INC.

553 South Western Ave., Los Angeles, Calif.
Phone Drexel 7331
Officers
Owner.....W. F. Gardner
Manager .....Walter McCreery
Production Manager.....Mel Roach
Assistant Production Manager.....Ted Gates
Branch Offices
525 Market St., San Francisco, Calif.
Phone Douglas 7018
Resident Manager.....Robert O. Davis

ARNOLD & CHASE

417 Chamber of Commerce Bldg.,
Los Angeles, Calif.
Phone PRospect 2376
Officers
President.....William A. Arnold
Vice-President.....Frederick A. Chase
Secretary.....Frank L. Hadlock

•

AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 0830
ANPA — ABP — PPA — APA
Officers
President .....James T. Aubrey
Vice-Presidents .....John C. Moore, L. T. Wallace, John J. Finlay, L. O. Wilson
Radio Time Buyer .....John H. North
Radio Production.....J. T. Ainley
Radio Account Placed—Campana Sales Co.

•

AUSTIN & SPECTOR CO.

32 East 57th St., New York, N. Y.
Phone ELdorado 5-1270
Officers
Owners .....Alvin Austin, Raymond Spector
Executive Secretary-Radio Director, Emil Mogul

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Copy Chief.....Helen Grant
Clients' Service Director.Alfred Paul Berger
Research-Media Director...Horace Schwerin
Production Manager.....Richard Scott

Branch Office
1204 S. Hill St., Los Angeles, Calif.

Radio Accounts Placed—Barney's Clothes, Pilot Radio Corp., Weco Products Co., Universal Camera Corp., Maryland Baking Co., Healthaids, Inc.; Purity Products, Inc.; Journal of Living Publishing Corp., Modern Camera Exchange, Inc.; Eastern Wine Corp., The Lone Ranger, Inc.; Trimount Clothing Co., Grayson's Clothes, Leighton's, Inc.; Reubens, Pilot Radio Corp.

•

N. W. AYER & SON, INC.

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ANPA — PPA — ABP

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Executive Vice-Presidents....Gerold Lauck, Clarence Jordan
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Radio Time Buyers.....Frank Coulter, Thomas McDermott

Branch Offices
500 Fifth Ave., New York, N. Y.
Phone Chickering 4-5600
Executive Vice-Pres....Edward R. Dunning
Director of Radio Program Creation and Production.....H. L. McClinton
Statler Office Bldg., Boston, Mass.
Phone Hubbard 4970
E. Craig Greiner
135 S. LaSalle St., Chicago, Ill.
Phone Randolph 3456
Sterling E. Peacock
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2534
Carl J. Eastman
Penobscot Bldg., Detroit, Mich.
Phone Randolph 3800
Frank L. Scott, Jr.
80 Richmond St. West, Toronto, Canada
Phone Adelaide 6156
John F. Graydon
Sun Life Bldg., Montreal, Canada
Phone Plateau 6886
Author G. White
Trafalgar Square, London, England
Douglas Meldrum

Radio Accounts Placed—American Rolling Mill Co., Kellogg Co., Atlantic Refining Co., Kirkman Soap, Ford Motor Co., J. B. Ford Co., Dr. Hess & Clark, Inc.; Sheffield Farms Co., Supplee-Wills-Jones Co., W. L. Douglas Shoe Co, Socony-Vacuum Oil Corp., Detroit Creamery Co., Curtiee Bros. Co., Kopper's Coke Co., Lincoln Motor Co., U-All-No Mints, Webster Eisenlohr, Inc.

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75 Federal St., Boston, Mass.
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Treasurer .....F. S. Browning

Affiliated Agency
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30 Rockefeller Plaza, New York, N. Y.
Phone CIrcle 7-3720
Robert W. Hersey, President

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Officers

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Chairman of Board.....J. L. Badger
Treasurer .....F. S. Browning
Radio Director .....Mrs. Marjorie de Mott

Affiliated Agency
Badger & Browning
75 Federal St., Boston, Mass.
Phone Liberty 3364

Radio Account Placed—American Chicle Co.

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BAGGALEY-HORTON & HOYT, INC.

8 South Michigan Ave., Chicago, Ill.
Phone STate 2154

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Vice-President .....W. S. Hoyt
Vice-President .....S. V. Horton
Secretary-Treasurer .....P. G. Heldman

Radio Accounts Placed—J. W. Marrow Mfg. Co.; Armand Varady.

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THE BAKER ADVERTISING AGENCY, LTD.

199 Bay St., Toronto, Ont., Canada
Phone ADelaide 2171

Officers

President.....W. R. Baker
Vice-President.....H. F. Baker
Secretary-Treasurer.....A. M. Nisbet
Radio Dept.....N. A. Benson

Branch Offices
600 Great West Permanent Bldg.,
Winnipeg, Man., Canada
Phone 92626
Manager.....Jack F. Horler

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BARNES CHASE CO.

530 Broadway, San Diego, Calif.
Phone Prospect 4118

Branch Office
1121 S. Hill St., Los Angeles, Calif.
Phone Prospect 4118

www.americanradiohistory.com

Officers
Partners.....Norman R. Barnes, Henry H. Chase
Director of Radio.....David F. Titus
Radio Accounts Placed—White King Soap Co., Milnor's, Inc.; Westgate Sea Products Co., Brown Motor Co., Amerieau Cleaners, Qualitee Dairy Products Co., Southern California Baking Co., Gazosa Beverage Co., Whitney & Co.

•

BARRONS ADVERTISING CO.

Kirkwood Bldg., McGee at 18th,
Kansas City, Mo.
Phone HArrison 7730-1

Officers
President & Treasurer.....M. J. Barrons
Vice-President .....Wheeler Godfrey
Secretary .....Otto Grasse
Radio Dept. Heads.....Frank H. Little, Otto Grasse
Radio Accounts Placed—Zerhst Pharmacal Co., Seidlitz Paint & Varnish Co., Diesel Power Engineering School, Parker McCrory Mfg. Co., Chevrolet Dealers of Kansas City, American Royal Live Stock Show, The Sodiphene Co., Advance Baking Co.

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BATTEN, BARTON, DURSTINE & OSBORN, INC.

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Phone Eldorado 5-5800
AAAA

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Phone Cleveland 7915
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Grant Bldg., Pittshurgh, Pa.
Phone Grant 8060
Vice-President.....Leon Hansen
178 Tremont St., Boston, Mass.
Phone Hubhard 0430
Vice-President.....Frank Hatch
Northwestern Bank Bldg., Minneapolis, Minn.
Phone Atlautic 4575
Vice-President.....Jack Cornelius
Terminal Tower, Cleveland, Ohio
Phone Prospect 3621
Vice-President.....C. L. Davis
Radio Accounts Placed—General Baking Co., Hecker Products Corp., Household Finance Corp., E. I. du Pont de Nemours & Co., Brown & Williamson Tohacco Corp., Ethyl Gasoline Corp., Penick & Ford Ltd., Time Inc., F. & M. Schaefer Brewing Co., General Mills, Armstrong Cork Co., Ft. Pitt Brewing Co., Gamble Stores, Geo. A. Hormel & Co., Waitt & Bond Inc., Borden's Farm Products, Savings Bank Assn. of Mass., Southern New England Telephone Co., N. Y. Telephone Co., Western Savings Banks, Fruit Dipsatch Co., General Shaver Corp., Hoffman Beverage Co.

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BENTON & BOWLES-CHICAGO, INC.

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Phone Delaware 8000

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Presideut .....Stuart Sherman
Vice-President and Treasurer, Arthur Marquette
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Director of Radio.....Edward Aleshire
Radio Account Placed—Colgate-Palmolive-Peet Co. (for Colgate Shave Cream, Colgate Tooth Powder, Halo Shampoo, Vel Washing Suds); Quaker Oats Co. (for Qnaker Farina and Ful-O-Pep Feeds).

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444 Madison Ave., New York, N. Y.
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General Manager.....James G. Rogers, Jr.
Director of Radio.....Tom Revere

Branch Offices
6253 Hollywood Blvd., Hollywood, Calif.
Vice-President.....William R. Baker, Jr.

Radio Accounts Placed—Maxwell House Coffee, Diamond Crystal Salt, Huskies, Post Toasties, Colgate-Palmolive-Peet Co., Palmolive Soap, Super Suds, Palmolive Shave Cream and Palmolive Brushless, Colgate Dental Cream, Continental Baking Co., Inc. (for Wonder Bread and Hostess Cup Cakes), Hudnut Sales Co.

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BERMINGHAM, CASTLEMAN & PIERCE, INC.

130 East 38th St., New York, N. Y.
Phone Lexington 2-7550
ANPA — PPA — NOAB — APA

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Secretary-Treasurer.....Winston H. Hagen
Spot Time Buyer.....George C. Castleman

Radio Accounts Placed—Griffin Manufacturing Co., Inc.; Conti Products Corp., Frank H. Lee Co.

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MARIO DE BIASI ADVERTISING AGENCY

51 Chambers St., New York, N. Y.
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Treasurer.....Emily De Biasi
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THE BIOW CO., INC.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-9300
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Officers

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Secretary.....Anna Hauptman
Director of Radio.....Regina Schuebel
Dramatic Radio Director.....Jack Johnstone

Radio Accounts Placed—Philip Morris & Co., Ltd., Inc., Humphrey's Homeopathic Medicine Co., Bulova Watch Co.

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BLACKETT-SAMPLE-HUMMERT, INC.

221 N. La Salle St., Chicago, Ill.
Phone Dearborn 0900
ANPA — PPA

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Radio Time Buyer.....Pete Nelson

Branch Offices
247 Park Ave., New York, N. Y.
Phone Wickersham 2-2701

Officers

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Vice-Presidents.....Anne Hummert, George Tormey, Duane Jones
Radio Time Buyer.....L. Schroeder

Radio Accounts Placed—Sterling Products, Inc.; American Home Products Corp., General Mills, Inc.; Procter & Gamble Co., Wander Co., B. T. Babbitt, Inc.; F. & F. Laboratories, Skelly Oil Co., Sears-Roebuck & Co.

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THE BLACKSTONE COMPANY

1270 Sixth Ave., New York, N. Y.
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Officers

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Associate.....Jack Steiner
Space Buyer.....G. Berto
Radio Director.....Leon Lee

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BLAKER ADVERTISING AGENCY, INC.

120 East 41st St., New York, N. Y.
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Officers

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Treasurer.....Margaret Thilly
Secretary.....Jas. A. Hamilton, Jr.
Director of Radio.....Eleanor Kemble
Radio Continuity Writer.....Sidney Sundell

Radio Account Placed—Vitamins Plus.

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Phone Elliott 3523
Vice-President.....C. P. Constantine
350 Russ Bldg., San Francisco, Cal.
Phone Exbrook 7565

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Vice-President.....Stanley G. Swanberg
323 Petroleum Securities Bldg.,
Los Angeles, Cal.
Phone Prospect 0206
Vice-President.....John H. Weiser

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EMIL BRISACHER AND STAFF

310 Crocker Bldg., San Francisco, Calif.
Phone Garfield 0276
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Vice-President.....R. T. Van Norden

Branch Offices

Petroleum Securities Bldg., Los Angeles, Cal.
Phone Prospect 9368
Robert J. Davis, Louise Ludke,
Vernon Wosnick

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BROOKE, SMITH & FRENCH, INC.

82 East Hancock Ave., Detroit, Mich.
Phone Columbia 0860
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Secretary-Treasurer.....Guy C. Smith
Vice-Presidents.....Guy C. Smith,
H. H. Ohlmacher, Sturges Dorrance, J.
G. Williams, Clarke C. Wilmot
Director of Radio.....H. H. Ohlmacher

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Treasurer.....Charles W. Brooke
Secretary.....H. H. Ohlmacher
Vice-Presidents.....H. M. Overstreet,
Henry E. Pengel, Jr.; Charles C. Kahlert
Director of Radio.....Lewis R. Amis
Radio Account Placed—State of Maine Development Commission.

•

D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit, Mich.
Phone Trinity 2-8250
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Officers

President .....D. P. Brother
Secretary.....A. C. Schroeder
Treasurer & Radio Time Buyer,
C. Georgi, Jr.
Radio Account Placed—Oldsmobile Motor Co.

ADVERTISING AGENCIES

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630 5th Ave., New York, N. Y.
Phone Circle 6-2626

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Treasurer.....Wm. E. Larcombe
Secretary.....Chas. E. Clifford
Vice-President.....Wm. E. Larcombe
Director of Radio.....Wm. E. Larcombe
Radio Producers.....George R. Marek,
Joseph Wayer
Radio Continuity Writers..George R. Marek,
Joseph Wayer

Radio Accounts Placed—Smith Brothers, Inc.; Coty, Inc.

•

FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York, N. Y.
Phone CIrcle 7-7661
ANPA — PPA — APA

Officers

President .....Franklin Bruck
Secretary and Radio Time Buyer,
M. J. Kleinfeld
Treasurer .....Mort Heineman
Radio Production.....M. I. Jurin

Radio Accounts Placed—North American Accident Insurance Co., Manhattan Soap Sales Corp., The Sitroux Co., Remington-Rand, Inc.; Hartz Mountain Products, Inc.; Pictorial Review Pattern Co.

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BUCHANAN & COMPANY, INC.

1501 Broadway, New York, N. Y.
Phone MEdallion 3-3380
AAAA — ANPA — PPA — ABP — SNPA

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President.....T. S. Buchanan
Treasurer.....L. J. Seeger
Secretary.....C. J. G. Atkinson
Executive Vice-President....A. O. Dillenbeck
Vice-President in Charge of Radio,
Louis A. Witten
Assistant Director.....Edith Hophan

Branch Offices

919 No. Michigan Ave., Chicago, Ill.
Phone Superior 3047
Vice-President.....Norman J. Phelps
929 So. Broadway, Los Angeles, Cal.
Phone Michigan 2156
Vice-President.....Fred M. Jordan

Radio Accounts Placed—The Texas Co., Roval Typewriter Co.

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ADVERTISING AGENCIES

LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago, Ill.
Phone Central 5959
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Vice-President.....DeWitt O'Kieffe
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General Motors Bldg., Detroit, Mich.
Phone Trinity 6200
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Executive Vice-President.....R. H. Crooker
Vice-Pres. & Gen. Mgr.....W. W. Lewis
Radio Executive.....G. C. Packard

Branch Offices

714 W. Olympic Blvd., Los Angeles, Calif.
Phone Prospect 1275

Manager.....Steven S. Arnett
1700 Claus Spreckels Bldg.,
San Francisco, Calif.
Phone Douglas 5670

Manager.....R. V. Dunne
230 N. Michigan Ave.,
Chicago, Ill.

Manager.....Myron T. Harshaw

Radio Accounts Placed—Chevrolet Motor Co.

•

CAMPBELL-EWALD COMPANY OF NEW YORK, INC.

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Phone Circle 7-6383
AAAA

Officers

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President & General Manager.F. D. Richards
Treasurer.....Duane W. Beurmann
Secretary.....L. B. Dudley
Vice-President.....W. W. Lewis
Director of Radio.....Louis Dean
Assistant Director.....Kenneth Young
Radio Continuity Writer.....Vernon Welsh

Branch Offices

1214 19th St., N.W., Washington, D. C.
Phone Metropolitan 5670

Manager.....Emmett Deady

Radio Accounts Placed Cycle Trades of America, Inc., General Motors Acceptance Corp., General Motors Corp., U. S. Rubber Co., Mary Pickford Cosmetics, Inc.

THE CAPLES CO.

230 Park Ave., New York, N. Y.
Phone MUrray Hill 6-6500
ANPA - PPA APA — NOAB

Officers

President.....Ralph C. Caples
Vice-President.....Albert Woodley

Branch Offices

225 E. Erie St., Chicago, Ill.
Phone Superior 6106

Vice-President.....R. N. Hartsing
1116 Dodge St., Omaha, Nebr.
Phone Jackson 1107
L. M. Branch
142 W. 6th St., Los Angeles, Calif.
Phone Prospect 9141
E. F. Bader

Radio Account Placed — Railway Express Agency.

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CECIL & PRESBREY, INC.

247 Park Ave., New York, N. Y.
Phone Wickersham 2-8200
AAAA - ANPA - PPA — ABP

Officers

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President.....Charles Presbrey
Secretary-Treasurer.....John Cecil
Vice-President.....Edward B. Nockes
Radio Director.....Henry Souvaine

Branch Office

228 North LaSalle St., Chicago, Ill.
Phone Central 5255

Manager.....Lerol A. Kling

Radio Accounts Placed - National Silver Co., Regal Shoes, Cunard White Star Lines, DeKalb Agriculture Assn., Booth Fisheries.

•

THE CLEMENTS COMPANY, INC.

1601 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 0236
ANPA PPA

Officers

President-Treasurer.....I. W. Clements
Secretary.....E. D. Masterman
Vice-President.....R. W. Bugbee
Vice-President.....James A. Bell
Director of Radio.....A. West

Radio Account Placed Modern Food Process Co.

•

COCKFIELD, BROWN & COMPANY, LTD.

221 Canada Cement Bldg.,
Montreal, Que., Canada
Phone HArbour 1171

Officers

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Treasurer.....G. C. Hammond
Space Buyer.....H. R. Conway
Production Manager.....F. W. Largent

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Phone Elgin 9201
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Electric Railway Chambers,
Winnipeg, Man., Canada
Manager .....H. Lavender
Royal Bank Bldg., Vancouver, B. C., Canada
Manager .....Jeffry Brock
Brettenham House, London, England
Manager .....Erc Choyce

Radio Accounts Placed — Miles Laboratories, Maple Leaf Milling, Ltd.; Sheriff's, Ltd.; Sterling Distributors, Canada Cement Co., Burns & Co., Blue Ribbon, Ltd.; E. Griffith Hughes, Ltd.; Hump Hairpin, Ltd.; Cluett Peabody Mfg. Co. of Canada, Northern Electric Co., Canadian Marconi Co., Molson's Brewery, Ltd.; The Murphy Co., F. B. Goodrich Rubber Co. of Canada, Woods Underwear Co., Simmons, Ltd., Eastern Dairies, Ltd.

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COMPTON ADVERTISING, INC.

630 Fifth Ave., New York, N. Y.
Phone Circle 6-2800
AAAA

Officers

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Secretary-Treasurer.....Leonard T. Bush
Vice-Presidents.....Leonard T. Bush, Alfred Stanford, Robert Holbrook, Chauncy Landon
Director of Radio.....John E. McMillin
Radio Time Buyer.....Murray Carpenter

Branch Offices
Gwynne Bldg., Cincinnati, O.
Robert Marsh, Anne Johnson
221 N. La Salle St., Chicago, Ill.
Phone State 8747
Jane Stockdale

Radio Account Placed—Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, P. & G. Naptha Soap, Fluffo, Ivory Snow, Barsalou Soap).

•

CRITCHFIELD & COMPANY

720 North Michigan Ave., Chicago, Ill.
Phone Superior 3061
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Secretary.....R. C. Scrymiger
Treasurer.....N. W. Smith
Production Manager.....R. M. Cowing
Radio Director.....M. E. Blackburn

Radio Accounts Placed — Aero Industries Technical Institute, Chieago Technical School, Hemphill Diesel Schools, Letz Manufacturing Co., Look Magazine, Moody Bible Institute, Thermo Air Conditioning Institute, Vocational Service, Inc.; Wheeling Steel Corp., Wonder Lake Syndicate, Wright & Lawrence Drug Co.

D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis, Mo.
Phone Central 6700
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Seeretary .....C. C. Pangman
Vice-President.....J. F. Oberwinder

Branch Offices
515 Madison Ave., New York City
Phone Eldorado 5-3765
Vice-President in Charge of Radio .....F. W. Coste
Radio Continuity Writer.....J. H. Kinsella
Terminal Bldg., Cleveland, Ohio
Phone Cherry 0158
Stanley Seward, H. M. Cooper
P. O. Box 1734, Atlanta, Ga.
Phone Hemlock 7608
W. Pflueger

Radio Account Placed—The Coca-Cola Co.

•

D'EVELYN & WADSWORTH, INC.

Kohl Bldg., San Francisco, Calif.
Phone Garfield 8267
ANPA

Officers

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Secretary-Treasurer.....Harry E. Tharsing
Vice-President.....Milton E. Wise
Director of Radio.....Leland L. Levinger

Radio Accounts Placed—The Owl Drug Co., Hammer-Bray Co., Ltd.

•

DONAHUE AND COE, INC.

1270 6th Ave., New York, N. Y.
Phone Columbus 5-4252
AAAA — ANPA — PPA — ABP — PRB SAAA — SNPA

Officers

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Treasurer.....W. B. Patterson
Secretary.....O. A. Kingsbury
Director of Radio.....E. Douglas

Radio Accounts Placed—National Association of Ice Industries, Scholl Mfg. Co., Angostura Bitters, De Laval Cream Separator, Glad Rag Products.

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DOREMUS & CO.

120 Broadway, New York, N. Y.
Phone REctor 2-1600
ANPA — NOAB

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www.americanradiohistory.com

Branch Offices
50 Congress St., Boston, Mass.
Phone Hubbard 1510
Managers....Louis W. Munro, D. T. Carlisle
1520 Samson St., Philadelphia, Pa.
Phone Rittenhouse 0925
Executive in Charge.....William Reid
208 S. LaSalle St., Chicago, Ill.
Phone Central 9132
Manager.....Hawley L. Smith
Radio Director.....H. R. Henderson
541 Market St., San Francisco, Calif.
Phone Garfield 6688
Manager.....Henry W. Grady

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JOHN C. DOWD, INC.

Park Square Bldg., Boston, Mass.
Phone Hubbard 8050
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Radio Director.....Dwight W. Norris

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HARRY ELLIOTT ADVERTISING, INC.

459 Monadnock Bldg., San Francisco, Calif.
Phone Douglas 1146
Officers
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Secretary.....Franc M. Elliott
Director of Radio.....Marie Houlahan

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3053-3057 Main St., Buffalo, N. Y.
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ABP
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Michael F. Ellis, Jerome R. Ellis
Account Executive.....Henry Weil
Account Executive.....John Adema
Accountant.....Harry Schaefer
Art Director.....Art Wakefield
Radio Continuity Writer.....Jerry Harris
Branch Office
Toronto, Canada, 165 Bay St.
Phone Adelaide 6101
J. W. Climer, Abbey Muter

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SHERMAN K. ELLIS & CO.

500 Fifth Ave., New York, N. Y.
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S. J. Hamilton, Jr., Richard Barrett,
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Director of Radio.....Lawrence Holcomb
Branch Offices
111 W. Jackson Blvd., Chicago, Ill.
Phone Harrison 8162
Clifford L. Fitzgerald
739 S. Hope St., Los Angeles, Calif.
Phone Federal 9111
Chet Crank
C. P. R. Bldg., Toronto, Can.
Phone Adelaide 3051
Ralph Ashcroft
Radio Accounts Placed—Ward Baking Co., Quaker Oats Co., Sawyer Biscuit Co., Richfield Oil Co.

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ERWIN, WASEY & CO.

Graybar Bldg., 120 Lexington Ave.,
New York, N. Y.
Phone MOhawk 4-8700
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Director of Radio.....John T. Adams
Branch Offices
230 N. Michigan Ave., Chicago, Ill.
Phone Randolph 1952
Manager.....C. R. Vail
Securities Bldg., Minneapolis, Minn.
Phone Atlantic 1223
President.....Mac Martin
333 Montgomery St., San Francisco, Calif.
Phone Exbrook 7001
President.....Louis Honig
714 W. 10th St., Los Angeles, Calif.
Phone Prospect 5317
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Phone Maine 6435
Vice-President.....W. E. Kraft
Radio Accounts Placed—Lydia E. Pinkham Medicine Co., Musterole Co., Zemo Co., Hecker H-O Co., The Barbasol Co., Consolidated Cigar Co., Aurora Laboratories, Inc.; Carnation Co., R. B. Semler, Inc.; The Olive Tablet Co.

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WILLIAM ESTY & COMPANY, INCORPORATED

100 East 42nd St., New York, N. Y.
Phone Caledonia 5-4900
Officers
President and Treasurer.....William Esty
Secretary.....E. H. Cummings
Director of Radio.....Richard Marvin
Assistant Directors and Producers,
Harry Holcombe, Joe C. Donohue, Kenneth M. Fickett
Radio Producer.....Bill Goodwin
Radio Continuity Writer..Robert Paul Smith
Savington Crampton, Bill Goodwin
Radio Accounts Placed—R. J. Reynolds Tobacco Co., Lehn & Fink Products, Inc., Pacquin's Hand Cream, Baume Bengue.

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FEDERAL ADVERTISING AGENCY, INC.

444 Madison Avenue, New York, N. Y.
Phone Eldorado 5-6400
AAAA — ANPA — PPA — ABP
Officers

President .....Robert Tinsman
Vice-Presidents..James O'Brien, F. C. Bruns, Jules B. Singer, Joseph Beck, J. M. Nichols, Jr.
Treasurer .....George Dietrich
General Manager.....D. E. Robinson
Secretary .....George Dietrich
Radio Department.....George Comtois, J. S. Davidson

Radio Accounts Placed—Sinclair Refining Co., National Biscuit Co. (for Shredded Wheat), General Cigar Co., Rockwood & Co., Durkee's Famous Foods, American Safety Razor Corp., State of New Jersey.

•

FERRY-HANLY COMPANY

3200 Fidelity Bldg., Kansas City, Mo.
Phone Harrison 4890
AAAA — ANPA — PPA — ABP
Officers

President.....C. P. Hanly
Secretary-Treasurer.....O. P. Luther
Vice-President.H. M. Montgomery (N.Y.C.), Stewart L. Mims (N.Y.C.), Bruce B. Brewer (Kansas City), Matthew G. Pierce (Chicago), A. B. Taylor (Chicago)

Offices
500 Fifth Ave., New York City
Phone Longacre 5-5000

President.....C. P. Hanly
Manager.....H. M. Montgomery
111 W. Monroe St., Chicago, Ill.
Phone Central 8333
Manager.....Chas. L. Collette

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FISHLER, ZEALAND & CO., INC.

2 West 45th St., New York, N. Y.
Phone VAnderbilt 3-6752
Officers

President .....Bennett H. Fishler
Secretary-Treasurer .....Leon Kelley

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FITZGERALD ADVERTISING AGENCY, INC.

202 Southern Bldg., 833 Howard Ave., New Orleans, La.
Phone Raymond 5194
AAAA — ANPA — PPA — SNPA
Officers

President.....Joe L. Killeen
Vice-President.....Joseph H. Epstein
Vice-President.....Leonard Gessner
Secretary-Treasurer.....Roy M. Schwarz
Director of Radio.....Joe L. Killeen
Radio Continuity Writers...Roy M. Schwarz, Joe L. Killeen

Radio Account Placed—Wesson Oil & Snowdrift Sales Co.

FLACK ADVERTISING AGENCY

527 South Warren St., Syracuse, N. Y.
Phone 2-3129
ABP — ANPA — PPA
Officers

Owner.....John B. Flack
Production Manager.....Ed. Henderson

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FORD, BROWNE & MATHEWS

100 E. Ohio Street, Chicago, Ill.
Phone DElaware 3800
PPA
Officers

Owners .....K. A. Ford, Burton Browne, R. H. G. Mathews.
Radio Director.....R. H. G. Mathews
Production Manager.....S. F. Peters

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FORT & COMPANY

301-304 Kinney Bldg., Charlotte, N. C.
Phone 3-4217
Officers

President.....John L. Fort
Secretary .....Jean Dunham

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ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York, N. Y.
Phone COrtlandt 7-5060
ANPA — PPA — ABP — NOAB
Officers

Chairman of Board.....Rudolph Guenther
Chairman of Executive Committee, Russell Law
President.....Frank J. Reynolds
First Vice-President...Emil W. Kimmelberg
Vice-President-Treasurer...Emmett Corrigan
Vice-President-Secretary...Victor J. Cevasco

Branch Offices
1 LaSalle St., Chicago, Ill.
Phone Dearborn 8910

Vice-President.....R. W. Dawson
10 Post Office Square, Boston, Mass.
Phone Hancock 5900
Vice-Presidents.....Joseph R. Hamlen, August Hirschbaum
Packard Bldg., Philadelphia, Pa.
Phones Rittenhouse 3915 and Race 3115
Executive in Charge.....Robert L. Ingold
111 Sutter St., San Francisco, Calif.
Phone Sutter 2522
Manager.....Vincent J. Beschel

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HARRY M. FROST CO., INC.

260 Tremont St., Boston, Mass.
Phone Liberty 0813
ANPA — PPA
Officers

President.....Karl M. Frost
Vice-President-Treasurer.....Harry M. Frost
Assistant Treasurer.....Edith G. Robinson

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Secretary.....Harvey P. Newcomb
Radio Continuity Writers.....H. E. Bessom, V. B. Klefbeck, Daniel J. Ford, Jr.

Branch Offices
603 Main St., Laconia, N. H.

Radio Accounts Placed—Durkee Mower Co., Page & Shaw Candy, Cranberry Canners, Inc.

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FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York, N. Y.
Phone MUrray Hill 6-5600
1501 Euclid Ave., Cleveland, Ohio
Phone Cherry 6700
AAAA — ANPA — PPA — ABP

Officers

President.....A. L. Billingsley
Vice-Presidents.....F. B. Duncan, C. R. Pelham, G. U. Weaver, J. E. Wiley
Secretary-Treasurer..... C. C. Reidenbaugh
Radio Time Buyer.....C. T. Williams

•

FULTON, DE GARMO & ELLIS, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 7-1085

Officers

President .....Louis de Garmo
Executive V-P & Treasurer.....Lee Ellis
V-P & Secretary.....Arthur H. Fulton
Director of Radio.....Louis de Garmo

Radio Accounts Placed—Parker Watch.

•

GALE & PIETSCH, INC.

333 N. Michigan Ave., Chicago, Ill.
Phone State 9570
ANPA — PPA — NOAB

Officers

President.....W. G. Pietsch
Vice-Presidents .....Willard E. Stevens, A. L. Gale
Secretary.....Geo. A. Hamilton
Treasurer.....R. E. Pietsch
Radio Director-Time Buyer..M. A. Kanealy

•

GARDNER ADVERTISING CO.

Mart Bldg., St. Louis, Mo.
Phone Garfield 2915
AAAA

Officers

Chairman of Board.....H. S. Gardner
President.....E. G. Marshutz
Executive Vice-President...Mrs. E. P. Proetz
Secretary-Treasurer.....E. R. Gardner
Secretary.....E. R. Gardner
Director of Radio.....C. E. Claggett (St. Louis Director)

Branch Offices
9 Rockefeller Plaza, New York, N. Y.
Phone Columbus 5-2000
Vice-President in Charge of Radio, Roland Martini
1419 Heyburn Bldg., Louisville, Ky.
Phone Jackson 5328

Radio Accounts Placed—Pet Milk Co., Ralston Purina Co., Falstaff Brewing Corp., Independent Packing Co., L. & N. Rwy., Brown Shoe Co., Folger Coffee, Stokely Bros., Van Camp.

•

SIDNEY GARFINKEL ADVERTISING AGENCY

703 Market St., San Francisco, Calif.
Phone Exbrook 3420
APA — ABP

Officers

President.....Sidney Garfinkel
Director of Radio.....F. Frederickson

•

GERST ADVERTISING AGENCY

405 National Bldg., Cleveland, Ohio
Phone Cherry 8125

Officers

President .....Arthur Gerst
Radio Director.....Leslie Delmege
Radio Production Dept....George Schneider, Charles Rymell

Radio Accounts Placed—Bird & Son, Inc.; The Interstate Home Improvement Co., Royal Furniture Stores, Standard Drug Stores, The K-B Company, The Kane Co., Stewart-Warner Corp. (Ohio), The Fleming Furniture Co., Movieland Fur Studios, Lonz Winery, Lewis Jewelry Co., The Broadway-55th Association.

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J. STIRLING GETCHELL, INC.

405 Lexington Ave., New York, N. Y.
Phone MUrray Hill 6-4800
AAAA — ANPA — PPA
NOAB — ABC — APA

Officers

President.....J. Stirling Getchell
Treasurer.....Charles McCormack
Secretary & General Manager, M. Peter Franceschi
Vice-Presidents.....J. V. Tarleton, H. T. Mitchell, Harry A. Berk, Frank Griffin
Director of Radio.....C. A. Snyder
Radio Time Buyer.....C. A. Brocker

Branch Offices
New Center Bldg., Detroit, Mich.
Phone Trinity 2-3600
Radio Time Buyer.....I. H. MacKenzie
Bryant Bldg., Kansas City, Mo.
Harrison 8102
Radio Time Buyer.....K. Rickerson
59 E. Van Buren St., Chicago, Ill.
Phone Harrison 2606
L. O. Holmberg

Radio Accounts Placed—Socony-Vacuum Oil Co.; Devoe & Raynolds Co.; Chrysler Corp. (Plymouth and DeSoto cars).

•

GEYER, CORNELL & NEWELL, INC.

745 Fifth Ave., New York, N. Y.
Phone Wickersham 2-5400
AAAA — PPA — ANPA

www.americanradiohistory.com

Officers
President .....Bertram B. Geyer
Vice-Presidents.....H. W. Newell, R. M. Ganger
Radio Director.....Eleanor Larsen
Branch Offices
Third National Bank, Dayton, O.
Phone Fulton 4145
Manager.....E. G. Frost
New Center Bldg., Detroit, Mich.
Phone Madison 6750
Manager.....E. L. Triffit
Radio Accounts Placed—Nash-Kelvinator Corp.; Crowell Publishing Co.

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GILLHAM ADVERTISING AGENCY

Continental Bank Bldg.,
Salt Lake City, Utah
Phone Wasatch 1347
ANPA — APA — ABP
Officers
President & Treasurer.....M. C. Nelson
Vice-Presidents .....J. Y. Tipton, Lon Richardson
Secretary .....Genevieve Hunt
Space Buyer & Production Manager, A. W. Rogers
Radio Director .....J. Y. Tipton
Radio Accounts Placed—American Packing & Provision Co., Sego Milk Products Co., Utah Oil Refining Co., Excelcis Products Co., Fisher Brewing Co., Mountain Fuel Supply Co., Royal Baking Co., United States Fuel Co., Ogden Troy Laundry, Walker Bank & Trust Co., Union Knitting Mills Co., Colville Ice Cream Co.

•

BERT S. GITTINS ADVERTISING

739 North Broadway, Milwaukee, Wisc.
Phone Daly 6230

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GLICKSMAN ADVERTISING CO.

400 Madison Ave., New York, N. Y.
Phone PLaza 8-0716
Officers
President .....Joseph Glicksman
Vice-President-Secretary .William Glicksman
Treasurer .....David Glicksman

•

GOODKIND & MORGAN

919 North Michigan Ave., Chicago, Ill.
Phone Superior 5329
Officers
President & Radio Director, M. Lewis Goodkind
Copy Chief.....Hertha B. Samuels
Space Buyer.....Florence Neighbors
Affiliated Agency
Raymond R. Morgan Company
6362 Hollywood Blvd., Hollywood, Calif.

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THE GREY ADVERTISING AGENCY, INC.

128 West 31st St., New York, N. Y.
Phone CHickering 4-3900
ANPA — PPA
Officers
President.....Lawrence Valenstein
Treasurer.....Lawrence Valenstein
Secretary.....James H. Lang, Jr.
Vice-President.....Arthur C. Fatt
Director of Radio.....James H. Lang, Jr.
Radio Account Placed—Sales Affiliates, Inc.

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LAWRENCE C. GUMBINNER ADVERTISING AGENCY

9 East 41st St., New York, N. Y.
Phone VAnderbilt 3-3550
Executives
L. C. Gumbinner
Herschel Deutsch
Milton Goodman
Max Geller
Paul Gumbinner
Director of Radio.....Herschel Deutsch
Radio Account Placed—Royal Lace Paper Works.

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MASON L. HAM

1163 Park Square Bldg., Boston, Mass.
Phone Liberty 2070
ABP — AAAA

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HOWARD G. HANVEY

Phelan Bldg., San Francisco, Calif.
Phone Douglass 4100
NCBA
Officers
Owner.....Howard G. Hanvey
Office Manager.....M. M. Mackall

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HAYS ADVERTISING AGENCY

Burlington, Vt.
Phone 852
ANPA — PPA — ABP
Officers
President.....W. A. Myers
Treasurer.....W. A. Myers
Secretary.....A. E. Hawkins
Director of Radio.....N. H. Myers
Radio Accounts Placed—Dairy Association Co., Abraham's Cut Rate Drug Store, C. P. Smith, Jr., Inc.; Moquin Baking Co., Kinox Co., F. J. Preston & Son, M. M. Farrell & Sons, Dominion Drug Co., Vermont Cleansing Co.

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HELLWIG-MILLER CO.

9 East 40th St., New York, N. Y.
Phone Lexington 2-3080
ANPA — PPA
Officers
President .....E. W. Hellwig
Vice-President .....C. L. Miller
Sec'y & Ass't Treasurer.....George Carhart
Radio Director ..... George Carhart
Radio Accounts Placed—Corn Products Refining Co., Curtis Candy Co.

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HENRI, HURST & McDONALD

520 N. Michigan Ave., Chicago, Ill.
Phone SUperior 3000
AAAA — ANPA — PPA

Officers

President ..... W. B. Henri
Secretary ..... W. D. McDonald
Treasurer ..... J. F. Hurst
Time Buyer ..... N. H. Pumpian
Radio Director ..... Frank W. Ferrin

Radio Accounts Placed—Acme White Lead & Color Works, John Morrell & Co., Ballard & Ballard Co., Carolene Products Co., Kroehler Mfg. Co., Fairbanks-Morse Co., International Shoe Co.

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HILLMAN-SHANE ADVERTISING AGENCY, INC.

112 West Sixth St., Los Angeles, Calif.
Phone Virginia 5111

Officers

President-Radio Director .. David S. Hillman
Vice-President ..... Jefferson K. Wood
Secretary-Treasurer ..... William Berger
Publicity Director ..... G. Wagner

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HIXSON-O'DONNELL ADVERTISING, INC.

555 South Flower St., Los Angeles, Calif.
Phone Mutual 8331

Officers

President ..... G. K. Breitenstein
Secretary ..... R. M. Hixson
Treasurer ..... J. E. O'Donnell

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FRANCES HOOPER ADVERTISING AGENCY

100 N. Michigan Ave., Chicago, Ill.
Phone Superior 9661
ANPA — PPA

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JAMES HOULIHAN, INC.

681 Market St., San Francisco, Calif.
Phone Yukon 1252

Officers

President ..... James A. Houlihan
Vice-Presidents ..... C. H. Brockhagen, R. Cesana

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CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York, N. Y.
Phone VAnderbilt 3-4690
AAAA — ANPA — PPA — ABP — NOAB

Officers

President and Treasurer .... Winthrop Hoyt
Secretary ..... Everett W. Hoyt
Vice-Presidents ..... F. A. Whipple, W. K. Dingledine, Richard Stanton
Director of Radio ..... R. G. Pratt
Time Buyer ..... C. B. Donovan

Branch Offices
650 Main St., Hartford, Conn.
Phone 5-6066
Vice-Presidents .. F. A. Whipple, Frank Busch
216 Tremont St., Boston, Mass.
Phone Liberty 6587
E. P. Waltherp

Radio Accounts Placed—B. C. Remedy Co., Richardson & Robbins, R. B. Davis Co., Charles Guldens, Inc., American Molasses Co.

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THE H S G ADVERTISING AGENCY

120 Madison Ave., New York, N. Y.
Phone Wickersham 2-3338

Officers

President ..... H. S. Goodman
Secretary ..... H. Knuth
Vice-President ..... Harold Krelstein

Branch Office
134 N. La Salle St., Chicago, Ill.
H. Knuth

•

HUDSON ADVERTISING CO.

75 West St., New York, N. Y.
Phone BOwling Green 9-8950

Officers

President ..... Timothy Murray
V-P.-Treasurer ..... William D. Murray
V-P.-Radio Director ..... Michael Gore
Art Director ..... Louis Grudin

•

HUTCHINS ADVERTISING COMPANY, INC.

Cutler Bldg., Rochester, N. Y.
Phone Main 3528
AAAA — ANPA — PPA — ABP

Officers

President ..... M. S. Hutchins
Treasurer ..... F. I. Hutchins
Secretary ..... F. R. Hutchins
Vice-President & Director of Radio ..... F. V. Hutchins

Radio Account Placed—Philco Radio and Television Corp.

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HUTCHINSON ADVERTISING CO.

1000 Hodgson Bldg., Minneapolis, Minn.
Phone Atlantic 5238

Officers

Chairman of Board ..... A. Dollenmayer
President & Treasurer .... Merrill Hutchinson
Secretary ..... J. V. Pidgeon
Vice-Presidents ..... H. K. Painter, J. M. Bridge, H. R. Stevenson
Director of Radio ..... H. K. Painter
Radio Continuity Writers .... H. R. Stevenson, Tod Williams, Rebekah Kenney

Radio Account Placed—Pillsbury Flour Mills Co., Gluck Brewing Co., Northland Milk Co., Twin City Federal Savings & Loan Ass'n.

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WILLIAM A. INGOLDSBY CO.

257 Werdin Place, Los Angeles, Calif.
Phone Mutual 7451

www.americanradiohistory.com

Officers
General Manager.....William A. Ingoldsby
Production Manager.....J. W. Ingoldsby
Time Buyer.....A. W. Ingoldsby

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INTERSTATE ADVERTISING AGENCY, INC.

1008 Marshall Bldg., Cleveland, Ohio
Phone Main 9444
Officers
President.....G. A. Kirkendale
Vice-President.....C. M. Marvin
Director Sales.....W. A. Kirkendale
Director Production.....W. B. Dye
Radio Accounts Placed—Canfield Oil Co., Forest City Brewing Co., Bonnie Bell Cosmetics, Pfaffman Noodle Co., New Hunger, Inc.; Ohio Floor Coveriug Co., Marshall Drug, Grozaire, Inc.; Osmor Corp., Dandee Pretzel Co.

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IVEY & ELLINGTON, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 7909
ANPA
Officers
President.....Neal D. Ivey
Vice-President-Treasurer...Jesse T. Ellington
Secretary.....George V. Strong
Radio Director.....William Gallow

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THE RALPH H. JONES COMPANY

Carew Tower, Cineinnati, Ohio
Phone Main 3351
AAAA — ANPA — PPA
Officers
Chairman of Board.....Ralph H. Jones
Director of Radio.....C. M. Robertson, Jr.
Assistant Director.....C. J. Coward
Radio Producer.....Edward Obrist
Radio Continuity Writer....George Sparling
Branch Office
400 Madison Ave., New York City
Phone PLaza 3-0100
Radio Accounts Placed—The Drackett Co., Kroger Grocery & Baking Co., Carter Coal Co., Country Home Magazine.

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H. W. KASTOR & SONS ADVERTISING CO., INC.

360 N. Michigan Ave., Chicago, Ill.
Phone Cen. 5331
Officers
President .....Louis Kastor
Treasurer.....E. H. Kastor
Secretary.....W. B. Kastor
Vice-President.....R. H. Kastor
Director of Radio.....Robert G. Jennings
Branch Offices
30 Rockefeller Plaza, New York
Phone Columbus 5-6135
Arthur Kastor
Arcade Bldg., St. Louis, Mo.
Phone Main 3655
Fred Kastor

Radio Accounts Placed—Procter & Gamble Co., Welch Grape Juice Co., Lewis-Howe Co., Ward Baking Co., Grove Laboratories, General Cigar Co., Campbell Cereal Co., Beaumont Laboratories.

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THE JOSEPH KATZ COMPANY

16 E. Mt. Vernon Place, Baltimore, Md.
Phone Vernon 7094
AAAA — ANPA — PPA — ABP
Officers
President .....Joseph Katz
Treasurer.....Charles M. Harrison
Director of Radio.....J. C. Bridgwater
Radio Producers & Continuity Writers,
J. C. Bridgwater, Edward Prager, George Lucas, Nat C. Wildman
Branch Offices
247 Park Ave., New York, N. Y.
Phone Wickersham 2-2740
Manager.....Nat C. Wildman
Radio Accounts Placed—American Oil Co., Maryland Pharmaceutical Co., Ex-Lax, Inc.; Arrow Beer.

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THE RAYMOND KEANE ADVERTISING AGENCY

17th Street at Champa, Denver, Colo.
Phone Tahor 7166
Officers
President .....Raymond Keane
Spaee Buyer ....R. L. Grafft
Radio Director-Gen. Mgr....Ethel N. Hines

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KELLY, NASON & WINSTEN, INC.

30 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-6300
ANPA — PPA
Officers
President .....John C. Kelly
Treasurer .....James R. P. Nason
Secretary .....Frank J. Herel
Vice-President .....Harry J. Winsten
Media Director .....Joseph Burland
Radio Accounts Placed—Ruppert Beer, Democratic National Committee.

•

KELLY, STUHLMAN & ZAHRNDT, INC.

1101-1128 Mart Bldg., St. Louis, Mo.
Phone Garfield 0777
Officers
President.....C. F. Kelly, Jr.
Vice-Pres. and Treasurer....W. W. Zahrndt
Vice-Pres. and Secretary.....C. F. Stuhlman
Vice-President.....V. A. Kelly
Director of Radio.....C. F. Kelly, Jr.
Assistant Director.....W. W. Zahrndt
Radio Producers.....C. F. Kelly, Jr., V. A. Kelly
Radio Continuity Writers....C. F. Kelly, Jr., V. A. Kelly, C. F. Stuhlman

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Radio Accounts Placed— Central Shoe Company, Lutheran Laymen's League, Pine Balm Co., Trems, Inc.; American Life & Accident Insurance Co.

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KENYON & ECKHARDT, INC.

247 Park Avenue, New York, N. Y.
Phone Wickersham 2-3920
AAAA ANPA — PPA — ABP

Officers

Chairman of Board.....Henry Eckhardt
President.....Thomas D'Arcy Brophy
Treasurer.....Otis Allen Kenyon
Secretary.....Joseph A. Vessey
Vice-President.....Dwight Mills
Director of Radio.....Tyler Davis

Radio Accounts Placed—C. F. Mueller Co., Bosco Co., Kellogg Co., Charles B. Knox Gelatine Co.

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H. M. KIESEWETTER ADVERTISING AGENCY, INC.

9 East 40th St., New York, N. Y.
Phone Lexington 2-0025
ANPA PPA ABP

Officers

Pre-sident & Treasurer....E. T. Kiesewetter
General Manager.....H. M. Kiesewetter
Radio Time Buyer.....S. G. Alexander

Radio Accounts Placed The Mennen Co., The Batha-sweet Co., D. P. Harris Hardware Manufacturing Co.

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THE KLEPPNER CO.

551 Fifth Ave., New York, N. Y.
Phone MUrray Hill 2-6467
ANPA

Officers

President-Secretary .....Otto Kleppner
Vice-President-Treasurer...Harvey A. Mayer
Secretary .....Leon Balsam
Production Manager.....Moran McKinless

•

KLINGER ADVERTISING CORP.

119 W. 57th St., New York, N. Y.
Phone Columbus 5-5990

Officers

President.....A. A. Klinger
Secretary ..... I. Cohen
Director of Radio.....A. A. Klinger

Radio Accounts Placed –Madison Personal Loan Co., Riverbank Canning Co., Jules Stores, Zeke Manners, Electrolysis Associates, Jadwiga Remedies Co., Rubel Heels.

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KNOX REEVES ADVERTISING, INC.

307 South Fourth Ave., Minneapolis, Minn.
Phone Bridgeport 4291
ANPA

Officers

President & Treasurer.....Wayne Hunt
Vice-Presidents.....J. V. Sarles,
Helen A. Brown
Radio Director.....Brad Robinson

Radio Account Placed – General Mills, Inc.

•

KREMER & HOWARD, INC.

1711 Exchange Bldg., Memphis, Tenn.
Phone 5-4343
SNPA – APA

Officers

President .....Merrill Kremer
V-P.-Space Buyer .....Francis Howard, Jr.
Radio Department.....Homer D. Gentry,
Erle Howry

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ARTHUR KUDNER, INC.

630 Fifth Ave., New York, N. Y.
Phone Circle 6-3200
AAAA - ANPA PPA ABP

Officers

President.....Arthur Kudner
Vice-Presidents.....J. H. S. Ellis,
E. J. Owen, Sam D. Fuson
V-P in Charge of Radio..Charles F. Gannon
Radio Time Buyers.....James F. Nutt,
William O'Connor, Hendrik Booraem

Branch Offices

New Center Bldg., Detroit, Mich.
Phone Madison 5315
Robert Copeland
Albee Bldg., Washington, D. C.
Phone National 5506
Frank Getty

Radio Accounts Placed– Macfadden Publications, Inc.; United States Tobacco Co., Buick Motor Division, Goodyear Tire & Rubber Co., Fisher Body Division.

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LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-3721
ANPA — PPA

Officers

President .....John L. Johnston
Executive V-P. .....Gordon Seagrove
V-P.-Radio Director .....Martin Horrell
Vice-President .....Berthold M. Nussbaum
Treasurer .....Frank Mace
Secretary.....Walter P. Lantz

Radio Accounts Placed– Lambert Pharmacal Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

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LEEFORD ADVERTISING AGENCY

315 Fourth Ave., New York, N. Y.
Phone STuyvesant 9-1712
ANPA — PPA

Officers

President-Radio Director.....David D. Lee
Treasurer .....W. C. Hoyt

Radio Account Placed Remington-Rand, Inc.

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LEIGHTON & NELSON

202 State St., Schenectady, N. Y.
Phone 6-4202

www.americanradiohistory.com

Officers

Partners .....Winslow P. Leighton and George R. Nelson
Space Buyer.....Winifred Niles
Production Manager.....Edward F. Flynn
Radio Director.....George R. Nelson
Copy Director.....Robert S. Cragin
Account Executives.....Winslow Leighton, George R. Nelson, E. F. Flynn
Radio Continuity Writers.....R. S. Cragin, G. R. Nelson, E. F. Flynn, Sylvia Klarsfeld

Radio Accounts Placed—Hudson Coal Co., Breslaw Bros., Grosberg-Golub Central Markets, William W. Lee & Co., Jonathan Levi Co., Morris Plan Industrial Bank, A. L. Parson & Son, Rudolph Bros., Saratoga Racing Assn., Schenectady Trust Co., Musebeck Shoe Co., The Wallace Co., Murray's Furniture, 4-S Barney Co., W. M. Whitney & Co., Albany Business College, Union Book Co.

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LENNEN & MITCHELL, INC.

17 E. 45th St., New York, N. Y.
Phone MUrray Hill 2-9170
ANPA — PPA

Officers

President.....Philip W. Lennen
Secretary.....Arthur L. Lynn
Vice-President and Treasurer.Robert W. Orr
Director of Radio.....Mann Holiner
Radio Producers..Blayne Buteher, Jay Clark

Branch Offices

8949 Sunset Blvd., Los Angeles, Calif.
Mann Holiner
Jay Clark

Radio Accounts Placed—John H. Woodbury, Inc., Andrew Jergens Co., P. Lorillard Co., Inc.; Lehn & Fink, Jacob Ruppert Brewing Co., Tidewater Associated Oil Co.

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TED LEVY ADVERTISING AGENCY

203-5 Temple Court Bldg., Denver, Colo.
Phone Cherry 4521-2
ANPA — ABP — APA

Officers

Owner .....Ted Levy
Secretary .....V. P. Murrey
Acct. Exec. and Space Buyer.....Ted Levy
Production Manager.....C. S. Barnes
Radio Production.....E. Bushee, L. L. Gross
Researeh.....J. MacMillan

Branch Office

400 McCornick Bldg., Salt Lake City, Utah
Phone Wasatch 4124
David Glatt V. B. Murray Yvonne Rose

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LEON LIVINGSTON ADVERTISING AGENCY

Mills Bldg., San Francisco, Calif.
Phone Sutter 7340
ANPA — ABP — AAAA — NOAB

Officers

President.....Leon G. Livingston
Vice-President.....W. C. Day
Production Manager.....B. B. Bierderman

LOCKWOOD-SHACKELFORD ADVERTISING AGENCY

122 East Seventh St., Los Angeles, Calif.
Phone Trinity 9801
ANPA — NOAB

Officers

President.....M. W. Shackelford
Vice-President.....Russell N. Lockwood
Secretary.....Ralph D. Lockwood

●

LOGAN & STEBBINS

811 West Seventh St., Los Angeles
Phone Trinity 8821
AAAA — ANPA — PPA — ABP — NOAB

Officers

President.....B. A. Stebbins
Vice-President.....D. L. Logan
Director of Radio.....B. A. Stebbins
Time Buyer.....Arthur W. Gudelman

Radio Accounts Placed—Signal Oil Co., Ward Refrigerator Co.

●

LONG ADVERTISING SERVICE

19 N. Second St., San Jose, Calif.
Phone Ballard 5600
ANPA — PPA — AAAA — NOAB

Officers

Owner .....Alvin Long
Office Manager.....Wayne Lenz
Secretary.....Lucille L. Robertson
Radio Department.....Gertrude B. Murphy

Branch Office

681 Market St., San Francisco, Calif.
Phone Douglas 3168
Manager.....Hassel W. Smith

●

W. E. LONG CO.

155 North Clark St., Chicago, Ill.
Phone RAndolph 4606
ANPA

Officers

President .....W. E. Long
V-P.-Treasurer .....Lloyd R. Wolfe
Vice-President .....Walter D. Warrick
Secretary .....Mildred Allrich

●

LORD & THOMAS

247 Park Ave., New York, N. Y.
Phone WIckersham 2-6600
AAAA — ANPA — ABP — PPA

Officers

President .....Don Francisco
Executive Vice-President...Sheldon R. Coons
Vice-Presidents .....Thomas Keresey, Edgar Kobak
Vice-President & Radio Direetor, Edward Lasker

Branch Offices

919 N. Michigan Ave., Chicago, Ill.
Phone Superior 4800

www.americanradiohistory.com

Executive Vice-President....David M. Noyes
Vice-President.....Mary L. Foreman
Vice-President-Treasurer..William R. Sachse
Radio Time Buyer.....Holly Shively
6331 Hollywood Blvd., Hollywood, Calif.
Phone Hollywood 6265
Manager .....Tom McAvity
601 West Fifth St., Los Angeles, Calif.
Phone Michigan 7651
Vice-President .....Don Belding
235 Montgomery St., San Francisco, Calif.
Phone Sutter 2355
Vice-President .....John Whedon
Radio Accounts Placed—American Tobacco Co., Pepsodent Co., Cities Service So., Lady Esther, Ltd.; Union Oil Co., International Cellucotton Products Co., Jell-Well Dessert Co., Tidewater Associates Oil Co., M. J. B. Company, California Walnut Growers, Calajo Growers of California, Beatrice Creamery Co.

•

HAYS MacFARLAND & COMPANY

333 North Michigan Ave., Chicago, Ill.
Phone Randolph 9360
ANPA — PPA — ABP — SNPA
Officers
President.....Hays MacFarland
Treasurer.....B. Ruttingh
Secretary.....B. Ruttingh
1st Vice-President.....Malcolm A. Jennings
Vice-Presidents.....Andrew Coburn, A. B. Dicus, R. R. McGregor, Herbert C. Illium
Asst. Director of Radio.....Evelyn Stark
Radio Accounts Placed—Stewart-Warner Corp., Kellogg Co. (for Wheat Krispies).

•

MacLAREN ADVERTISING CO. LTD.

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321-2551
CAAA
Officers
President-General Manager..J. A. MacLaren
Vice President-Assistant General Manager.....E. V. Reebnitzer
Director of Broadcast Advertising, C. M. Pasmore
Assistant .....M. Rosenfeld
Radio Department Secretary....V. E. Ralph
Branch Office
901 Dominion Square Bldg.,
Montreal, Que., Canada
Phone Plateau 9556
Office Manager.....E. H. H. Smith
Broadcast Advertising Executive, Walter Downs
Radio Accounts Placed Dominion Rubber Co., General Motors Corp., Hydro-Electric Power Commission of Ontario, Imperial Oil, Ltd.; Oneida Community, Ltd.; People's Credit Jewelers, Tuckett, Ltd.

MacMANUS, JOHN & ADAMS, INC.

12th and 14th Floors, Fisher Bldg.
Detroit, Mich.
Phone Trinity 2-8300
ANPA - PPA — ABP
Officers
President.....W. A. P. John
Treasurer.....James R. Adams
Secretary.....John R. MacManus
Exec. Vice-President.....James R. Adams
Vice-Presidents.....Harvey G. Luce, John R. MacManus
Director of Radio.....Elmer Froelich
Assistant Treasurer.....Leo A. Hillebrand
Branch Office
Monadnock Bldg., 681 Market St.,
San Francisco, Calif.
Radio Accounts Placed—Pontiac Motor Co., Cadillac Motor Co., Tivoli Brewing Co., Boydell Paint & Varnish Co., Peters Cleaners & Dyers.

•

MALCOLM-HOWARD ADVERTISING AGENCY

20 East Jackson Blvd., Chicago, Ill.
Phone Webster 2110
APA
Officers
Owner.....Arthur M. Holland
Radio Director.....John Sullivan
Continuity Director.....Ray Freedman
Radio Accounts Placed — Nu-Enamel, Wham Corp., Roller Derby, Newart Co., Rubin's, Holland's Jewelers, Joy Candy Shoppes, Cascade Laundries, Alert Laundry, Zion Tabernacle.

•

MARSCHALK & PRATT, INC.

535 Fifth Ave., New York, N. Y.
Phone VAnderbilt 3-4525
ANPA — PPA — ABP
Officers
Chairman of Board.....G. K. Simonds
President.....Harry C. Marschalk
Treasurer.....Harry C. Marschalk
Secretary.....Arthur R. Anderson
Vice-Presidents.....Wilbur E. Johnson, S. H. Giellerup, S. L. Meulendyke.
Director of Radio.....Curt Peterson
Radio Continuity Writers...G. W. Freeman, Barrett Brady, E. T. Clark
Radio Accounts Placed—Underwood Elliott Fisher Co., Roger & Gallett, Standard Oil Co. of N. J., National Lead Co., Postal Telegraph Co., Rogers Peet Co., Schering Corp., Dunn & McCarthy, Inc.

•

J. M. MATHES, INCORPORATED

122 East 42nd St., New York, N. Y.
Phone LExington 2-7450
Officers
President.....J. M. Mathes
Treasurer.....A. E. Cox
Secretary Carle Rollins

www.americanradiohistory.com

Vice-Presidents.....William B. Okie, Hyland L. Hodgson, C. L. Landon, Lester Loh, Charles O'Donnell
Director of Radio.....Wilfred S. King
Assistant Director.....Fletcher Turner
Radio Accounts Placed—Ludens, Inc.; National Carbon Co., New York State Milk Publicity, Canada Dry Ginger Ale, Magazine Repeating Razor Co., Cocomalt Co.

•

MAXON, INC.

2761 E. Jefferson Ave., Detroit, Mich.
Phone Fitzroy 5710
ANPA — PPA
Officers
Chairman of Board.....Lou R. Maxon
President .....T. K. Quinn
Vice-President .....Searle Hendee
Treasurer.....W. I. O'Neil
Radio Time Buyer.....H. G. Selby
Branch Offices
570 Lexington Ave., New York, N. Y.
Phone Eldorado 5-2930
Radio Director.....Don Forker
Heights-Rockefeller Bldg., Cleveland, O.
Phone Yellowstone 7774
Vice-President .....Ray Baker
919 N. Michigan Ave., Chicago, Ill.
Phone Delaware 3536
L. J. Sholty
Radio Accounts Placed—General Electric Co.; H. J. Heinz Co.

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WILLIAM DOUGLAS McADAMS

25 West 43rd St., New York, N. Y.
Phone BRyant 9-1404
ANPA — PPA — APA

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CHESTER H. McCALL COMPANY, INC.

General Motors Bldg., New York, N. Y.
Phone CIrcle 6-0481
PPA
Officers
President.....Chester H. McCall
Executive Vice-President...Vincent J. Galbo
Secretary-Treasurer.....Otis T. Wingo
Copy Chief.....Joseph H. Jackson
Radio Director.....David Murray
Space Buyer.....Lillian A. Yokey
Production .....Richard Ryan
Branch Office
First National Bank Bldg., Baltimore, Md.
Vice-President.....Kenneth C. Watson

•

McCANN-ERICKSON, INC.

285 Madison Ave., New York, N. Y.
Phone Lexington 2-1700
AAAA — ANPA — PPA — ABP
Officers
President .....H. K. McCann
Secretary and Treasurer..John L. Anderson
Director Research.....L. D. Weld
Vice-Presidents: Harrison Atwood, Raymond Atwood, E. C. Bennett, L. E. Firth, E. D. Hill, E. Palmer, Gordon E. Hyde, Myron C. Leckner, E. D. Madden, E. O. Perrin, C. A. Posey.
Vice-President-Creative Director.L. S. Briggs
Radio Time Buyer.....Francis Conrad
Program (Evening) Director,
Dorothy Barstow
Program (Daytime) Director,
Stuart D. Ludlum
In Charge of Production.Margaret E. Jessup
Branch Offices
910 S. Michigan Ave., Chicago, Ill.
Phone Webster 3701
Vice-President and Manager,
Homer Havermale
Vice-President.....H. G. Smith
Guardian Bldg., Cleveland, O.
Phone Cherry 3490
Vice-President and Manager,
Royal M. Alderman
Penobscot Bldg., Detroit, Mich.
Phone Randolph 9550
Vice-President and Manager.Donald C. Higbt
Patterson Bldg., Denver, Colo.
Phone Keystone 4297
Manager.....J. S. Barrows
448 S. Hill St., Los Angeles, Calif.
Phone Michigan 4049
Manager.....August J. Bruhn
114 Sansome St., San Francisco, Calif.
Phone Douglas 5560
Vice-President and Manager.Henry Q. Hawes
Skinner Bldg., Seattle, Wash.
Phone Main 7459
Manager .....Vernon Churchill
Public Service Bldg., Portland, Ore.
Phone Atwater 4305
Manager .....Vernon Churchill
Radio Accounts Placed— Axton-Fisher Tobacco Co.; Gruen Watch Co.; Pacific Coast Borax Co.; Standard Oil of California; Chesebrough Mfg. Co.; Standard Oil of Ohio; Crowell Publishing Co.; Provident Loan Society of New York; Standard Brands; Stanco Inc.; Consolidated Edison of N. Y.; Daggett & Ramsdell Co.

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THE McCORD COMPANY

1225 First National-Soo Line Bldg.,
Minneapolis, Minn.
Phone Bridgeport 1225
APA — ANPA — PPA
Officers
President & Treasurer.....R. D. McCord
Vice-President .....Louis Melamed
Secretary & Space Buyer.....C. F. Baker
Production Manager.....Lee Skaar
Radio Accounts Placed—Hamm Brewing Co., International Harvester Co., McConnon & Co., Zinsmaster Baking Co., Coast-to-oCast Stores, Conrad Fur Co., W. H. Barber Oil Co.

www.americanradiohistory.com

McJUNKIN ADVERTISING CO.

228 N. LaSalle St., Chicago, Ill.
Phone State 5060

Officers

President.....William D. McJunkin
Executive Vice-President.....Gordon Best
V-P in Charge of Radio.....Frank R. Steel
Vice-Presidents.....Roy M. Kirtland, I. M. Tutcor, R. W. Sparks
Media Dept. Manager.....R. W. Shadinger
Production Manager.....W. C. Mottershead

Radio Accounts Placed— Feltman & Curme Shoe Store Co., Chicago Motor Club, Princess Pat, Ltd.; Service Life Insurance Co., Brenner Bros., Curtiss Candy Co.

•

McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia, Pa.
Phone Locust 4737
ANPA PPA

Officers

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
Secretary.....T. E. Libby

Branch Office

30 Rockefeller Plaza, New York, N. Y.
Phone COlumbus 5-2058

•

A. McKIM, LTD.

Confederation Bldg., Montreal, Que., Canada
Phone Lancaster 5192

Officers

President-General Manager.....C. T. Pearce
Vice-President.....J. M. Baxter
Assistant General Manager, A. Fairbairn Smith
Radio Director.....Don Henshaw

Branch Offices

320 Bay St., Toronto, Ont., Canada
Phone Elgin 5351

Royal Bank Bldg., Winnipeg, Man., Canada
Manager.....A. A. Brown

514 Province Bldg.,
Vancouver, B. C., Canada
Manager.....F. S. Auger

Dennis Bldg., Halifax, N. S., Canada
Phone Bishop 6917
Manager.....W. J. McKay

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DAN B. MINER CO.

250 Chamber of Commerce Bldg.,
Los Angeles, Calif.
Phone Richmond 3101
AAAA—ANPA ABP

Officers

President.....Dan B. Miner
Treasurer.....M. R. Sweeney
Vice-Presidents.....J. C. Morse, Isabel Moses, L. L. Johnston, Fred W. Meyer
Director of Radio.....John Guedel

MITCHELL-FAUST ADVERTISING CO.

230 N. Michigan Ave., Chicago, Ill.
Phone State 6640
ANPA PPA APA—NOAB

Officers

President.....Paul E. Faust
Treasurer.....Lyman L. Weld
Secretary.....R. A. L. Herweg
Vice-Presidents.....L. H. Copeland, Clyde M. Joice
V-P & Radio Director....Paul Holman Faust
Space Buyer.....C. J. Turner
Production.....Calvin S. Boynton

•

RAYMOND R. MORGAN CO.

6332 Hollywood Blvd., Hollywood, Calif.
Phone Hempstead 4194

Officers

President.....Raymond R. Morgan
Vice-President.....Ernest Hix
General Manager.....R. E. Messer
Director of Radio.....Cyril Armbrister
Radio Continuity Writers..James J. McCleery, Catherine Turney

Radio Accounts Placed— Stokely-Van Camp Co., Folger Coffee Co.

•

MORRIS, SCHENKER-ROTH, INC.

230 N. Michigan Ave., Chicago, Ill.
Phone State 4050
ANPA — PPA

Officers

President & Treasurer.....Philip Morris
Secretary.....Edgar Bernhard
Vice-Presidents..S. M. Roth, B. W. Schenker
Director of Radio.....Harold L. Weiler

Radio Accounts Placed—Premier Pabst Sales Co., Allied Mills, Inc.

•

MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York, N. Y.
Phone LExington 2-6727
PPA

Officers

President.....Roy Head
Vice-President and Manager..Carl J. Balliett
Secretary and Treasurer.....J. Van MacNair
Radio Director.....Richard Nicholls

Radio Accounts Placed—Vick Chemical Co.

•

FARAON JAY MOSS, INC. ASSOCIATES

1112 Hilldale Ave., Hollywood, Calif.
Phone Bradshaw 2-4986

Officers

President.....Ross Marshall
Vice-President.....J. Hubert Critser
Treasurer-Radio Director.....Ardys Moss
Secretary.....D. Williams
Time Buyer.....Faraon J. Moss

•

C. WENDEL MUENCH & COMPANY

210 E. Ohio St., Chicago, Ill.
Phone Whitehall 7717
ANPA - PPA - ABP

www.americanradiohistory.com

Officers
President.....C. W. Muench
Director of Radio.....George Euwema
Radio Accounts Placed—Chappel Bros, Inc., Durkee Famous Foods, Fugi Trading Co., U. R. E. Druggist, Inc., Siren Mills Corp., The Vollrath Co.

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J. P. MULLER & CO.

19 West 44th St., New York, N. Y.
Phone, MUrray Hill 2-2085
ANPA — ABP — PPA
Officers
President-Treasurer.....A. H. Lange
Vice-President.....G. R. Katz
Secretary.....H. J. Schnittger

●

NEEDHAM, LOUIS & BRORBY, INC.

360 N. Michigan Ave., Chicago, Ill.
Phone State 5152
AAAA — ANPA — PPA — ABP
Officers
President.....Maurice H. Needham
Secretary-Treasurer.....O. R. Stadelman
Vice-Presidents.....J. J. Louis, Melvin Brorby, Harry Phelps
Program Director.....Helen Wing
Radio Producer.....Cecil Underwood
Radio Account Placed—S. C. Johnson & Son, Inc.

●

NEISSER-MEYERHOFF, INC.

400 N. Michigan Ave., Chicago, Ill.
Phone Delaware 7860
ANPA — PPA
Officers
President.....Arthur E. Meyerhoff
Secretary and Treasurer...Walter R. Neisser
Radio Director.....Nelson A. Shawn
Branch Offices
530 W. Sixth Ave., Los Angeles, Calif.
Phone Madison 1151
759 N. Milwaukee St., Milwaukee, Wis.
Phone Marquette 3144
Radio Account Placed—Wm. Wrigley Jr. Co., Automatic Soap Flakes Co., Lakeside Biscuit Co., Catalina Island, Edwards Motors, The Hub, Schaff Sausage Co.

●

NEWELL-EMMETT COMPANY

40 East 34th St., New York, N. Y.
Phone AShland 4-4900
AAAA — ANPA — PPA — ABP — PRB — SAAA — SNPA
Officers
President.....C. D. Newell
Treasurer.....F. H. Walsh
Secretary.....R. L. Strobridge
Vice-Pres. in Charge of Radio..Wm. Reydel
Radio Accounts Placed—Liggett & Myers Tobacco Co. (Chesterfields), Thomas Cook & Son, Loose-Wiles Biscuit Co.

●

ROBERT S. NICHOLS AGENCY

Lloyd Bldg., Seattle, Wash.
Phone Seneca 0050
Officers
Owner.....R. S. Nichols
Radio Continuity Writer...Jack McClintock
Feature Program Writer.....Robert Hillis
Radio Accounts Placed—Ben Tipp, Jeweler; Columbia Lumber Co., Utilities Engineering Co., Monolith Portland Cement Co., Colotyle Corp., Del Teet Furniture Co., First Savings & Loan Assn., Dr. R. M. Mellor, Langlow-Gragg Business School, Rossoe Manufacturing Co., Westermau's, Inc.

●

BURTON A. OSTERHOUDT

900 State Bank Bldg., Albany, N. Y.
Phone 4-2175
Officers
Owner.....Burton A. Osterhoudt
Secretary.....C. D. Osterhoudt

●

PARIS & PEART

370 Lexington Ave., New York, N. Y.
Phone Caledonia 5-9840
ANPA — ABP — PPA
Co-Partners.....A. G. Peart, John H. Rehm
Radio Time Buyer.....Eugene J. Cogan
Radio Account Placed—The Great Atlantic & Pacific Tea Co., John Wiley Jones Co., Pennsylvania Refining Co.

●

PAYNE ADVERTISING AGENCY

Smith-Young Tower, San Antonio, Texas
Phone Garfield 6371
APA — SAAA
Officers
President.....J. B. Payne
Treasurer.....Eleanor Payne

●

PECK ADVERTISING AGENCY, INC.

444 Madison Ave., New York, N. Y.
Phone PLaza 3-0900
AAAA
Officers
Chairmau of Board.....Harry Peck
President.....A. H. Messing
Secretary-Treasurer.....Harry Krawitz
Vice-President.....Walter Schwartz
Director of Radio.....Arthur Sinsheimer
Radio Continuity Writers.Ralph Lieberman, Eva Monty, Geo. Glass
Radio Accounts Placed—Carfix, Oldetyme Distillers, Garcia Grande Cigars, S. Grover Graham Co., Clyco-Thymoline, Beverwyck Breweries, Tastyeast, Inc.; Fairfax Tobacco Co., Hammondsport Wineries, Wise Shoes, Candicod, Jones Furniture Mfg. Co., Aetua Lnsurauce Co., Gold Reeovery Corp., Roxy Clothes, Inc.

●

PEDLAR & RYAN, INC.

250 Park Ave., New York, N. Y.
Phone Eldorado 5-7700
AAAA — ANPA — PPA — ABP

www.americanradiohistory.com

Officers

President.....Thomas L. L. Ryan
Secretary and Treas.....Arthur Cobb, Jr.
Vice-Presidents.....Lawrence L. Shenfield, Francis J. Doherty
Director of Radio.....Gregory Williamson
Radio Copy Chief.....John Archer Carter
Radio Producers.....Edgar G. Sisson, Jr., Elisabeth Howard
Radio Continuity Writers..John Archer Carter, Robert J. Mann, Cyril Mullen, Beth Young, Finis Farr, Irna Phillips, Elaine Sterne Carrington

Radio Accounts Placed—The Procter & Gamble Co. (Chipso, Camay Soap, Dash), Pinoleum Co., Bristol-Myers Co., The Borden Co.

•

THE POTTS TURNBULL COMPANY

10th Floor, Carbide & Carbon Bldg.
Kansas City, Mo.
Phone Victor 9400
ANPA — PPA

Officers

President .....W. J. Krebs
V-P.-Production Mgr.....D. E. Dexter
Secretary .....G. F. Magill
Treasurer .....E. T. Chester
Time Buyer.....B. G. Wasser

•

PRESBA, FELLERS & PRESBA

360 N. Michigan Ave., Chicago, Ill.
Phone Central 7683
APA — ABP

Officers

President.....Bert S. Presba
V-P in Charge of Radio.....E. A. Fellers
Secretary.....Will B. Presba

Radio Accounts Placed—De Forest Tarining, Flex-O-Glass Mfg. Co., Household Magazine, Mantle Lamp Co., Earl E. May Seed Co., Olson Rug Co., Ryde & Co., Dr. Scholl Foot Comforts, Service Life Insurance Co., United Factories, Inc.; Zanol Products.

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THE L. W. RAMSEY CO.

Union Bank Bldg., Davenport, Iowa
Phone 3-1889
ANPA — PPA

President & Treasurer.....L. W. Ramsey
Secretary.....E. G. Naeckel

Branch Office

230 N. Michigan Ave., Chicago, Ill.
Phone Franklin 8155

Vice-President.....F. L. Eason
Director of Radio.....Fred Herendeen

Radio Accounts Placed—F. W. Fitch Co.

•

CHAS. DALLAS REACH CO.

58 Park Place, Newark, N. J.
Phone Market 3-5100
AAAA — ANPA — PPA — ABP

Officers

President.....Chas. Dallas Reach
Treasurer.....E. M. Reach
Vice-President.....Howard E. Sands
Director of Radio.....Chas. Dallas Reach

Branch Office

Syracuse, N. Y
Phone Syracuse 3-3136

Manager.....Howard E. Sands

Radio Accounts Placed—Admiracion Laboratories, Inc.; Strongheart Dog Food, Cut-Rite Waxed Paper, Dugan Bros.

•

REDFIELD-JOHNSTONE, INC.

247 Park Ave., New York, N. Y.
Phone PLaza 3-6121
ANPA — PPA — ABP

Officers

Chairman of the Board.....L. L. Redfield
President .....E. F. Johnstone
Vice-Presidents .....B. L. Rottenberg E. T. T. Williams, J. J. McNevin.
Treasurer-Space Buyer.....B. L. Rottenberg
Secretary-Asst. Treas.....A. Hollander
Copy Chief .....D. O'Brien
Art Director.....S. Weiss
Production Manager ...J. Russell McCarthy
Rate & Contract Dept.....H. Hiller
Radio Department .....N. S. Livingston
Radio Production.....R. Du Browin

•

MORGAN REICHNER CO.

400 Madison Ave., New York, N. Y.
Phone Wickersham 2-3100
APA — ABP — PPA — AAAA — NOAB

Officers

President-Treasurer.....M. S. A. Reichner
Vice-Presidents .....Amos Stote, Charles H. Bauer
Secretary.....Harold A. Bowman

•

EMIL REINHARDT ADVERTISING AGENCY

324 - 13th Street, Oakland, Calif.
Phone Templebar 2408
ANPA

Officers

Owner.....Emil Reinhardt
Radio Producer and Writer.....Dave Lane

Radio Accounts Placed—Kilpatrick's Bread, Standard Beverage Ltd., The Fruzert Co., Parisian Baking Co., Jeff Townsend Co.

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REISS ADVERTISING, INC.

1270 Sixth Ave., New York, N. Y.
Phone COlumbus 5-4632
ABP — APA

Officers

President.....Joseph Reiss
Secretary-Treasurer.....B. M. Reiss
V-P & Radio Director.....Harold Reiss
Account Executives.....Melvin Freud, N. T. Barrett.

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ROCHE, WILLIAMS & CUNNYNGHAM, INC.

310 S. Michigan Ave., Chicago, Ill.
Phone Harrison 8490

www.americanradiohistory.com

Officers

President.....J. P. Roche
Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston, Guy C. Pierce, Lloyd Maxwell
Director of Radio.....N. J. Cavanagh
Radio Continuity Writers.....J. H. Kelly, G. Hammill, R. A. Seng

Branch Office

1500 Chestnut St., Philadelphia, Pa.
Phone Rittenhouse 3750
Guy C. Pierce (in charge)

Radio Accounts Placed—The Studebaker Corp., The Cudahy Packing Co., Williams Oil-O-Matic Heating Corp., Sun Oil Co., Horlick's Malted Milk Corp., The Milwaukee Road.

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ROGERS & SMITH

20 North Wacker Drive, Chicago, Ill.
Phone, DEarborn 0021
ANPA — ABP — PPA

Officers

President.....Walter E. Smith
Vice-President.....Ray H. Reynolds
Secretary.....Howard N. Smith
Treasurer.....Charles B. Rogers
Radio Department.....Roland R. Blair, Hope Smith.

Affiliated with Roger & Smith, Dallas.

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ROGERS & SMITH

714 Wholesale Merchants Bldg., Dallas, Tex.
Phone 7-1477
SAAA

Officers

Owner.....Herbert A. Rogers
Director of Radio.....Connie Joan Connor
Radio Producer.....Howard N. Smith
Radio Continuity Writer.Connie Joan Connor

Radio Accounts Placed—Naughton Farms, Horse & Mule Assoc. of America, American Pad & Textile Co.

Affiliated with Rogers & Smith, Chicago.

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ROHRABAUGH & GIBSON

1714 Lincoln-Liberty Bldg., Philadelphia, Pa.
Phone, RIttenhouse 0557
ANPA — PPA — ABP

Officers

Partners.....C. M. Rohrabaugh, J. C. Gibson.

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ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York, N. Y.
Phone CHickering 4-4420
ANPA — PPA — APA

Officers

President .....Arthur Rosenberg
Vice-President .....Samuel Rubenstein
Secretary .....A. A. Rosenberg
Treasurer .....Charles S. Silver
Copy Chief.....Brooke Farley
Production Manager .....H. B. Fleischman
Research Director....Walter Alwyn-Schmidt
Radio Director.....C. K. Kaufman

•

ALBERT M. ROSS, INC.

9 Rockefeller Plaza, New York, N. Y.
Phone Circle 6-3340
ANPA

Officers

Pres. & Director of Radio....Albert M. Ross
Secretary & Treasurer.....Ruth R. Ross

•

ROZENE ADVERTISING COMPANY

53 Cannon St., Bridgeport, Conn.
Phone 5-0552

Officers

Director of Radio.....Jack I. Rozene
Assistant Director.....Leon Rozene
Sales Manager.....Harry Abronson
Radio Continuity Writer.....A. Weisman

Radio Accounts Placed—Michaels Jewelers, United Men's Shop, Leventhal Furniture Co., Outlet Clothing Co.

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RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York, N. Y.
Phone MUrray Hill 6-6400
AAAA — ANPA — PPA — ABP

Officers

President.....F. B. Ryan
Vice-President & Treasurer..W. B. Ruthrauff
Secretary.....Ralph Van Buren
V-P & Director of Radio...Lawton Campbell
Assistant.....S. Heagan Bayles
Supervisor of Evening Programs
Merritt W. Barnum
Supervisor of Daytime Programs
Herschel Williams, Jr.
Asst. Supervisor of Daytime Programs
Marguerite Dougherty
Director of Radio Publicity....John Gordon
Production Directors.....Nate Tufts, F. Bourne Ruthrauff, John Loveton.
Radio Commercial Director....Ruth Bordon
Commercial Writers.....Regina Morgan, Avery Giles, Vivian Washburn, Florence Miles, Donald Wallace.

Branch Offices

360 N. Michigan Ave., Chicago, Ill.
Phone Randolph 2625
Manager.....Paul Watson
In Charge of Radio.....Ros Metzger

7430 Second Boulevard, Detroit, Mich.
Phone Madison 1980
Manager.....Ellis J. Travers

www.americanradiohistory.com

812 Olive St., St. Louis, Mo.
Phone Main 0128
1680 N. Vine St., Hollywood, Calif.
Phone Hillside 7593

Vice-President in Charge West Coast Radio.....Edmund B. Ruffner
Production Directors.....Clark Andrews, Everard Meade.
Commercial Writers.....Edward Ettinger, Frederick Sard.

Radio Accounts Placed—Alka Dent Products Co., Bree Cosmetics, Inc., Canadian Ironized Yeast Co., Chrysler Corp., Delaware, Lackawanna & Western Coal Co., Dodge Motor Corp., H. Fendrich, Inc., B. F. Goodrich Co., Gunther Brewing Co., Histeen Corp., Holland Furnace Co., Hyde Park Brewers Assn., Independent Grocers' Alliance, Ironized Yeast Co., M. J. Lanahan, Inc., Lever Bros. Co., Lever Bros, Ltd., Noxema Chemical Co., Oshkosh B'Gosh, Inc., Penn Tobacco Co., Quaker Oats Co., Star Brewery, Inc., Sterling Brewery, Inc.

•

SCHOLTS ADVERTISING SERVICE

Scholts Bldg., 1201 W. 4th St.,
Los Angeles, Calif.
Phone Michigan 2393

Officers

Owner-Manager.....William G. Scholts
Office Manager.....C. V. Brinson
Radio Director.....Tom Scholts
Production Manager.....G. L. Myhro
Space Buyer.....L. Degner

•

SCHWIMMER & SCOTT

75 E. Wacker Drive, Chicago, Ill.
Phone Dearborn 1818
ANPA — PPA — APA

Officers

Partners.....Walter Schwimmer, R. J. Scott
Directors of Radio.....Cecil Widdifield, N. E. Heyne.

•

RUSSEL M. SEEDS COMPANY, INC.

Palmolive Bldg., Chicago, Ill.
Phone Delaware 1046
ANPA — PP — ABP — PRB — SNPA

Officers

President.....Freeman Keyes
Chairman of Board.....Freeman Keyes
Treasurer.....Jack Harding
Secretary.....Jack Harding
Vice-President.....Paul Richey

Branch Offices

Lemcke Bldg., Indianapolis, Ind.
Paul Richey
Jack Harding
Music Hall Bldg., Cincinnati, Ohio
John Lair

Radio Accounts Placed—W. A. Sheaffer Pen Co., Pinex Co., General Mills, Inc., Keystone Steel & Wire Co., Brown & Williamson Tobacco Corp.

•

THEODORE H. SEGALL ADVERTISING AGENCY

544 Market St., San Francisco, Calif.
Phone SUtter 6557
NCBA

Officer

Manager.....T. H. Segall

•

SELVIAIR BROADCASTING SYSTEM, INC.

75 E. Wacker Drive, Chicago, Ill.
Phone RAndolph 8877

Officers

President.....Arthur A. Kohn
Secretary-Treasurer-Production Manager, Irving Rocklin
Radio Director.....R. Handleman
Continuity Dept.....Edna Glover, A. Dahlquist

•

SHATTUCK & ETTINGER ADVERTISING CO.

Fox Wilshire Theatre Bldg.,
Beverly Hills, Calif.
Phone YOrk 8131

Officers

President.....Ross Shattuck
Vice-President.....Margaret Ettinger
Radio Director.....William C. Walsh

•

SMALL & SEIFFER, INC.

24 W. 40th St., New York, N. Y.
Phone WIsconsin 7-8765
ANPA — PPA

Officers

President.....Albert Seiffer
Treasurer.....Marvin Small

•

THE C. BREWER SMITH ADVERTISING AGENCY

27 School St., Boston, Mass.
Phone Lafayette 2391
ANPA — NOAB

Officers

Owner.....C. Brewer Smith

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STACK-GOBLE ADVERTISING AGENCY

8 South Michigan Ave., Chicago, Ill.
Phone Randolph 0160
ANPA — PPA — APA

Officers

President & Treasurer.....E. R. Goble
Secretary.....E. A. Goble
Vice-President.....H. L. Hulsebus
Director of Radio.....Wynn Orr

Branch Offices

400 Madison Ave., New York, N. Y.
Phone PLaza 3-7445

Vice-Presidents...R. A. Porter, J. A. Butler

1397 Jefferson, East, Detroit, Mich.
Phone Cherry 5315
Cliff Knoble

•

STANDARD ADVERTISING AGENCY

2 West 45th Street, New York, N. Y.
Phone VAnderbilt 3-3538

Officers

President .....E. H. Karn
Vice-President .....Elmer S. Hader
Secretary .....M. M. McBride
Production Manager.....L. A. Klein

•

STEELE ADVERTISING AGENCY, INC.

714 M. & M. Bldg., Houston, Texas
Phone Preston 9997

Officers

President.....H. Wirt Steele
Secretary-Treasurer.....E. J. Steele
Vice-President.....Clarence Payne
Director of Radio.....M. N. Lawrence

•

STERLING ADVERTISING AGENCY, INC.

70 West 40th St., New York, N. Y.
Phone LOngacre 5-4614
ANPA — PPA — ABP

Officers

President .....Joseph S. Edelman
Vice-President .....Saul M. Broun
Secretary .....William Forray
Treasurer .....Herbert Goldsmith
Time Buyer.....William Forray
Radio Director .....Leon A. Friedman

•

THE G. LYNN SUMNER CO.

285 Madison Ave., New York, N. Y.
Phone CAledonia 5-4103
ABP — PPA — ANPA — AAAA

Officers

President-Treasurer.....G. Lynn Sumner
Vice-President.....Mary Brooks Picken
Secretary.....E. June Sumner
Time Buyer.....E. R. Wood

SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland, Ohio
Phone Main 7142
ANPA — PPA — APA

Officers

President.....John F. Sweeney
V-P & Director of Radio.....Frank G. James
Radio Account Placed—Firestone Tire & Rubber Co.

•

J. WALTER THOMPSON CO.

420 Lexington Ave., New York, N. Y.
Phone Mohawk 4-7700
AAAA — ANPA — ABP — PPA

Officers

President .....Stanley Resor
Secretary .....Howard Kohl
Treasurer .....Earle Clark

Vice-Presidents: R. Lynn Baker, Lloyd Baillie, William L. Day, Henry C. Flower, Jr., Howard Henderson, Clement Watson, Henry M. Stevens, S. Hunter Richey, William Resor, Walter R. Hine, Thayer Jaccaci, Gilbert Kenney, William G. Palmer, Samuel W. Meek, Jr., William C. McKeehan, Jr., Marvin S. Knight.

Vice-President in Charge of Radio, John U. Reber

Radio Time Buyer.....Linnea Nelson

Radio Talent Buyers, Tom Luckenbill, M. Holland

Radio Production Staff: A. K. Spencer, Robert A. Simon, Maury Holland, Gordon Thompson, Stan Quinn.

Continuity Writers: Tiffany Thayer, Robert A. Simon.

Branch Offices

1549 North Vine St., Hollywood, Calif.
Phone Hillside 7241

Vice-President .....Danny Danker

Radio Production Staff: Calvin Kuhl, John Christ, Frank Woodruff, Robert Brewster, Tony Stafford.

Continuity Writers: Dick Mack, George Wells, Sandy Barnett, Lou McManus, Edward Rice, Carroll Caroll, George Faulkner.

Radio Talent Buyer.....Paul Rickenbacker

410 N. Michigan Ave., Chicago, Ill.
Phone Superior 0303

Vice-President and General Manager, Henry T. Stanton

Vice-Presidents: Morton V. Wieland, Kennett W. Hinks, Willard F. Lochridge, James D. Woolf.

601 West Fifth St., Los Angeles, Calif.
Phone Michigan 5194

Manager.....T. Russell Paulson

100 Bush St., San Francisco, Calif.
Phone Garfield 3510

Manager.....Arthur C. Farlow

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Shell Bldg., St. Louis, Mo.
Phone Central 8040
Manager.....Raymond A. Mott
2012 Exchange Bldg., Seattle, Wash.
Phone Seneca 0655
Manager.....Norton W. Mogge
Radio Accounts Placed—Standard Brands, Inc.; Elgin National Watch Co.; Lever Bros.; Simmons Co.; Emerson Drug Co.; Lamont, Corliss & Co.; Kraft-Phenix Cheese Corp.; Sealtest, Inc.; Shell Eastern Petroleum Products; Nash-Kelvinator Corp.; Zenith Radio Corp.; Penick & Ford, Ltd.; Pacific Salmon Fisheries, Kellogg Co.

•

TOMASCHKE-ELLIOTT, INC.

1624 Franklin St., Oakland, Calif.
Phone Glencourt 4941
NOAB — NCBA

Officers

President.....F. L. Tomaschke
Secretary.....William M. Maxfield
V-P & Director of Radio..Wallace F. Elliott
Radio Accounts Placed—Cardinet Candy Co., Pacific Guano Co., Gordon-Allen, Ltd., Delta Clay Co., Hoyt Heater Co.,

•

TRACY-LOCKE-DAWSON, INC.

1307 Pacific St., Dallas, Texas
Phone 7-8655
22 E. 40th St., New York, N. Y.
Phone AShland 4-1690
AAAA — ANPA — PPA — ABP—
PRB — SAAA — SNPA

Officers

President.....J. M. Dawson
Treasurer-Secretary.....Howell H. Robins
Vice-Presidents.....Raymond P. Locke, V. M. Wallace.
Director of Radio.....J. J. Jeffries
Radio Producers.....Raymond P. Locke, Joe M. Dawson, James A. McPhail.
Radio Continuity Writers.....J. J. Jeffries, Glenn Addington, Ishmael Grant, Grace Spaulding, Eddie Dunn.

Radio Accounts Placed—Dr. Pepper Co., Imperial Sugar Co., Garza Sheets, Stanard-Tilton Milling Co., Bordon Co. of the Southwest, Mrs. Baird's Bread, Peters Shoe Co., W. S. Kirby Co., Chevrolet Dealers of the Southwest.

•

UNITED STATES ADVERTISING CORP.

Home Bank Bldg., Toledo, Ohio
Phone Main 8205
AAAA — ANPA — PPA — ABP

Officers

President & Treasurer....Ward M. Canaday
Secretary.....Geo. W. Ritter
Vice-President.....Edw. R. Wade

Branch Offices

612 N. Michigan Ave., Chicago, Ill.
Vice-President .....James Ewell
Radio Accounts Placed—Owens-Illinois Glass Co., Glass Container Association, Willys Overland Motors, Inc.

•

VANDERBIE & RUBENS, INC.

540 N. Michigan Ave., Chicago, Ill.
Phone SUperior 8436
ANPA — PPA — ABP — APA

Officers

President.....H. S. Vanderbie
Vice-President.....Walter L. Rubens

Branch Offices

1535 Sixth Street, Detroit, Mich.
542 Fifth Avenue, New York, N. Y.
Phone VAnderbilt 6-2734

•

WADE ADVERTISING AGENCY

208 W. Washington St., Chicago, Ill.
Phone State 7369

Officers

Director.....W. A. Wade
Assistant Director.....P. C. Lund
Radio Time Buyer.....Louis Nelson
Radio Producers.....W. E. Jones, P. C. Lund, Edward Simmons.
Radio Continuity Writers.....R. E. Dwyer, L. W. Davidson.
Radio Account Placed—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Illinois Bottled Gas Co.

•

WALKER & DOWNING

Oliver Bldg., Pittsburgh, Pa.
Phone Grant 1900
ANPA — ABP — PPA

Officers

President .....William S. Walker
V-P.-Treasurer.....Harold S. Downing
Secretary .....Myrtle Miller
Radio Account Placed — Allegheny Steel Co.

•

WALSH ADVERTISING CO., LTD.

306-311 Guaranty Trust Bldg.,
Windsor, Ont., Canada
Phone 3-2416-7

Officers

President.....Thomas E. Walsh
Secretary-Treasurer.....Ed. Wilkins
General Manager.....C. B. Stenning
Office Manager.....J. S. Finn
Production Control.....E. Gater
Radio.....W. A. McGuire

Branch Office

404 Victory Bldg., Toronto, Ont., Canada
Phone Adelaide 3055
Executive In Charge.....R. E. S. Green

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WARWICK & LEGLER, INC.

230 Park Ave., New York, N. Y.
Phone MUrray Hill 6-8585
AAAA — ANPA — PPA — APA — NOAB

Officers

President.....H. Paul Warwick
Vice-President.....Heury Legler
Other Viee-Presidents.....S. O. Youngheart, J. R. Warwick, Lester M. Malitz, Arthur Deerson.
Secretary-Treasurer.....Robert H. Hughes
Director of Radio.....Preston H. Pumphrey

Radio Accounts Placed—Tbe Wm. R. Warner Co., The George W. Luft Company, Larus & Bro. Company, The Sherwin-Williams Company.

•

TUCKER WAYNE & CO., INC.

10 Pryor St., Atlanta, Ga.
Phone Walnut 6701
ANPA — ABP — PPA — NOAB

Officers

President .....Tucker Wayne
Vice-President.....James L. Battle
Treasurer .....M. Fambro
Radio Director.....Douglas Duff Connah

•

LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul, Minn.
Phone Cedar 3777

Officers

President .....Luther Weaver
Associate.....Florian J. Schleck
Director of Radio.....Elizabeth Watkins

•

WEILL & WILKINS, INC.

247 Park Ave., New York, N. Y.
Phone PLaza 8-0460

Officers

President.....Norman I. Weill
Executive V-P & Radio Director, Berne W. Wilkins
Treasurer.....Mac Friedman
Assistant Radio Director.....Norma Bruen
Chief Staff Announcer.....Sam Brown
Radio Talent Buyer.....Norman I. Weill
Radio Production.....Larry Marks, Herbert Leonard.
Musical Director.....Jerry Lee

Radio Accounts Placed — Ellbee Furriers, Inc., Busch Kredit Jewelers, May's Thirty-Fourth Street, Metropolitan Merchant's Guild, Amac Company, Loan & Finance Advisory Council, Air Conditioning Training Corp.

ADVERTISING AGENCIES

MILTON WEINBERG ADVERTISING CO.

325 W. Eighth St., Los Angeles, Calif.
Phone Tucker 4111
ANPA — PPA — APA

Officers

Co-Partners.....Milton Weinberg, Bernard Weinberg.
Director of Radio.....George N. Laws

•

WELLMAN ADVERTISING AGENCY

1631 Chestnut St., Philadelphia, Penna.
Phone Rittenhouse 6576

Officers

President-Radio Director.....F. A. Wellman

•

THE WESSEL COMPANY

458 East 30th St., Chicago, Ill.
Phone Victory 1300

Officers

President.....E. Wessel
Exec. V.-P. and Treas.....Stanley L. Wessel
Secretary .....Alfred Flesham
Vice-President.....Theodore T. Weldon
Director of Radio.....Theodore T. Weldon
Assistant Directors.....R. U. Moore, W. L. Chesman
Radio Producers.....James E. Sauter, Frank Easter
Radio Continuity Writers...L. D. Sherman, E. Feiveisel

Branch Offices
247 Park Ave., New York, N. Y.
Phone Wisconsin 2-0077
Represented in N. Y. hy James E. Sauter

Radio Accounts Placed—Group of American Banks, cooperative series on disk for undertakers, etc.

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WESTCO ADVERTISING AGENCY

625 Market St., San Francisco, Calif.
Phone Sutter 6744

Officers

President.....E. E. Sylvestre

•

WESTON-BARNETT, INC.

Arts & Crafts Bldg., Waterloo, Ia.
Phone 766
ANPA — PPA

Officers

President.....Wells H. Barnett
Vice-President.....A. C. Barnett
Secretary-Radio Director.....Phillips Taylor
Treasurer.....F. G. Weston

Branch Office
520 N. Michigan Ave., Chicago, Ill.
Phone WHitehall 7725

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ADVERTISING AGENCIES

WARD WHEELOCK CO.

Lincoln-Liberty Bldg., Philadelphia, Pa.
Phone Rittenhouse 7500
ANPA — PPA — APA

Officers

President.....Ward Wheelock
Vice-President.....R. K. Strassman
Secretary-Treasurer.....H. R. Doak
Director of Radio.....Brewster Morgan

Branch Offices

Equitable Building
Vine and Hollywood Blvd., Hollywood, Cal.
Phone Hillside 0191

Manager.....Miss Diana Bourbon
420 Lexington Ave., New York, N. Y.
Manager.....Col. Ralph K. Strassman
Radio Account Placed—Campbell Soup Co.

•

EDWIN BIRD WILSON, INC.

120 Wall Street, New York, N. Y.
Phone WHitehall 4-4170
VAAA - ANPA

Officers

President.....Edwin Bird Wilson
Vice-President.....John C. Madden
Secretary-Treasurer.....Edward J. Byrnes
V-P In Charge of Radio....Frank A. Arnold

•

C. ELLSWORTH WYLIE CO.

1709 W. 8th St., Los Angeles, Calif.

Officers

President.....C. Ellsworth Wylie

•

YOUNG & RUBICAM, INC.

285 Madison Ave., New York, N. Y.
Phone Ashland 4-8400
AAAA

Officers

Chairman of Board.....Raymond Rubicam
President .....Chester LaRoche
Treasurer .....J. H. Geise
Vice-President & Asst. to President,
A. V. B. Geoghegan
V-P & Plans Board Chairman,
Clarence B. Eldridge
Exec. Vice-Presidents.....Sigurd S. Larmon,
Arthur Andrews, Donald Payne
V-P & Mer. Director.....Samuel Cherr
V-P & Copy Director....Charles L. Whittier
V-P & Director of Research...George Gallup
V-P & Art Director.....Vaughn Flannery
Vice-Presidents .....Edward Barnes,
John E. Grimm Jr.
Secretary.....H. Sidney Ward
Director of Radio.....Thomas F. Harrington
Radio Dept. Manager....Thomas H. A. Lewis
Assistant Manager....Frederick W. Wile, Jr.
Production Supervisor.Hubbell Robinson, Jr.
Talent Buyers.....Clarence Olmstead,
Therese Lewis
Network Time Buyer.....Carlos A. Franco
Spot Time Buyer.....Joseph Holmes, Jr.
Radio Publicity.....Wm. J. Thomas, Jr.
Production Directors.....Carol Irwin,
William Rousseau, Adrian Samish, Ralph
Skedgell, Thomas J. Smith, Jack Van
Nostrand, Harry Von Zell, Robert Welch.

Branch Offices

6253 Hollywood Blvd., Hollywood, Calif.
Phone Hollywood 2734

Mgr. & Production Supervisor,
Joseph R. Stauffer
Radio Publicity.....William L. Stuart
Production Directors.....Harry Ackerman,
Murray Bolen, Carroll O'Meara, Austin
Peterson, Glenhall Taylor,

333 N. Michigan Ave., Chicago, Ill.
Phone Central 3112
D. C. Schneider

New Center Bldg., Detroit, Mich.
Phone Detroit 2-1810
John F. Reeder

Star Bldg., Toronto, Canada
Phone Elgin 0397
Frank Goodman

University Tower Bldg., Montreal, Canada
Phone Plateau 4691
E. D. Ring

Radio Accounts Placed American Cigarette & Cigar Co.; American Tobacco Co. (Half & Half); Bristol-Myers Co.; Cluett, Peabody & Co.; Fels & Co.; Gulf Oil Corp.; General Foods Corp. (Postum, Grape-Nuts, Jello, Swansdown Cake Flour, Calumet Baking Powder, La France and Satina); International Silver Co.; Gordon Baking Co.; Hawaiian Pineapple Co.; R. H. Macy Co.

•

FREDERIC W. ZIV, INC.

2136 Reading Road, Cincinnati, Ohio
Phone University 6124
PPA APA

Officers

President-Treasurer.....Frederic W. Ziv
Vice-President.....William Ziv
V-P & Radio Director.....John L. Sinn
Secretary.....M. R. Ziv

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18,000,000 RADIO HOMES
IN THE UNITED STATES

A REPORT BY

The Joint Committee on Radio Research

ESTIMATE of radio homes in the United States as of January 1, 1938, is the latest available and was compiled by The Joint Committee on Radio Research. Committee was organized under the auspices of advertisers, advertising agencies, and broadcasters, primarily for the purpose of developing a standard method of obtaining radio information. Under the guidance of Paul F. Peter, then secretary of the Joint Committee, surveys were made and latest authentic source material was assembled for the work.

Total of 26,666,500 radio families in the U. S., as of January 1, 1938, is estimated at 82 per cent of all families in the country. This was an increase of 17 per cent over the 1936 estimate of the Committee. It is reasonable to assume that additional radio homes have come into being since the January 1, 1938, estimate was compiled with the increase, in proportion, close to that noted over 1936.

Figures do not represent the total number of radio sets in use, according to the Joint Committee, since there are more than one radio set in many homes, apart from those in public places, etc., and in automobiles. (Approximately 5,000,000 sets for automobiles have been purchased by car owners.)

With the aid of government departments in Washington, an estimate of families in the United States was prepared as of July 1, 1937, and this served as a base for further breakdowns by states and counties. This was tied in with the private surveys undertaken by the most approved methods.

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ESTIMATED NUMBER OF FAMILIES OWNING RADIO SETS URBAN AND RURAL BY STATE AND CENSUS GEOGRAPHIC DIVISIONS JANUARY 1st, 1938

STATE	URBAN JULY 1937 FAMILIES	URBAN % OWNERSHIP	URBAN 1938 RADIO FAMILIES	RURAL JULY 1937 FAMILIES	RURAL % OWNERSHIP	RURAL 1938 RADIO FAMILIES	TOTAL JULY 1937 FAMILIES	TOTAL % OWNERSHIP	TOTAL 1938 RADIO FAMILIES
Alabama	207,000	75	154,600	463,000	48	220,600	670,000	56	375,200
Arizona	37,000	89	33,100	67,000	69	46,500	104,000	77	79,600
Arkansas	113,000	78	88,100	388,000	43	166,700	501,000	51	254,800
California	1,369,000	94	1,287,100	449,000	96	432,700	1,818,000	95	1,719,800
Colorado	152,000	91	138,200	136,000	70	95,300	288,000	81	233,500
Connecticut	306,000	92	281,400	131,000	92	120,700	437,000	92	402,100
Delaware	34,000	90	30,800	33,000	81	26,800	67,000	86	57,600
Dist. of Columbia	168,000	91	152,900	.....	..	.....	168,000	91	152,900
Florida	238,000	80	189,500	205,000	53	108,400	443,000	67	297,900
Georgia	245,000	74	180,500	471,000	40	190,300	716,000	52	370,800
Idaho	38,000	90	34,200	86,000	75	64,500	124,000	80	98,700
Illinois	1,526,000	93	1,426,600	537,000	80	430,500	2,063,000	90	1,857,100
Indiana	522,000	92	480,300	412,000	82	336,500	934,000	87	816,800
Iowa	281,000	93	262,500	399,000	79	315,300	680,000	85	577,800
Kansas	204,000	93	189,300	297,000	60	178,500	501,000	73	367,800
Kentucky	242,000	86	208,600	466,000	61	286,300	708,000	70	494,900
Louisiana	215,000	78	168,100	295,000	44	129,300	510,000	58	297,400
Maine	88,000	91	79,700	133,000	91	121,400	221,000	91	201,100
Maryland	251,000	90	225,100	159,000	82	130,000	410,000	87	355,100
Massachusetts	992,000	92	912,100	112,000	96	107,100	1,104,000	92	1,019,200
Michigan	827,000	93	771,100	393,000	89	351,100	1,220,000	92	1,122,200
Minnesota	331,000	93	309,300	321,000	77	247,600	652,000	85	556,900
Mississippi	91,000	71	64,600	403,000	35	142,400	494,000	42	207,000
Missouri	562,000	94	525,600	510,000	58	297,200	1,072,000	77	822,800
Montana	49,000	91	44,400	93,000	75	70,200	142,000	81	114,600
Nebraska	129,000	93	120,100	223,000	74	164,000	352,000	81	284,100

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Nevada	12,000	91	11,000	18,000	97	17,500	30,000	95	28,500
New Hampshire	77,000	91	69,700	59,000	93	54,700	136,000	92	124,400
New Jersey	904,000	94	845,400	194,000	91	177,100	1,098,000	93	1,022,500
New Mexico	27,000	88	23,700	75,000	51	38,600	102,000	61	62,300
New York	2,806,000	93	2,623,300	566,000	90	509,000	3,372,000	93	3,132,300
North Carolina	206,000	79	161,900	530,000	47	246,700	736,000	55	408,600
North Dakota	28,000	94	26,200	128,000	73	93,400	156,000	77	119,600
Ohio	1,215,000	93	1,130,200	562,000	91	511,300	1,777,000	92	1,641,500
Oklahoma	233,000	87	202,500	386,000	65	251,800	619,000	73	454,300
Oregon	157,000	94	147,000	142,000	97	138,400	299,000	95	285,400
Pennsylvania	1,687,000	92	1,553,900	765,000	85	652,500	2,452,000	90	2,206,400
Rhode Island	155,000	92	142,500	14,000	93	13,000	169,000	92	155,500
South Carolina	99,000	70	69,500	308,000	45	137,800	407,000	51	207,300
South Dakota	34,000	93	31,700	133,000	76	101,200	167,000	80	132,900
Tennessee	259,000	82	211,200	430,000	58	248,700	689,000	67	459,900
Texas	661,000	84	556,200	855,000	56	477,300	1,516,000	68	1,033,500
Utah	68,000	91	61,800	55,000	89	49,200	123,000	90	111,000
Vermont	33,000	91	30,000	66,000	89	58,600	99,000	90	88,600
Virginia	217,000	82	178,800	396,000	56	221,400	613,000	65	400,200
Washington	271,000	94	254,400	197,000	96	188,900	468,000	95	443,300
West Virginia	130,000	86	111,800	287,000	82	236,500	417,000	84	348,300
Wisconsin	404,000	93	377,000	331,000	71	235,700	735,000	83	612,700
Wyoming	20,000	90	18,100	42,000	75	31,700	62,000	80	49,800
GEOGRAPHIC DIVISIONS									
New England	1,651,000	92	1,515,400	515,000	92	475,500	2,166,000	92	1,990,900
Middle Atlantic	5,397,000	93	5,022,600	1,525,000	88	1,338,600	6,922,000	92	6,361,200
E. North Central	4,494,000	93	4,185,200	2,235,000	83	1,865,100	6,729,000	90	6,050,300
W. North Central	1,569,000	93	1,464,700	2,011,000	69	1,397,200	3,580,000	80	2,861,900
South Atlantic	1,588,000	82	1,300,800	2,389,000	54	1,297,900	3,977,000	65	2,598,700
E. South Central	799,000	80	639,000	1,762,000	51	898,000	2,561,000	60	1,537,000
W. South Central	1,222,000	83	1,014,900	1,924,000	53	1,025,100	3,146,000	65	2,040,000
Mountain	403,000	90	364,500	572,000	72	413,500	975,000	80	778,000
Pacific	1,797,000	94	1,688,500	788,000	96	760,000	2,585,000	95	2,448,500
U. S. TOTAL	18,920,000	91	17,195,600	13,721,000	69	9,470,900	32,641,000	82	26,666,500

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NOTE

Since these figures are estimates, there is necessarily a certain immeasurable degree of error in the figures for individual counties. For any group of counties, however, such as those included in the listening area of a typical broadcasting station, it is believed that the sum of the estimates for individual counties is sufficiently accurate for practical purposes.

ALABAMA 375,200

	Radio Homes
Autauga	2,380
Baldwin	3,830
Barbour	4,080
Bibb	2,680
Blount	3,070
Bullock	2,570
Butler	3,730
Calhoun	8,370
Chambers	4,730
Cherokee	2,090
Chilton	2,800
Choctaw	2,430
Clarke	3,200
Clay	1,910
Cleburne	1,390
Coffee	3,730
Colbert	4,420
Conecuh	2,920
Coosa	1,330
Covington	5,160
Crenshaw	2,750
Cullman	4,500
Dale	2,820
Dallas	8,450
DeKalb	4,350
Elmore	3,850
Escambia	3,480
Etowah	9,700
Fayette	2,050
Franklin	2,920
Geneva	3,340
Greene	2,500
Hale	3,150
Henry	2,480
Houston	6,250
Jackson	4,080
Jefferson	85,710
Lamar	1,930
Lauderdale	5,480
Lawrence	2,860
Lee	5,270
Limestone	4,270
Lowndes	2,700
Macon	3,230
Madison	8,530
Marengo	4,780
Marion	2,770
Marshall	4,580
Mobile	21,880
Monroe	3,370
Montgomery	18,520
Morgan	6,790
Perry	3,130
Pickens	2,180
Pike	4,170
Randolph	3,110
Russell	3,420
St. Clair	2,980
Shelby	3,440
Sumter	3,220
Talladega	5,570
Tallapoosa	3,800
Tuscaloosa	9,000
Walker	7,850
Washington	1,910
Wilcox	2,970
Winston	1,660

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ARIZONA 79,600

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

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ARKANSAS 254,800

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

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CALIFORNIA 1,719,800

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

COLORADO 233,500

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

CONNECTICUT 402,100

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

DELAWARE 57,600

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

DISTRICT OF COLUMBIA 152,900

FLORIDA 297,900

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

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	Radio Homes
Marion	4,920
Martin	980
Monroe	2,810
Nassau	1,520
Okaloosa	1,350
Okeechobee	670
Orange	11,730
Osceola	2,220
Palm Beach	12,250
Pasco	1,910
Pinellas	17,420
Polk	14,230
Putnam	3,420
St. Johns	3,910
St. Lucie	1,470
Santa Rosa	1,900
Sarasota	2,720
Seminole	3,760
Sumter	1,570
Suwannee	2,140
Taylor	2,120
Union	790
Volusia	10,340
Wakulla	800
Walton	1,990
Washington	1,590

GEORGIA
370,800

	Radio Homes
Appling	1,270
Atkinson	720
Bacon	640
Baker	690
Baldwin	2,090
Banks	750
Barrow	1,360
Bartow	2,730
Ben Hill	1,820
Berrien	1,320
Bibb	13,860
Bleckley	880
Brantley	700
Brooks	2,120
Bryan	660
Bulloch	2,500
Burke	3,180
Butts	980
Calhoun	1,110
Camden	750
Campbell	(See Fulton)
Candler	770
Carroll	3,360
Catoosa	930
Charlton	510
Chatham	21,150
Chattahoochee	580
Chattooga	1,550
Cherokee	1,980
Clarke	4,230
Clay	690
Clayton	1,010
Clinch	940
Cobb	4,420
Coffee	1,870
Colquitt	3,150
Columbia	810
Cook	1,120
Coweta	2,940
Crawford	580
Crisp	2,220
Dade	400
Dawson	280
Decatur	2,790
De Kalb	12,600
Dodge	2,100
Dooly	1,670
Dougherty	3,920
Douglas	890
Early	1,720
Echols	330
Effingham	1,130
Elbert	1,980
Emanuel	2,220
Evans	670
Fannin	1,240
Fayette	730
Floyd	6,570
Forsyth	860
Franklin	1,380
Fulton with Campbell and Milton	67,230
Gilmer	620
Glascock	400
Glynn	3,410
Gordon	1,610
Grady	1,860
Greene	1,360
Gwinnett	2,760
Habersham	1,300
Hall	3,540
Hancock	1,140
Haralson	1,250
Harris	1,100
Hart	1,260
Heard	710
Henry	1,440
Houston	1,100
Irwin	1,040
Jackson	2,100
Jasper	920
Jeff Davis	770
Jefferson	1,980
Jenkins	1,330
Johnson	1,210
Jones	780
Lamar	1,140
Lanier	530
Laurens	3,360
Lee	870
Liberty	810
Lincoln	600
Long	430
Lowndes	4,110
Lumpkin	450
McDuffie	930
McIntosh	810
Macon	1,730
Madison	1,290
Marion	650
Meriwether	2,330
Milton	(See Fulton)
Miller	800
Mitchell	2,320
Monroe	1,180
Montgomery	880
Morgan	1,350
Murray	770
Muscogee	10,050
Newton	1,940
Oconee	710
Oglethorpe	1,150
Paulding	1,050
Peach	1,320
Pickens	980
Pierce	1,180
Pike	950
Polk	2,940
Pulaski	950
Putnam	860
Quitman	340
Rabun	610
Randolph	1,850
Richmond	13,300
Rockdale	750
Schley	470
Screven	1,870
Seminole	670
Spalding	3,250
Stephens	1,280
Stewart	1,120
Sumter	3,390
Talbot	850
Taliaferro	580
Tattnall	1,420
Taylor	1,010
Telfair	1,470
Terrell	1,990
Thomas	4,210
Tift	1,890
Toombs	1,710
Towns	350
Treutlen	640
Troup	4,780
Turner	1,080
Twiggs	730
Union	480
Upson	2,220
Walker	3,040
Walton	2,150
Ware	4,150
Warren	990
Washington	2,500
Wayne	1,390
Webster	430
Wheeler	780
White	520
Whitefield	2,460
Wilcox	1,220
Wilkes	1,720
Wilkinson	1,150
Worth	1,930

IDAHO
98,700

	Radio Homes
Ada	9,690
Adams	640

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

ILLINOIS
1,857,100

	Radio Homes
Adams	15,900
Alexander	5,360
Bond	3,460
Boone	3,730
Brown	1,960
Bureau	9,060
Calhoun	1,630
Carroll	4,630
Cass	4,000
Champaign	15,790
Christian	8,800
Clark	4,250
Clay	3,640
Clinton	4,530
Coles	9,120
Cook	996,480
Crawford	4,940
Cumberland	2,370
De Kalb	8,120
De Witt	4,430
Douglas	4,160
Du Page	22,660
Edgar	6,000
Edwards	2,060
Effingham	4,150
Fayette	5,140
Ford	3,680
Franklin	13,220
Fulton	10,740
Gallatin	2,130
Greene	4,730
Grundy	4,160
Hamilton	2,780
Hancock	6,630
Hardin	1,440
Henderson	2,010
Henry	10,850
Iroquois	7,340
Jackson	8,020
Jasper	2,810
Jefferson	7,160
Jersey	2,870
Jo Daviess	4,880
Johnson	2,110
Kane	30,150
Kankakee	10,720
Kendall	2,400
Knox	13,170
Lake	23,920
La Salle	22,770
Lawrence	4,910
Lee	7,060
Livingston	8,460
Logan	6,230
McDonough	6,890
McHenry	8,170
McLean	17,740
Macon	20,370
Macoupin	11,710
Madison	34,190
Marion	8,640
Marshall	3,060
Mason	3,690
Massac	3,170
Menard	2,480
Mercer	3,960
Monroe	2,730
Montgomery	8,400
Morgan	7,460
Moultrie	2,880
Ogle	6,700
Peoria	33,880
Perry	5,240
Piatt	3,480
Pike	5,740
Pope	1,660
Pulaski	3,250
Putnam	1,160
Randolph	6,070
Richland	3,370
Rock Island	24,700
St. Clair	39,010
Saline	8,160
Sangamon	27,410
Schuyler	2,700
Scott	2,020
Shelby	5,990
Stark	2,100
Stephenson	9,920
Tazewell	10,780
Union	3,860
Vermilion	21,040
Wabash	3,130
Warren	5,300
Washington	3,560
Wayne	4,110
White	4,090
Whiteside	9,430
Will	24,550
Williamson	12,300
Winnebago	28,940
Woodford	4,190

INDIANA
816,800

	Radio Homes
Adams	4,430
Allen	36,680
Bartholomew	6,330
Benton	2,760
Blackford	3,410
Boone	5,720
Brown	1,150
Carroll	3,930
Cass	8,820
Clark	7,570
Clay	6,530
Clinton	7,200
Crawford	2,280
Daviess	5,860
Dearborn	5,210
Decatur	4,490
De Kalb	6,460
Delaware	17,590
Dubois	4,520
Elkhart	18,110
Fayette	4,930
Floyd	9,050
Fountain	4,650
Franklin	3,330
Fulton	3,900
Gibson	7,070
Grant	13,090
Greene	7,660
Hamilton	6,210
Hancock	4,460
Harrison	3,790
Hendricks	4,890
Henry	8,940
Howard	11,900
Huntington	7,430
Jackson	5,680
Jasper	3,000
Jay	5,190
Jefferson	4,540
Jennings	2,770
Johnson	5,520
Knox	10,500
Kosciusko	7,140
Lagrange	3,280
Lake	61,110

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	Radio Homes
La Porte	14,530
Lawrence	8,490
Madison	21,110
Marion	115,670
Marshall	6,180
Martin	2,180
Miami	7,500
Monroe	8,800
Montgomery	7,170
Morgan	4,930
Newton	2,420
Noble	5,830
Ohio	970
Orange	4,060
Owen	2,830
Parke	4,160
Perry	3,670
Pike	3,950
Porter	5,790
Posey	4,300
Pulaski	2,550
Putnam	5,050
Randolph	6,590
Ripley	4,320
Rush	4,830
St. Joseph	39,710
Scott	1,620
Shelby	6,930
Spencer	3,820
Starke	2,580
Steuben	3,620
Sullivan	6,870
Switzerland	2,060
Tippecanoe	12,300
Tipton	3,800
Union	1,560
Vanderburg	28,860
Vermillion	5,060
Vigo	26,350
Wabash	6,530
Warren	2,210
Warrick	4,270
Washington	3,810
Wayne	14,330
Wells	4,570
White	3,970
Whitley	4,010

IOWA
577,800

	Radio Homes
Adair	3,110
Adams	2,320
Allamakee	3,610
Appanoose	5,950
Audubon	2,550
Benton	5,290
Black Hawk	17,130
Boone	6,740
Bremer	3,920
Buchanan	4,210
Buena Vista	4,220
Butler	3,880
Calhoun	3,890
Carroll	4,650
Cass	4,640
Cedar	3,860
Cerro Gordo	9,050
Cherokee	3,730
Chickasaw	3,170
Clarke	2,470
Clay	3,620
Clayton	5,460
Clinton	10,990
Crawford	4,500
Dallas	6,080
Davis	2,580
Decatur	3,340
Delaware	3,960
Des Moines	10,050
Dickinson	2,350
Dubuque	14,010
Emmet	2,780
Fayette	6,780
Floyd	4,800
Franklin	3,540
Fremont	3,380
Greene	3,690
Grundy	2,940
Guthrie	3,910
Hamilton	4,520
Hancock	2,950
Hardin	5,360
Harrison	5,450
Henry	4,020
Howard	2,880
Humboldt	2,780
Ida	2,520
Iowa	3,960
Jackson	4,320
Jasper	7,690
Jefferson	4,020
Johnson	7,420
Jones	4,020
Keokuk	4,660
Kossuth	5,010
Lee	10,380
Linn	21,480
Louisa	2,680
Lucas	3,590
Lyon	2,950
Madison	3,380
Mahaska	6,290
Marion	5,990
Marshall	8,070
Mills	3,160
Mitchell	3,170
Monona	3,820
Monroe	3,370
Montgomery	4,060
Muscatine	7,740
O'Brien	4,120
Osceola	1,950
Page	5,860
Palo Alto	3,110
Plymouth	4,980
Pocahontas	3,190
Polk	45,010
Pottawattamie	16,640
Powesniek	4,460
Ringgold	2,760
Sac	3,890
Scott	20,210
Shelby	3,510
Sioux	5,240
Story	7,440
Tama	5,120
Taylor	3,540
Union	4,360
Van Buren	3,100
Wapello	10,190
Warren	4,220
Washington	4,740
Wayne	3,370
Webster	9,500
Winnebago	2,580
Winneshiek	4,640
Woodbury	24,390
Worth	2,290
Wright	4,490

KANSAS
367,800

	Radio Homes
Allen	4,510
Anderson	2,420
Atchison	4,950
Barber	1,730
Barton	3,730
Bourbon	4,540
Brown	3,890
Butler	7,130
Chase	1,150
Chautauqua	1,820
Cherokee	6,280
Cheyenne	950
Clark	760
Clay	2,790
Cloud	3,420
Coffey	2,340
Comanche	840
Cowley	8,860
Crawford	10,490
Decatur	1,410
Dickinson	5,050
Doniphan	2,210
Douglas	5,750
Edwards	1,260
Elk	1,570
Ellis	2,260
Ellsworth	1,630
Finney	2,040
Ford	4,010
Franklin	4,560
Geary	2,830
Gove	760
Graham	1,090
Grant	480
Gray	850
Greeley	270
Greenwood	3,540
Hamilton	540
Harper	2,330
Harvey	4,510
Haskell	390
Hodgeman	570
Jackson	2,580

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	Radio Homes
Jefferson	2,350
Jewell	2,360
Johnson	5,290
Kearney	490
Kingman	1,980
Kiowa	930
Labette	6,470
Lane	500
Leavenworth	7,060
Lincoln	1,460
Linn	2,290
Logan	650
Lyon	5,990
McPherson	4,280
Marion	3,380
Marshall	4,100
Meade	1,050
Miami	3,940
Mitchell	2,320
Montgomery	11,820
Morris	2,040
Morton	650
Nemaha	2,890
Neosho	4,640
Ness	1,190
Norton	2,000
Osage	3,040
Osborne	1,910
Ottawa	1,770
Pawnee	1,770
Phillips	1,980
Pottawatomie	2,560
Pratt	2,590
Rawlins	1,060
Reno	9,910
Republic	2,490
Rice	2,640
Riley	4,200
Rocks	1,530
Rush	1,340
Russell	1,730
Saline	6,400
Scott	640
Sedgwick	32,850
Seward	1,550
Shawnee	19,960
Sheridan	800
Sherman	1,400
Smith	2,200
Stafford	1,690
Stanton	310
Stevens	680
Sumner	5,470
Thomas	1,200
Trego	870
Wabaunsee	1,700
Wallace	430
Washington	2,760
Wichita	340
Wilson	3,650
Woodson	1,430
Wyandotte	33,740

KENTUCKY 494,900

	Radio Homes
Adair	2,540
Allen	2,590
Anderson	1,550
Ballard	1,740
Barren	4,520
Bath	1,820
Bell	6,280
Boone	1,880
Bourbon	3,790
Boyd	9,690
Boyle	3,380
Bracken	1,790
Breathitt	2,660
Breckinridge	2,980
Bullitt	1,540
Butler	1,960
Caldwell	2,670
Calloway	3,100
Campblee	19,760
Carlisle	1,330
Carroll	1,570
Carter	3,380
Casey	2,340
Christian	6,330
Clark	3,780
Clay	2,310
Clinton	1,290
Crittenden	2,080
Cumberland	1,470
Daviess	9,020
Edmonston	1,680
Elliott	940
Estill	2,690
Fayette	16,360
Fleming	2,360
Floyd	6,180
Franklin	3,820
Fulton	2,850
Gallatin	850
Garrard	1,920
Grant	1,900
Graves	5,700
Grayson	2,760
Green	1,860
Greenup	3,640
Hancock	1,100
Hardin	3,690
Harlan	10,220
Harrison	3,050
Hart	2,630
Henderson	5,240
Henry	2,410
Hickman	1,490
Hopkins	7,470
Jackson	1,400
Jefferson	91,040
Jessamine	2,380
Johnson	3,300
Kenton	24,660
Knott	1,830
Knox	3,890
Larue	1,520
Laurel	3,010
Lawrence	2,300
Lee	1,380
Leslie	1,270
Letcher	5,290
Lewis	2,250
Lincoln	2,910
Livingston	1,460
Logan	3,970
Lyon	1,240
McCracken	10,470
McCreary	2,110
McLean	1,950
Madison	4,970
Magoffin	2,100
Marion	2,510
Marshall	2,160
Martin	1,080
Mason	3,960
Meade	1,300
Menifee	650
Mercer	2,760
Metcalfe	1,500
Monroe	1,950
Montgomery	2,350
Morgan	2,050
Muhlenberg	6,590
Nelson	2,600
Nicholas	1,630
Ohio	4,270
Oldham	1,400
Owen	1,910
Owsley	960
Pendleton	2,000
Perry	6,280
Pike	8,980
Powell	850
Pulaski	5,550
Robertson	610
Rockcastle	2,170
Rowan	1,580
Russell	1,670
Scott	2,950
Shelby	3,400
Simpson	2,120
Spencer	1,070
Taylor	2,050
Todd	2,430
Trigg	1,960
Trimble	900
Union	3,100
Warren	6,710
Washington	1,920
Wayne	2,250
Webster	4,100
Whitley	4,810
Wolfe	1,080
Woodford	2,080

LOUISIANA 297,400

	Radio Homes
Acadia	4,430
Allen	1,790
Ascension	2,120
Assumption	1,730
Avoyelles	3,430
Beauregard	1,790

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	Radio Homes
Bienville	2,370
Bossier	3,310
Caddo	22,060
Calcasieu	5,980
Caldwell	1,050
Cameron	580
Catahoula	1,270
Claiborne	3,470
Concordia	1,700
De Soto	3,430
East Baton Rouge	10,550
East Carroll	2,070
East Feliciana	1,510
Evangeline	2,530
Franklin	3,040
Grant	1,670
Iberia	3,310
Iberville	3,080
Jackson	1,400
Jefferson	5,500
Jefferson Davis	2,280
Lafayette	4,680
Lafourche	3,230
La Salle	1,340
Lincoln	2,520
Livingston	1,730
Madison	1,870
Morehouse	2,930
Natchitoches	4,120
Orleans	98,660
Ouachita	8,970
Plaquemines	1,010
Pointe Coupee	2,270
Rapides	8,650
Red River	1,670
Richland	2,760
Sabine	2,330
St. Bernard	700
St. Charles	1,390
St. Helena	740
St. James	1,740
St. John the Baptist	1,560
St. Landry	6,050
St. Martin	2,080
St. Mary	3,570
St. Tammany	2,760
Tangipahoa	5,270
Tensas	1,810
Terrebonne	3,310
Union	2,020
Vermilion	3,400
Vernon	2,180
Washington	3,940
Webster	3,470
West Baton Rouge	1,200
West Carroll	1,350
West Feliciana	990
Winn	1,680

MAINE
201,100

Androscoggin	17,720
Aroostook	17,320
Cumberland	34,650
Franklin	5,290
Hancock	8,830
Kennebec	17,290
Knox	8,160
Lincoln	4,630
Oxford	10,430
Penobscot	22,670
Piscataquis	4,920
Sagadahoc	4,620
Somerset	10,060
Waldo	5,600
Washington	9,650
York	19,260

MARYLAND
355,100

Allegany	16,220
Anne Arundel	10,300
Baltimore	24,050
Baltimore City	187,770
Calvert	1,770
Caroline	3,860
Carroll	7,296
Cecil	5,150
Charles	2,830
Dorchester	5,476
Frederick	11,170
Garrett	3,616
Harford	6,330
Howard	3,120
Kent	3,120
Montgomery	10,490
Prince Georges	12,120
Queen Annes	3,090
St. Marys	2,590
Somerset	4,940
Talbot	4,180
Washington	14,160
Wicomico	6,830
Worcester	4,640

MASSACHUSETTS
1,089,200

Barnstable	9,550
Berkshire	29,990
Bristol	87,060
Dukes	1,510
Essex	123,560
Franklin	12,840
Hampden	81,090
Hampshire	16,730
Middlesex	223,760
Nantucket	1,060
Norfolk	73,210
Plymouth	42,530
Suffolk	200,230
Worcester	116,080

MICHIGAN
1,122,200

Alcona	1,050
Alger	1,680
Allegan	9,510
Alpena	3,910
Antrim	2,350
Arenac	1,690
Baraga	1,810
Barry	5,520
Bay	15,200
Benzie	1,660
Berrien	20,200
Branch	6,370
Calhoun	21,980
Cass	5,400
Charlevioix	2,760
Cheboygan	2,560
Chippewa	5,140
Clare	1,680
Clinton	5,790
Crawford	730
Delta	6,740
Dickinson	6,210
Eaton	8,320
Emmet	3,490
Genesee	49,020
Gladwin	1,570
Gogebic	6,040
Grand Traverse	4,370
Gratiot	7,150
Hillsdale	7,240
Houghton	10,740
Huron	6,620
Ingham	28,860
Ionia	8,350
Iosco	1,760
Iron	4,100
Isabella	4,620
Jackson	22,630
Kalamazoo	22,250
Kalkaska	920
Kent	59,010
Keweenaw	1,020
Lake	1,020
Lapeer	5,920
Leelanau	1,740
Lenawee	12,720
Livingston	4,710
Luce	1,040
Mackinac	1,880
Macomb	17,660
Manistee	4,140
Marquette	9,280
Mason	4,380
Mecosta	3,800
Menominee	4,970
Midland	4,140
Missaukee	1,490
Monroe	11,970
Montcalm	7,000
Montmorency	610
Muskegon	19,860
Newaygo	4,060
Oakland	49,310
Oceana	3,340
Ogemaw	1,480
Ontonagon	2,200
Osceola	2,980

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	Radio Homes
Oscoda	360
Otsego	1,160
Ottawa	12,770
Presque Isle	2,140
Roscommon	540
Saginaw	27,570
St. Clair	16,290
St. Joseph	8,230
Sanilac	6,360
Schoolcraft	1,760
Shiawassee	9,600
Tuscola	7,330
Van Buren	8,640
Washtenaw	17,130
Wayne	428,960
Wexford	3,910

MINNESOTA
556,900

	Radio Homes
Aitkin	2,960
Anoka	3,790
Becker	4,260
Beltrami	4,180
Benton	2,770
Big Stone	1,890
Blue Earth	7,540
Brown	5,030
Carlton	4,310
Carver	3,400
Cass	3,070
Chippewa	3,120
Chisago	2,810
Clay	4,640
Clearwater	1,790
Cook	520
Cottonwood	2,810
Crow Wing	5,600
Dakota	7,250
Dodge	2,500
Douglas	3,850
Faribault	4,460
Fillmore	5,350
Freeborn	6,010
Goodhue	6,820
Grant	1,800
Hennepin	128,770
Houston	2,830
Hubbard	1,960
Isanti	2,360
Itasca	5,340
Jackson	2,950
Kanabec	1,650
Kandiyohi	4,530
Kittson	1,770
Koochiching	2,990
Lac qui Parle	2,790
Lake	1,720
Lake of the Woods	900
Le Seur	4,010
Lincoln	2,050
Lyon	3,880
McLeod	4,290
Mahnomen	1,060
Marshall	3,070
Martin	4,610
Meeker	3,550
Mille Lacs	2,890
Morrison	4,650
Mower	6,150
Murray	2,450
Nicollet	3,090
Nobles	3,610
Norman	2,600
Olmsted	7,360
Otter Tail	9,380
Pennington	2,100
Pine	3,940
Pipestone	2,520
Polk	6,850
Pope	2,490
Ramsey	71,650
Red Lake	1,170
Redwood	3,970
Renville	4,470
Rice	6,120
Rock	2,190
Roseau	2,300
St. Louis	45,600
Scott	2,820
Sherburne	1,710
Sibley	3,070
Stearns	11,230
Steele	3,940
Stevens	1,860
Swift	2,740
Todd	4,980
Traverse	1,530
Wabasha	3,810
Wadena	2,160
Waseca	3,030
Washington	5,440
Watonwan	2,660
Wilkin	1,800
Wiona	8,390
Wright	5,470
Yellow Medicine	3,100

MISSISSIPPI
207,000

	Radio Homes
Adams	3,580
Alcorn	2,660
Amite	1,540
Attala	2,380
Benton	750
Bolivar	7,250
Calhoun	1,490
Carroll	1,530
Chickasaw	1,810
Choctaw	970
Claiborne	1,180
Clarke	1,770
Clay	1,940
Coahoma	5,600
Copiah	2,810
Covington	1,160
De Soto	2,120
Forrest	4,650
Franklin	1,130
George	620
Greene	980
Grenada	1,840
Hancock	1,390
Harrison	7,040
Hinds	12,510
Holmes	3,710
Humphreys	2,520
Issaquena	550
Itawamba	1,380
Jackson	2,050
Jasper	1,390
Jefferson	1,280
Jefferson Davis	1,040
Jones	5,040
Kemper	1,700
Lafayette	1,910
Lamar	1,230
Lauderdale	7,840
Lawrence	980
Leake	1,700
Lee	3,720
Leflore	6,090
Lincoln	2,610
Lowndes	3,800
Madison	3,380
Marion	1,920
Marshall	2,080
Monroe	3,680
Montgomery	1,510
Neshoba	2,260
Newton	1,880
Noxubee	2,220
Okitbbeha	1,830
Panola	2,550
Pearl River	2,100
Perry	730
Pike	3,770
Pontotoc	1,780
Prentiss	1,540
Quitman	2,200
Rankin	1,740
Scott	1,770
Sharkey	1,360
Simpson	1,760
Smith	1,400
Stone	530
Sunflower	6,040
Tallahatchie	3,150
Tate	1,490
Tippah	1,470
Tichomingo	1,370
Tunica	2,030
Union	2,000
Walthall	990
Warren	6,340
Washington	7,070
Wayne	1,220
Webster	990
Wilkinson	1,250
Winston	1,880
Yalobusha	1,870
Yazoo	2,610

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MISSOURI 822,800

	Radio Homes
Adair	4,290
Andrew	2,420
Atchison	2,280
Audrain	4,910
Barry	3,910
Barton	2,700
Bates	4,270
Benton	1,970
Bollinger	1,690
Boone	7,340
Buchanan	25,550
Butler	4,330
Caldwell	2,480
Callaway	3,370
Camden	1,360
Cape Girardeau	6,750
Carroll	3,930
Carter	820
Cass	4,110
Cedar	1,990
Chariton	3,360
Christian	2,050
Clark	2,000
Clay	6,330
Clinton	2,970
Cole	6,060
Cooper	3,850
Crawford	1,750
Dade	2,030
Dallas	1,540
Daviess	2,650
De Kalb	1,900
Dent	1,680
Douglas	1,860
Dunklin	5,470
Franklin	5,820
Gasconade	2,210
Gentry	2,740
Greene	20,610
Grundy	3,630
Harrison	3,110
Henry	4,840
Hickory	1,060
Holt	2,350
Howard	2,750
Howell	3,400
Iron	1,570
Jackson	131,600
Jasper	18,860
Jefferson	5,630
Johnson	4,550
Knox	1,800
Laclede	2,800
Lafayette	5,890
Lawrence	4,480
Lewis	2,500
Lincoln	2,610
Linn	5,250
Livingston	3,840
McDonald	2,210
Macon	4,700
Madison	1,660
Maries	1,150
Marion	8,280
Mercer	1,600
Miller	2,900
Mississippi	2,570
Moniteau	2,220
Monroe	2,620
Montgomery	2,500
Morgan	1,790
New Madrid	4,400
Newton	4,950
Nodaway	5,170
Oregon	1,800
Osage	1,770
Ozark	1,230
Pemiscot	5,750
Perry	2,130
Pettis	8,140
Phelps	2,800
Pike	3,970
Platte	2,540
Polk	3,010
Pulaski	1,770
Putnam	1,970
Ralls	1,910
Randolph	6,580
Ray	3,950
Reynolds	1,230
Ripley	1,620
St. Charles	4,970
St. Clair	2,300
St. Francois	6,720
St. Louis	49,150
St. Louis City	230,130
Ste. Genevieve	1,720
Saline	6,300
Schuyler	1,350
Scotland	1,670
Scott	4,500
Shannon	1,570
Shelby	2,380
Stoddard	4,140
Stone	1,700
Sullivan	2,600
Taney	1,450
Texas	2,740
Vernon	4,920
Warren	1,380
Washington	2,310
Wayne	1,790
Webster	2,500
Worth	1,160
Wright	2,590

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MONTANA 114,600

	Radio Homes
Beaverhead	1,340
Big Horn	1,580
Blaine	1,720
Broadwater	600
Carbon	2,510
Carter	800
Cascade	9,340
Chouteau	1,820
Custer	2,490
Daniels	1,040
Dawson	1,930
Deer Lodge	3,420
Fallon	830
Fergus	3,550
Flathead	4,300
Gallatin	3,580
Garfield	940
Glacier	1,100
Golden Valley	440
Granite	750
Hill	2,880
Jefferson	860
Judith Basin	990
Lake	1,940
Lewis and Clark	4,440
Liberty	490
Lincoln	1,510
McCone	910
Madison	1,280
Meagher	530
Mineral	410
Missoula	5,030
Musselshell	1,510
Park	2,520
Petroleum	440
Phillips	1,700
Pondera	1,370
Powder River	770
Powell	1,330
Prairie	660
Ravalli	2,170
Richland	1,720
Roosevelt	2,010
Rosebud	1,420
Sanders	1,330
Sheridan	1,740
Silver Bow	13,170
Stillwater	1,200
Sweet Grass	780
Teton	1,240
Toole	1,490
Treasure	310
Valley	2,160
Wheatland	780
Wibaux	520
Yellowstone	6,900
Yellowstone National Park	10

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NEBRASKA 284,100

	Radio Homes
Adams	5,480
Antelope	2,770
Arthur	210
Banner	280
Blaine	280
Boone	2,640
Box Butte	2,560
Boyd	1,280
Brown	1,110
Buffalo	5,240
Burt	2,500
Butler	2,780

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

NEVADA
28,500

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

NEW HAMPSHIRE
124,400

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

NEW JERSEY
1,022,500

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

NEW MEXICO
62,300

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

NEW YORK
3,132,300

Albany	55,630
Allegany	10,190
Bronx	326,360
Broome	35,550
Cattaraugus	18,270
Cayuga	16,620
Chautauqua	32,920
Chemung	19,210
Chenango	9,350
Clinton	9,780
Columbia	10,650
Cortland	8,460
Delaware	10,660
Dutchess	24,790
Erie	182,850
Essex	7,790

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	Radio Homes
Franklin	10,170
Fulton	12,900
Genesee	10,740
Greene	7,230
Hamilton	970
Herkimer	16,020
Jefferson	21,680
Kings	620,000
Lewis	5,610
Livingston	8,890
Madison	10,720
Monroe	106,720
Montgomery	14,810
Nassau	75,450
New York	461,300
Niagara	35,030
Oneida	47,740
Onondaga	72,790
Ontario	13,810
Orange	32,120
Orleans	7,550
Oswego	17,610
Otsego	12,930
Putnam	3,350
Queens	284,480
Rensselaer	30,950
Richmond	35,970
Rockland	13,550
St. Lawrence	21,220
Saratoga	16,110
Schenectady	31,630
Schoharie	5,460
Schuyler	3,500
Suffolk	37,740
Seneca	5,880
Steuben	21,800
Sullivan	9,290
Tioga	6,930
Tompkins	11,140
Ulster	21,150
Warren	9,150
Washington	11,510
Wayne	13,440
Westchester	124,110
Wyoming	7,430
Yates	4,640

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NORTH CAROLINA 408,600

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

●

NORTH DAKOTA 119,600

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

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	Radio Homes
Sheridan	1,140
Sioux	750
Slope	740
Stark	2,620
Steele	1,140
Stutsman	4,600
Towner	1,390
Traill	2,130
Walsh	3,400
Ward	6,620
Wells	2,190
Williams	3,690

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OHIO
1,641,500

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

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OKLAHOMA
454,300

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

●

OREGON
285,400

Baker	4,930
Benton	4,820
Clackamas	14,530
Clatsop	6,000
Columbia	5,840

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

PENNSYLVANIA
2,206,100

	Radio Homes
Adams	8,500
Allegheny	315,590
Armstrong	17,030
Beaver	32,850
Bedford	8,050
Berks	56,240
Blair	32,900
Bradford	12,210
Bucks	22,520
Butler	17,970
Cambria	40,550
Cameron	1,220
Carbon	13,420
Centre	10,210
Chester	28,420
Clarion	7,810
Clearfield	18,010
Clinton	7,480
Columbia	11,180
Crawford	16,040
Cumberland	17,260
Dauphin	40,890
Delaware	67,990
Elk	6,900
Erie	43,330
Fayette	49,030
Forest	1,230
Franklin	14,790
Fulton	1,960
Greene	9,030
Huntingdon	8,350
Indiana	15,350
Jefferson	11,230
Juniata	3,320
Lackawanna	66,850
Lancaster	46,910
Lawrence	22,250
Lebanon	15,850
Lehigh	41,710
Luzerne	92,070
Lycoming	23,490
McKean	13,370
Mercer	23,010
Mifflin	8,990
Monroe	6,950
Montgomery	60,680
Montour	2,940
Northampton	39,710
Northumberland	28,780
Perry	5,190
Philadelphia	467,940
Pike	1,990
Potter	4,240
Schuykill	49,570
Snyder	4,450
Somerset	16,030
Sullivan	1,620
Susquehanna	7,850
Tioga	7,930
Union	4,170
Venango	14,960
Warren	9,930
Washington	43,140
Wayne	6,630
Westmoreland	62,460
Wyoming	3,750

RHODE ISLAND
155,500

	Radio Homes
Bristol	5,360
Kent	11,820
Newport	9,670
Providence	121,450
Washington	7,200

SOUTH CAROLINA
207,300

	Radio Homes
Abbeville	2,610
Aiken	5,790
Allendale	1,460
Anderson	9,400
Bamberg	1,980
Barnwell	2,350
Beaufort	2,780
Berkeley	2,300
Calhoun	1,680
Charleston	18,510
Cherokee	3,580
Chester	3,640
Chesterfield	3,480
Clarendon	2,840
Colleton	2,750
Darlington	4,690
Dillon	2,580
Dorchester	2,140
Edgefield	1,900
Fairfield	2,250
Florence	7,050
Georgetown	2,840
Greenville	15,870
Greenwood	4,540
Hampton	1,910
Horry	3,590
Jasper	1,090
Kershaw	3,370
Lancaster	2,860
Laurens	4,680
Lee	2,430
Lexington	4,140
McCormick	1,110
Marion	3,160
Marlboro	3,340
Newberry	4,120
Oconee	3,330
Orangeburg	7,120
Pickens	3,610
Richland	13,520
Saluda	1,710
Spartanburg	14,700
Sumter	5,510
Union	3,570
Williamsburg	3,060
York	6,330

SOUTH DAKOTA
132,900

	Radio Homes
Armstrong	10
Aurora	1,310
Beadle	4,720
Bennett	800
Bon Homme	2,200
Brookings	3,260
Brown	6,610
Brule	1,400
Buffalo	340
Butte	1,670
Campbell	910
Charles Mix	2,840
Clark	2,010
Clay	2,000
Corson	1,650
Codington	3,610
Custer	1,090
Davison	3,620
Day	2,600
Deuel	1,500
Dewey	1,180
Douglas	1,290
Edmunds	1,460
Fall River	1,760
Faulk	1,290
Grant	1,950
Gregory	2,070
Haakon	940
Hamlin	1,480
Hand	1,660

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	Radio Homes
Hanson	1,100
Harding	700
Hughes	1,560
Hutchinson	2,450
Hyde	680
Jackson	510
Jerauld	1,110
Jones	610
Kingsbury	2,360
Lake	2,460
Lawrence	3,290
Lincoln	2,640
Lyman	1,220
McCook	1,890
McPherson	1,430
Meade	2,190
Marshall	1,670
Mellette	890
Miner	1,530
Minnehaha	11,050
Moody	1,770
Pennington	4,500
Perkins	1,570
Potter	1,080
Roberts	2,760
Sanborn	1,390
Shannon	730
Spink	2,900
Stanley	490
Sully	680
Todd	980
Tripp	2,280
Turner	2,870
Union	2,190
Walworth	1,710
Washabaugh	440
Washington	300
Yankton	2,950
Ziebach	740

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TENNESSEE
459,900

	Radio Homes
Anderson	3,050
Bedford	3,570
Benton	1,690
Bledsoe	900
Blount	5,470
Bradley	3,790
Campbell	4,280
Cannon	1,290
Carroll	4,180
Carter	4,330
Cheatham	1,310
Chester	1,530
Clairborne	3,330
Clay	1,290
Cocke	3,060
Coffee	2,670
Crockett	2,600
Cumberland	1,660
Davidson	48,810
Decatur	1,450
De Kalb	2,050
Dickson	2,890
Dyer	5,170
Fayette	3,830
Fentress	1,520
Franklin	3,350
Gibson	7,550
Giles	4,240
Grainger	1,780
Greene	4,980
Grundy	1,630
Hamblen	2,760
Hamilton	35,170
Hancock	1,170
Hardeman	3,070
Hardin	2,300
Hawkins	3,380
Haywood	3,700
Henderson	2,510
Henry	4,350
Hickman	2,030
Houston	830
Humphreys	1,840
Jackson	1,770
Jefferson	2,520
Johnson	1,590
Knox	31,370
Lake	1,790
Lauderdale	3,610
Lawrence	3,670
Lewis	840
Lincoln	3,850
Loudon	2,720
McMinn	4,700
McNairy	2,820
Macon	2,020
Madison	9,820
Marion	2,880
Marshall	2,680
Maury	6,060
Meigs	770
Monroe	2,910
Montgomery	5,090
Moore	590
Morgan	1,910
Obion	5,010
Overton	2,300
Perry	1,020
Pickett	710
Polk	2,240
Putnam	3,450
Rhea	2,130
Roane	3,860
Robertson	4,540
Rutherford	5,200
Scott	2,100
Sequatchie	570
Sevier	2,650
Shelby	72,140
Smith	2,400
Stewart	1,830
Sullivan	8,790
Sumner	4,570
Tipton	3,930
Trousdale	880
Unicoi	1,980
Union	1,380
Van Buren	490
Warren	3,190
Washington	7,860
Wayne	1,720
Weakley	4,850
White	2,280
Williamson	3460
Wilson	4,030

●

TEXAS
1,033,500

	Radio Homes
Anderson	5,520
Andrews	130
Angelina	4,380
Aransas	360
Archer	1,550
Armstrong	490
Atascosa	2,040
Austin	2,860
Bailey	670
Bandera	580
Bastrop	3,560
Baylor	1,180
Bee	2,420
Bell	8,560
Bexar	61,820
Blanco	530
Borden	180
Bosque	2,330
Bowie	8,130
Brazoria	3,520
Brazos	3,780
Brewster	1,190
Briscoe	760
Brooks	780
Brown	5,000
Burleson	2,870
Burnet	1,560
Caldwell	4,890
Calhoun	750
Callahan	1,950
Cameron	13,120
Camp	1,500
Carson	1,290
Cass	3,890
Castro	640
Chambers	850
Cherokee	6,100
Childress	2,780
Clay	2,100
Cochran	260
Coke	740
Coleman	3,750
Collin	7,150
Collingsworth	2,220
Colorado	3,040
Comal	2,380
Comanche	2,810
Concho	1,060
Cooke	4,070
Coryell	2,790
Cottle	1,420
Crane	570

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	Radio Homes
Crockett	490
Crosby	1,540
Culberson	230
Dallam	1,590
Dallas	76,570
Dawson	2,010
Deaf Smith	930
Delta	1,810
Denton	5,480
De Witt	4,390
Dickens	1,190
Dimmit	1,200
Donley	1,630
Duval	1,560
Eastland	6,410
Ector	690
Edwards	440
Ellis	9,180
El Paso	25,430
Erath	3,370
Falls	5,490
Fannin	6,320
Fayette	4,360
Fisher	1,830
Floyd	1,930
Foard	950
Fort Bend	4,060
Franklin	1,150
Freestone	3,340
Frio	1,380
Gaines	370
Galveston	15,280
Garza	790
Gillespie	1,670
Glasscock	180
Goliad	1,330
Gonzales	3,930
Gray	4,550
Grayson	12,340
Gregg	2,660
Grimes	3,450
Guadalupe	4,130
Hale	3,600
Hall	2,660
Hamilton	2,000
Hansford	560
Hardeman	2,400
Hardin	2,400
Harris	85,110
Harrison	7,760
Hartley	340
Haskell	2,480
Hays	2,380
Hemphill	700
Henderson	4,240
Hidalgo	12,410
Hill	6,640
Hockley	1,220
Hood	890
Hopkins	4,300
Houston	4,110
Howard	4,590
Hudspeth	550
Hunt	8,250
Hutchinson	2,960
Irion	340
Jack	1,370
Jackson	1,470
Jasper	2,530
Jeff Davis	290
Jefferson	29,450
Jim Hogg	670
Jim Wells	1,970
Johnson	5,850
Jones	3,790
Karnes	2,970
Kaufman	5,820
Kendall	820
Kenedy	100
Kent	500
Kerr	1,880
Kimble	650
King	150
Kinney	570
Kleberg	2,090
Knox	1,550
Lamar	7,910
Lamb	2,420
Lampasas	1,580
La Salle	1,170
Lavaca	4,130
Lee	1,760
Leon	2,830
Liberty	3,040
Limestone	6,000
Lipscomb	690
Live Oak	1,150
Llano	870
Loving	40
Lubbock	7,470
Lynn	1,630
McCulloch	2,110
McLennan	18,910
McMullen	190
Madison	1,620
Marion	1,500
Martin	760
Mason	840
Matagorda	2,960
Maverick	1,040
Medina	1,980
Menard	730
Midland	1,600
Milam	5,440
Mills	1,190
Mitchell	2,250
Montague	3,160
Montgomery	2,330
Moore	230
Morris	1,350
Motley	940
Nacogdoches	4,400
Navarro	9,630
Newton	1,830
Nolan	3,840
Nueces	9,380
Ochiltree	1,010
Oldham	220
Orange	2,770
Palo Pinto	3,150
Panola	3,100
Parker	3,110
Parmer	800
Pecos	1,370
Polk	2,510
Potter	11,050
Presidio	1,490
Rains	900
Randall	1,390
Reagan	610
Real	340
Red River	4,290
Reeves	1,190
Refugio	1,140
Roberts	240
Robertson	3,290
Rockwall	1,210
Runnels	3,440
Rusk	4,260
Sabine	1,730
San Augustine	1,650
San Jacinto	1,360
San Patricio	3,330
San Saba	1,480
Schleicher	480
Scurry	1,780
Shackelford	1,130
Shelby	3,960
Sherman	380
Smith	8,460
Somervell	470
Starr	1,440
Stephens	3,050
Sterling	240
Stonewall	750
Sutton	440
Swisher	1,080
Tarrant	46,660
Taylor	8,120
Terrell	460
Terry	1,160
Throckmorton	770
Titus	2,360
Tom Green	7,620
Travis	14,840
Trinity	1,970
Tyler	1,730
Upshur	2,930
Upton	1,280
Uvalde	2,160
Val Verde	2,700
Van Zandt	4,390
Victoria	3,370
Walker	2,680
Waller	1,620
Ward	810
Washington	4,010
Webb	6,990
Wharton	4,430
Wheeler	2,430
Wichita	16,030
Wilbarger	4,210
Willacy	1,490
Williamson	7,090
Wilson	2,240
Winkler	1,580
Wise	2,950

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	Radio Homes
Wood	3,490
Yoakum	150
Young	3,490
Zapata	380
Zavala	1,410

UTAH
111,000

	Radio Homes
Beaver	1,150
Box Elder	3,630
Cache	5,930
Carbon	3,680
Daggett	90
Davis	2,940
Duchesne	1,630
Emery	1,410
Garfield	850
Grand	400
Iron	1,560
Juab	1,890
Kane	420
Millard	2,050
Morgan	520
Piute	400
Rich	360
Salt Lake	44,720
San Juan	700
Sanpete	3,420
Sevier	2,260
Summit	1,980
Tooele	2,060
Uintah	1,900
Utah	10,060
Wasatch	1,150
Washington	1,490
Wayne	370
Weber	11,980

VERMONT
83,600

	Radio Homes
Addison	4,460
Bennington	5,850
Caledonia	6,670
Chittenden	11,150
Essex	1,690
Franklin	6,990
Grand Isle	900
Lamoille	2,700
Orange	4,250
Orleans	5,460
Rutland	11,930
Washington	10,200
Windham	6,860
Windsor	9,490

VIRGINIA
400,200

	Radio Homes
Accomac	6,140
Albermarle	7,150
Alleghany	4,640
Amelia	1,110
Amherst	2,350
Appomatox	1,060
Arlington	10,960
Augusta	7,870
Bath	1,090
Bedford	3,930
Bland	750
Boteourt	2,170
Brunswick	2,440
Buckanan	1,730
Buckingham	1,730
Campbell	11,660
Caroline	1,880
Carroll	2,820
Charles City	640
Charlotte	1,950
Chesterfield	3,860
Clarke	1,030
Craig	510
Culpeper	1,900
Cumberland	950
Dickenson	1,870
Dinwiddie	8,210
Elizabeth City	4,720
Essex	930
Fairfax	3,930
Fauquier	2,940
Floyd	1,450
Fluvanna	990
Franklin	2,910
Frederick	4,550
Giles	1,660
Gloucester	1,630
Goochland	970
Grayson	2,610
Greene	710
Greensville	1,790
Halifax	5,090
Hanover	2,310
Henrico	48,810
Henry	3,750
Highlan	580
Isle of Wight	1,890
James City	1,120
King and Queen	920
King George	750
King William	1,110
Lancaster	1,330
Lee	4,010
Loudoun	3,060
Louisa	1,950
Lunenburg	1,800
Madison	1,140
Mathews	1,200
Mecklenburg	4,010
Middlesex	1,100
Montgomery	4,230
Nansemond	5,220
Nelson	2,080
New Kent	620
Norfolk	47,910
Northampton	2,910
Northumberland	1,560
Nottoway	2,090
Orange	1,800
Page	2,190
Patrick	1,840
Pittsylvania	12,120
Powhatan	730
Prince Edward	2,100
Prince George	3,680
Prince William	1,990
Princess Anne	2,440
Pulaski	3,080
Rappahanonck	970
Richmond	890
Roanoke	22,120
Rockbridge	3,900
Rockingham	5,800
Russell	3,290
Scott	2,940
Shenandoah	3,290
Smyth	3,350
Southampton	3,400
Spotsylvania	2,810
Stafford	1,120
Surry	1,030
Sussex	1,620
Tazewell	4,540
Warren	1,270
Warwick	9,120
Washington	6,440
Westmoreland	1,180
Wise	7,260
Wythe	2,900
York	1,250

WASHINGTON
443,300

	Radio Homes
Adams	1,950
Asotin	2,320
Benton	3,120
Chelan	8,730
Clallam	5,670
Clark	11,360
Columbia	1,530
Cowlitz	8,650
Douglass	2,230
Ferry	1,310
Franklin	1,630
Garfield	970
Grant	1,610
Grays Harbor	16,380
Island	1,780
Jefferson	2,390
King	134,090
Kitsap	9,270
Kittitas	4,680
Klickitat	2,840
Lewis	11,150
Lincoln	3,280
Mason	2,780
Okanogan	5,260
Pacific	4,200
Pend Oreille	2,040
Pierce	46,940
San Juan	1,040

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	Radio Homes
Skagit	9,600
Skamania	880
Snohomish	22,990
Spokane	42,220
Stevens	5,310
Thurlson	9,030
Wahkiakum	1,060
Walla Walla	7,460
Whatcom	16,730
Whitman	7,500
Yakima	21,320

WEST VIRGINIA
348,300

Barbour	3,920
Berkeley	5,840
Boone	4,530
Braxton	4,060
Brooke	5,300
Cabell	20,680
Calhoun	1,900
Clay	2,280
Doddridge	2,130
Fayette	13,660
Gilmer	2,010
Grant	1,610
Greenbrier	6,790
Hampshire	2,420
Hancock	5,790
Hardy	1,850
Harrison	16,850
Jackson	3,190
Jefferson	3,400
Kanawha	32,280
Lewis	4,350
Lincoln	3,240
Logan	10,870
McDowell	16,380
Marion	14,530
Marshall	8,290
Mason	4,190
Mercer	11,830
Mineral	4,170
Mingo	6,960
Monongalia	10,960
Monroe	2,300
Morgan	1,790
Nicholas	3,540
Ohio	17,760
Pendleton	1,700
Pleasants	1,410
Pocahontas	2,650
Preston	5,740
Putnam	3,190
Raleigh	12,440
Randolph	4,720
Ritchie	3,290
Roane	3,470
Summers	3,780
Taylor	4,060
Tucker	2,520
Tyler	2,820
Upshur	3,680
Wayne	5,640
Webster	2,480
Weztel	4,520
Wirt	1,270
Wood	13,470
Wyoming	3,800

WISCONSIN
612,700

Adams	1,470
Ashland	4,010
Barron	6,100
Bayfield	2,660
Brown	14,030
Buffalo	2,730
Burnett	1,820
Calumet	2,940
Chippewa	6,460
Clark	5,700
Columbia	6,540
Crawford	3,080
Dane	24,700
Dodge	10,490
Door	3,360
Douglas	10,120
Dunn	5,000
Eau Claire	8,950
Florence	670
Fon du Lac	12,690
Forest	1,790
Grant	7,720
Green	4,680
Green Lake	3,010
Iowa	3,860
Iron	1,750
Jackson	2,830
Jefferson	8,270
Juneau	3,320
Kenosha	14,040
Kewaunee	2,880
Le Crosse	11,970
Lafayette	3,500
Langlade	3,940
Lincoln	4,140
Manitowoc	12,000
Marathon	12,580
Marinette	6,260
Marquette	1,820
Milwaukee	170,490
Monroe	5,370
Oconto	4,460
Oneida	3,200
Outagamie	12,630
Ozaukee	3,440
Papin	1,390
Pierce	3,940
Polk	4,560
Portage	5,950
Price	2,990
Racine	20,470
Richland	3,610
Rock	17,340
Rush	2,760
St. Croix	4,660
Sauk	6,610
Sawyer	1,570
Shawano	5,580
Sheboygan	15,920
Taylor	2,800
Trempealeau	4,140
Vernon	5,050
Vilas	1,360
Walworth	6,980
Washburn	1,980
Washington	5,140
Waukesha	10,630
Waupaca	6,600
Waushara	2,690
Winnebago	17,220
Wood	7,290

WYOMING
49,300

Albany	2,950
Big Horn	2,180
Campbell	1,350
Carbon	2,620
Converse	1,500
Crook	1,020
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Goshen	2,180
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Weston	990
Yellowstone National Park	60

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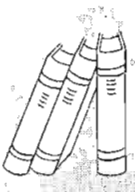
THE TECHNICAL SIDE

1938 — 1939



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Technical Advances in Broadcasting ☆ For the Year 1938 ☆

By

E. K. COHAN

Director of Engineering, Columbia Broadcasting System

IT is somewhat difficult to estimate the progress in broadcasting during the year 1938 from the engineering standpoint because as an industry approaches maturity the technical advances tend to become less spectacular, less dramatic. Technical improvements in broadcasting now are becoming refinements. We are attempting to make an exact science out of what has heretofore been an art.

We have long known, for example, that aerials would radiate radio waves, but more recently have we learned how to control and direct them to given listening areas with the highest efficiency. We have long known that by treating a studio we could make it sound "brilliant" or make it sound "dead." But only recently have we learned how to "build a room on paper" that will, when constructed, possess the desired acoustical characteristics. In short, we are rapidly reaching the stage where we are tying together the loose ends of an operation that was necessarily long conducted on a potluck basis. Our "guestimates" are becoming accurate predictions.

Many of these refinements are matters which the listener, although he could notice them if they were called to his attention, might not necessarily be aware of. Among these are improved signal strength, improved quality of transmission, and improved operating efficiency. Practically all radio sets now contain an automatic variable amplifier which provides less power for a strong signal than for a weak one. Therefore the owner of such a set is only conscious of increased signal strength in its relation to the amount of electrical interference also picked up by his receiver, if and when this occurs.

Another improvement in signal strength is due to the introduction of the "peak" limiting amplifier which "chops off" the overloads that blast, and makes it possible for the softer tones to be heard more distinctly.

Nor is the listener likely to be conscious of better program quality, because fidelity characteristics of broadcasting have been improved so much that they are usually superior to the ability of many receivers to reproduce them. It must be borne in mind that we transmit that quality right to the listener's aerial. It is there that the trouble begins. High fidelity is really an expansion of the musical range, comparable to increasing the number of octaves in the scale. But the cheaper the set, the narrower the bottle neck through which this range attempts to pass, and here the psychological factor on the part of the set owner enters in. Curiously enough, the listener has a tendency to become proud of the age of his set. He likes to point with pride to the fact that he has had his set so many years, and that the tubes still "light up." He does not realize that although the tubes in his set still burn, they may have lost nearly all their life, since their function depends upon the number of electrons given off as the filament is heated, and the tube gives off fewer electrons as it increases in age. Thus, without knowing it, the listener may be depriving himself of 50 to 90 per cent of the enjoyment he could otherwise get out of his radio if he would invest in an up-to-date set.

This peculiar trait of human nature is also shown in the affection that a person is apt to have for his old automobile. However, there is this difference: the owner of the old automobile has a daily opportunity to test his car in comparison with his neighbor's; but the owner of an old radio set has no such opportunity for direct comparison with his neighbor's newer receiver. If he did, he might be amazed at the difference in performance.

Another matter which the listener is inclined to take for granted is the simple, every-day fact that when he tunes in his set, radio programs will be immediately

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and constantly available to him. One thing I continue to marvel at is the extraordinary degree of continuity and service in broadcasting, in view of the innumerable possibilities of breakdown. Consider that the amount of energy created when sound impinges against a microphone is only $\frac{1}{30000000000000}$ of its strength by the time it receives the necessary amplification and is transmitted by a 50 kw. station; then when one pauses to think of the innumerable cables, jacks, plugs, switches, vacuum tubes, and the tens of thousands of various contacts through which it must pass, the breakdown in any one of which would throw the program off the air, one can realize the extent of this efficiency. And to that must be added the possibilities of power line failure, wire line failure, and even water failure in the system used to cool the high power vacuum tubes used in the transmitter. And even then we have not taken into consideration the possibility of human error. In spite of all these factors, the last available annual figures for Columbia's stations show that the percentage of total failures was only .07919 per cent of the total time on the air. However, this remaining percentage of failure can be very important, particularly when one considers that it might occur during a broadcast of an event of international importance being listened to by upwards of 50,000,000 people. It is for that reason that we spend many hours and much energy trying to reduce this infinitesimal figure to an even lower one.

It is difficult to confine any technical advancements to the limited period between January 1st and December 31st, because the developments which emerge in the open are so often dependent on long scientific research and laboratory experiment, but there have been other developments in addition to those already mentioned, which should be briefly touched upon. Along with our general ability to control acoustics through exact planning of studio characteristics, the year has seen an increased usage of echo chambers and related means of controlling reverberation, thus widening the acoustical scope or perspective of programs.

The year has also seen greatly increased activity in the field of international broadcasting by those of us who are rendering this type of service. This is something that the American listener is not likely to be aware of because stations now engaging in international short wave broadcasting employ directional antennas to concentrate the waves to those countries or sections of the world to which they wish to transmit. Accordingly, while the American owner of a short wave set hears what other nations are doing in short wave broadcasting, he does not get a true picture of what his own country is doing, because we are literally and purposely sending signals "over his head." It is well then to bring attention to the fact that American short wave stations which once did little more than relay programs of their own domestic broadcast station or network, are now carrying programs especially designed to appeal to the foreign audience, including daily world news and other programs being transmitted in half a dozen different tongues. Increases in power, improved operations, greater antenna efficiencies, and more flexible and increased transmitting schedules have all combined to make the services of American short wave stations much greater than that rendered a year ago.

It might be well to look at the short wave picture a moment through the other end of the telescope. In the past year the Vienna and Czechoslovakia crises vividly brought home to the American listener the degree to which short wave radio has shrunk the world. It is not universally known that there are no telephone cables between America and Europe. All transatlantic broadcasts can only be transmitted and received by means of radio. The same is equally true of programs from and to Central and South America, Honolulu, the Philippines, and the Orient. The apparent ease—and I say "apparent" advisedly—with which the networks now switch to the capitals of Europe is the best indication of the intensive engineering which has been going on behind the scenes to make these things possible.

Another aspect of these technical developments which is of considerable significance is the ability to make instantaneously available to all our people important news of the world. This is the best indication of the value and efficiency, particularly in time of emergency or need, of the radio broadcasting facilities we possess.

As we start into the new year, the things which are ahead in radio naturally come to mind. While television and facsimile are more in the future than in the past, they have been receiving their rightful share of midnight oil. The year will see as much activity in these fields as was seen in the early days of broadcasting. In years to come, the average man's television or facsimile set will take its place beside his radio set as an integral part of his household and his daily life as his radio is today. If these new adjuncts have seemed to be long in emerging from the laboratory, it can be said with emphasis that the caution being exercised in seeing that the major problems are worked out before the public invests large sums of money can only react in the long run to the public's benefit.

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History

On May, 13, 1912, the Institute of Radio Engineers was formed through the merging of two organizations active in the technical radio field. One of these was the Wireless Institute, the headquarters of which was in New York City and the other which was located in Boston was known as the Society of Wireless Telegraph Engineers. The former organization had a membership of fourteen at the start of 1909 and twenty-seven on January 1, 1912. The Society of Wireless Telegraph Engineers had eleven members on the first day of 1907 and forty-three on January 1, 1912. At the time of its foundation, the Institute of Radio Engineers had fewer than fifty members.

Prominent in the early work of the Society of Wireless Telegraph Engineers were John Stone Stone, Lee de Forest, and Fritz Lowenstein. Those identified with the initial work of the Wireless Institute included John S. Murphy, R. A. Somerville, Joseph D. Fountain, R. B. Respress, R. A. Cleva, John Gregg, E. Barnwell, Philip Farnsworth, Sidney L. Williams, R. H. Marriott, G. W. Pickard, Harry Shoemaker, and Eugene Thurston. The consolidation of these two societies and the initial work of organizing the Institute of Radio Engineers were done by Alfred N. Goldsmith, J. V. L. Hogan, and R. H. Marriott.

General

The Institute of Radio Engineers functions solely to advance the art and science of radio communication. It includes among its members those who have played prominent parts in the development of radio in the United States as well as many noted radio engineers and scientists in other countries.

Membership in the Institute is strictly personal and several grades have been established. The requirements for admission to these grades is contained in the Institute's Constitution and the eligibility of the applicant is passed on by the Board of Directors.

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Altec Service Corp.
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American Signal Co.
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Chicago, Ill.

Andrews, Victor J.
7221 S. Francisco Ave.
Chicago, Ill.

Appleby, Thomas
Southern Bldg.
Washington, D. C.

Appleby, Thomas
Southern Bldg.
Washington, D. C.

Barron, John H.
Earle Building
Washington, D. C.

Bendix Radio Corp.
60 E. 25th St.
Chicago, Ill.

Burnett, William W. L.
4814 Idaho St.
Can Diego, Calif.

Cieferskor, J. R.
247 E. 43rd St.
New York, N. Y.

Comm. Development Corp.
130 Cedar St.
New York, N. Y.

Crossley, Alfred
154 E. Erie Sl.
Chicago, Ill.

Cullum, A. Earl, Jr.
2935 North Henderson Ave.
Dallas, Texas.

de Mers, Paul A.
21 Brookline Avenue
Boston, Mass.

DeWitt, J. H.
In care of Station WSM
Nashville, Tenn.

Doolittle & Falknor, Inc.
7421 S. Loomis Blvd.
Chicago, Illinois.

Edwards & Martin
Union Guardian Bldg.
Detroit, Mich.

Everitt, W. L. (E.E., Ph.D.)
Communication Laboratory
The Ohio Slale University
Colnmbus, Ohio.

Feikert, Grant S.
Oregon Argicultural College
Corvallis, Oregon.

Felix, Edgar H.
7 W. 44th St.
New York, N. Y.

Finch Labs., Inc.
37 W. 57th St.
New York, N. Y.

Foss, William L.
815—15th St., N. W.
Washington, D. C.

Gillett, Glenn D.
National Press Building
Washington, D. C.

Globe Radio Labs.
20 W. 22nd St.
New York, N. Y.

Godley, Paul F.
10 Marion Rd.
Montclair, New Jersey.

Goldsmith, Dr. Alfred N.
444 Madison Ave.
New York, N. Y.

Grimwood, Fred O.
Evansville, Indiana.

Hazeltine Service Corp.
333 W. 52nd St.
New York, N. Y.

Hogan, John V. L.
730 Fiflh Ave.
New York, New York.

Holey, W. J. (Holey & Rollins)
1368 Northview Ave., N. E.
Atlanla, Ga.

International Electronics Inc.
630 Fifth Ave.
New York, N. Y.

Jansky & Bailey
National Press Building
Washington, D. C.

Kiebert, Martin V.
66 Cobb Building
Seattle, Washington.

Martin, R. D.
7 Howard St.
Spokane, Wash.

McCreary, Harold J.
105 W. Adams St.
Chicago, Ill.

McNary & Chambers
National Press Building
Washington, D. C.

Marriott, Capt. Robert H.
1470 East 18th Street
Brooklyn, New York.

Mashbir, Col. Sidney F.
Washington Institnte of Tecl
College Park, Maryland
or
McLachen Building
Washington, D. C.

Page, E. C., and Davis, Geo.
1311 Livingston Street
Evanston, Illinois.
or
Munsey Building
Washington, D. C.

Parrish, Robert B.
5155 South Gramercy Place
Pacific Engineering Co.
Los Angeles, Calif.

Paust, L. R.
2725 N. Sl. Louis St.
Chicago, Ill.

Peterkin, Ernest P.
Peterkin Radio Laboratories
13176 Manor Avenue
Detroit, Michigan.

Pickard, Dr. Greenleaf Whittie
Seabrook Beach, N. H.

Radio Patents Corp.
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Radio Service Engineers
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Rhine, Arthur E.
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Skifter, Hector R.
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Wilmotte, Raymond M.
730 Fifth Ave.
New York, N. Y.

Wilson, H. L.
260 East 161st Street
New York, N. Y.

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RADIO PATENTS IN 1938

By

JOHN B. BRADY

Counsellor at Law, Washington, D. C.

The outstanding patent decision of the year was rendered by the Supreme Court of the United States, May 2, 1938, in the case of General Talking Pictures Corporation v. Western Electric Company, Inc. which was affirmed after rehearing by a majority opinion. Under the facts of this case, the Court held that purchases of amplifiers from a restricted licensee under the patents, infringed the patents by use of the amplifiers for purposes beyond the scope of the restriction. In this case it developed that General Talking Pictures Corporation had purchased amplifiers from a licensee under the patents only empowered to sell such amplifiers for radio amateur reception, radio experimental reception and radio broadcast reception. The use of such amplifiers in talking picture installations in theaters was held to be outside the scope of the license. A dissenting opinion was filed by Mr. Justice Black and Mr. Justice Reed. The patents involved relate principally to direct or impedance coupled circuits for amplifier systems, that is, Lowenstein patent 1,231,764, for Negative Bias; Arnold patents 1,329,283, 1,403,475, 1,448,550, 1,465,332 and 1,520,994; and Mathes patent 1,426,-754.

This series of patents and others were the subject of numerous patent suits by Radio Corporation of America during the year. In the District Court for the Southern District of California at Los Angeles, Radio Corporation of America litigated Arnold patent 1,403,475, on Impedance Coupling; Wilson patent 1,403,-932 on Biasing Resistors; DeForest patents 1,507,016 and 1,507,017 on Oscillation Systems; Lowenstein patent 1,618,-017 for Tuning Control Systems; Lemmon patent 1,702,833 for Condensers; Round patent 1,811,095 on Amplifiers and Detectors; and Reissue patent 18,-578 to Ballantine and Hull for Demodulator and Method of Demodulation, against Low Radio Company. The litigation was extended to include the Chamberlain multiple condenser patent 1,573,374; the Kellogg Sound Reproducer patents 1,707,617 and 1,795,214; the Rice and Kellogg Loud Speaker patents 1,728,879 and 1,894,197; and the Sagle slotted plate patent 2,052,316 for adjusting the capacity range of variable condensers. A consent decree was entered in the Low Radio Company litigation holding the patents valid and infringed.

In the United States District Court for the Northern District of Illinois, Radio Corporation of America sued Music Master, Inc. under this same group of patents, including also Heising patent 1,936,162 on Transmission Systems. Litigation under the same patents and others was pursued by Radio Corporation of America in the District Court for the Southern District of New York against Luxor Radio Manufacturing Company. This latter litigation also involved Mathes patents 1,531,805 and 1,658,346 on Oscillation Generators and Amplifiers; Loewe patent 1,596,198 on System for Generating Oscillations; Llewellyn patent 1,896,780 on Modulating Device; Vreeland patents 1,239,852 and 1,544,081 on Radio Receiving and Transmitting Systems.

General Electric Company also sued Luxor Radio Manufacturing Company in the District Court for the Southern District of New York under the Kellogg patents 1,795,214 and 1,707,617 on Sound Reproducers. The same group of patents were litigated by Radio Corporation of America against Federal Radio & Television Company in the District Court for the Northern District of California, at San Francisco, resulting in an injunction against defendants on May 16, 1938. Radio Corporation of America was successful in obtaining a consent decree under this group of patents in litigation in the District Court for the Southern District of New York against J. & L. Sara Company, Inc.

In the District Court for the Northern District of Illinois, Radio Corporation of America litigated this same group of patents against Lake Sales Radio Company, Inc. resulting in an injunction on February 21, 1938.

Western Electric Company sued Lansing Manufacturing Company in the District Court for the Southern District of California, at Los Angeles, under the Wente Loud Speaker patents 1,707,545, 1,992,268 and 2,037,187; and the Har-

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rison Sound Reproducer patents 1,730,-425 and 1,734,624. In the same Court Western Electric Company sued Bristow & Company under DeForest patents, 1,507,016 and 1,507,017 on the Oscillator.

Western Electric Company, also pursued Cinema Supplies, Inc. in the United States District Court at Minneapolis, Minnesota, under the same patents involved in the General Talking Pictures Company litigation.

Western Electric Company, Inc. were plaintiffs in an action in the District Court at Trenton, New Jersey, against Biophone Corporation involving Heising patent 1,432,022, for Circuit Connections for Electron Tube Circuits; Blattner patents 1,483,273 and 1,493,595, for Filament Heating Circuits for Tubes and Electron Tube Amplifiers; and Arnold patents 1,465,332, for Electron Tube Amplifiers, and 1,504,537, for Power Limiting Amplifying Device.

During the year the litigation between Radio Corporation of America and Mackay Radio & Telegraph Company, Inc. under the Carter patents 1,623,996, 1,909,610 and 1,974,387 on Radio Transmission Circuits and Antenna; and the Lindenblad patents 1,884,006 and 1,927,-522 advanced to hearing before the Supreme Court of the United States and upon which decision at the close of the year is now being awaited.

The Hazeltine Corporation litigation against Radio Corporation of America in the District Court for the District of Delaware, terminated under Wheeler patents 1,951,695, Peak Detector, and 2,041,273; and Reissue patent 19,744, Amplifier Volume Control.

Hazeltine Corporation sued Detrola Radio & Television Corporation under Wheeler Volume Control Reissue patent 19,744 in the District Court for the Eastern District of Michigan, at Detroit, on March 3, 1938. In the same Court on February 15, 1938, Hazeltine Corporation had sued Sparks-Withington Company under this same patent. Litigation under the Wheeler patents 1,951,685 and 2,041,273; and the MacDonald patents 2,022,514 and 1,913,604 by Hazeltine Corporation against General Electric Company terminated in the United States District Court of Maryland, at Baltimore, Maryland, on May 20, 1938.

The litigation between Frank L. Dyer and R.C.A. Victor Company, in the United States District Court, at Trenton, New Jersey, on the phonograph record patents 1,570,297, 1,726,546 and 1,783,498 terminated February 8, 1938. Mr. Dyer's suit against Decca Records, Inc. in the District Court for the Southern District of New York was terminated April 15, 1938.

Litigation on the Ruben Electrolytic Condenser patents 1,710,073 and 1,714,-191 was brought to a close against Universal Music Company in the District Court for the Southern District of California, and against E. B. Latham & Company, and also a suit against Cosmic Condenser Corporation in the District Court for the Southern District of New York. Litigation under Ruben patent 1,891,207, for Electrolytic condenser terminated in the United States District Court of Maryland, at Baltimore, Maryland, against Sun Radio & Service Supply Corporation.

William G. Finch pursued litigation against International Research Laboratories, Inc. in the District Court for the District of Delaware under Finch patents 2,047,863, Telecommunications System; 2,048,604, Electromagnetic Coupling Device; and 2,066,463, Electrostatic Telecommunication System.

Litigation continued under the R. A. Fessenden patents 1,617,240, for Method of Directive Signaling, and 1,617,242 for Wireless Transmission and Reception, which has been in litigation for some years in the District Court at Delaware against Radio Corporation of America. An appeal was filed in the Third Circuit Court of Appeals by the Fessenden interests from an adverse decision in the District Court.

Nakken Patents Corporation sued Western Electric Company, Inc. on October 1, 1938 in the Southern District of New York under Nakken patents Re. 16,870 and 1,889,758 on Means for Transforming Light Impulses into Electric Current Impulses.

Johnson Laboratories, Inc. sued Andrea Radio Corporation in the District Court for the Eastern District of New York on August 29, 1938 under the Polydoroff patent 1,982,690, for Selective Radio Circuit.

Amy, Aceves & King, Inc. sued, on October 19, 1938, Birnbach Radio Company, Inc. in the District Court for the Southern District of New York under patent 1,920,162, for Radio Aerial Attachment.

The year was one continued round of radio patent litigation, radio patentees asserting their rights under the benefits accorded by the patent laws.

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RADIO BUYING GUIDE

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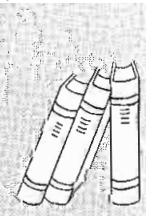

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ACOUSTICAL PRODUCTS AND SERVICE

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Armstrong Cork Products Co., Lancaster, Pa.
Atlantic Gypsum Products Co., 40 Central Street, Boston, Mass.
Color-Tone, Inc., South Bend, Ind
Celotex Corp., 919 No. Michigan Ave., Chicago.
Cork Insulation Co., Inc., 155 E. 44th St., N. Y. C.
Electrical Research Products, Inc., 250 W. 57th St., New York, N. Y.
Ferro Building Products Co., 360 Lexington Ave., N. Y. C.
General Insulating & Mfg. Co., Alexandria, Ind.
General Insulating Products Co., 8821 15th Ave., Brooklyn, N. Y.
Insulite Co., 1100 Builders Exch., Minneapolis, Minn.
International Balsa Co., Jersey City, N. J.
Johns-Mansville Co., 22 E. 40th St., New York, N. Y.
Keasbey & Mattison Co., Ambler, Pa.
National Gypsum Co., 192 Delaware Ave., Buffalo, N Y
National Rug Mills, Inc., 2494 S. 5th St., Milwaukee, Wis.
Northwest Magnesite Co., Pittsburgh, Pa.
RCA Manufacturing Co., Inc., Camden, N. J.
S. O. S. Corp., 1600 Broadway, N. Y. C.
Scholes, Wm. & Sons, Inc., 2nd and Indiana Ave., Philadelphia, Pa.
Shure Bros., 225 W. Huron St., Chicago, Ill.
Shugart, Harold E. Co., 7470 Santa Monica Blvd., Los Angeles, Calif.
Slater Co., The, Inc., 300 W. Austin Ave., Chicago, Ill.
Sugar, S. S., 5 East 57th Street, N. Y. C.
Union Fibre Co., Inc., Winona, Minn.
Union Fibre Sales Co., 205 E. 42nd St., N. Y. C.
Universal Gypsum & Lime Co., 192 Delaware Ave., Buffalo, N. Y.
Upson Co., Lockport, N. Y.
U. S. Gypsum Co., 300 W. Adams St., Chicago.
Volf, Christian A., 1482 Broadway, N. Y. C.
Webster Electric Co., 100 Varick St., New York, N. Y.
Western Electric Co., 195 Broadway, N. Y. C.
Western Felt Works, 4115 Ogden Ave., Chicago.
Wood Conversion Co., First Nat'l Bank Bldg., St. Paul, Minn.

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AERONAUTICAL RADIO EQUIPMENT

Bendix Radio Corp., 230 Park Ave., N. Y. C.
General Electric Co., Schenectady, N. Y
Harvey Radio Labs., Cambridge, Mass.
Lear Developments, Inc., Roosevelt Field, Mineola, L. I.
Radio Frequency Labs., Inc., Boonton, N. J.
Wilcox Electric Co., 1014 W. 37th St., Kansas City, Mo.
Western Electric Co., 195 Broadway, N. Y. C.

AMPLIFIERS

A-C Masterpack Co., Duncan, Okla
Acme Sound Co., 2758 Broadway, N. Y. C
Allied Recording Co., 126 W. 46th St., N. Y. C.
American Transformer Co., 178 Emmett St., Newark, N. J
Amplifier Co. of America, 37 W. 20th St., N. Y. C
Amplifier Engineering Co., 49 Church St., Boston, Mass
Amplion Products Corp., 38 West 21st Street N. Y. C.
Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y
Audio Development Co., S. Minneapolis, Minn.
Audio Products Co., Los Angeles, Calif.
Audio Research, Inc., 105 E. 16th St., N. Y. C.
Audiomatic Radio Mfg. Co., 122 Brookline Ave., Boston, Mass.
Bell Sound Systems, Columbus, Ohio.
Blue Seal Sound Devices, Inc., 723 Seventh Ave., New York, N. Y.
Burstein-Applebee, 1012 McGee Street, Kansas City, Mo
Canady Sound Appliance Co., 19570 S. Sagamore Rd., Rocky River P. O., Cleveland, O.
Cinema Sound Equipment Co., 8572 Santa Monica Blvd., Hollywood, Cal.
Collins Radio Co 2920 First Ave., Cedar Rapids, Ia.
Daniel Electrical Labs., N. Y. C.
DeVry, Herman A., Inc., 1111 Center Street, Chicago.
Duhem, M. P. Mfg. Co., 135 Hayes St., San Francisco, Cal.
Electrical Research Products, Inc., 250 W. 57th St., N. Y. C.
Electro-Acoustic Product Co., Ft. Wayne, Indiana.
Electronic Design Corp., Chicago, Ill.
Espey Mfg. Co., 67 Irving Place, N. Y. C.
Federated Purchaser, Inc., 25 Park Place, New York, N. Y.
Gates Radio & Supply Co., Quincy, Ill.
Good-All Electric Mfg. Co., Ogallala, Neb.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, O.
Lafayette Radio Mfg. Co., 100 Sixth Ave., N. Y. C
Lincrophone Co., Inc., 1661 Howard Ave., Utica N. Y.
Mellaphone Corp., 65 Atlantic Ave., Rochester, N. Y.
Miles Reproducer Co., Inc., 112 W. 14th St., New York, N. Y.
Morlen Electric Co., Inc., N. Y. C.
Motiograph, Inc., 4431 W. Lake St., Chicago.
Motion Picture Accessory Co., 2200 S. Vermont Ave., Los Angeles.
Operadio Mfg. Co., St. Charles, Ill
Pacent Engineering Corp., 79 Madison Avenue, N. Y. C.
Picture-Fone Co., 212 W. North St., Lima, O.
Piezoelectric Laboratories, 612 Rockland Ave., New Dorp, S. I., N. Y.
Platter Sound Products Corp., North Vernon, Ind.
Presto Recording Corp., 139 W. 19th St., N. Y. C.
RCA Manufacturing Co., Inc., Camden, N. J.
Radio Installation Co., 1357 N. Gordon Ave., Hollywood, Cal
Radio Industries of Canada, Ltd., 120 Fort St., Winnipeg.
Radio Receptor Co., 106 7th Ave., N. Y. C
Radiotone, 7356 Melrose Avenue, Hollywood, Calif.
Radolek Co., Chicago, Illinois.
Rauland Corp., 3341 Belmont Ave., Chicago.
Raytheon Mfg. Co., Waltham, Mass.
Remler Co., Ltd., San Francisco, Calif.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.

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Roth-Downs Mfg. Co., 2233 University Ave., St. Paul, Minn.

Royal Zenith Sound Projectors, Inc., 33 W. 60th St., N. Y. C.

Silver Marshall, Inc., 6401 W. 65th Clearing, Chicago.

S. O. S. Corp., 1600 Broadway, New York City.

Sound Projects Co., 3140 N. Walton Avenue, Chicago, Ill.

Sound Systems, Inc., Cleveland, Ohio.

Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Road, Rochester, N. Y.

Thordarson Electric Mfg. Co., Chicago, Ill.

Toledo Sound Equipment Labs, 1215 Jackson St., Toledo, O.

United Transformer Corp., 72 Spring St., N. Y. C.

Van Sickle Radio Co., 1113 Pine St., St. Louis, Mo.

Weber Machine Corp., 59 Rutter St., Rochester, N.Y.

Webster Co., 3825 W. Lake St., Chicago, Ill.

Webster Electric Co., 100 Varick St., N. Y. C.

Webster Electric Co., Racine, Wisc.

Wenzel Co., 2059 S. State St., Chicago, Ill.

Western Electric Co., 195 Broadway, N. Y. C.

Wilcox Electric Co., 1014 W. 37th Street, Kansas City, Mo.

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ANTENNAS

Andrew, Victor J., 7221 S. Francisco Ave., Chicago, Ill.

Birnbach Radio Co., 145 Hudson St., N. Y. C.

Blaw-Knox Co., P. O. Box 1198, Pittsburgh, Pa.

F. & H. Radio Labs, Fargo, N. D.

Hoke Vertical Radiator Co., 219 Bollingbrook St., Petersburg, Va.

International Derrick & Equipment Co., 875 Michigan Ave., Columbus, Ohio.

Johnson, E. F. Co., Waseco, Minn.

Radiart Corp., Shaw Ave., and E. 133rd St., Cleveland, Ohio.

Technical Appliance Corp., 17 E. 16th St., N. Y. C.

Washington Institute of Technology, Washington, D. C.

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ANTENNA EQUIPMENT

Bendix Radio Corp., Washington, D. C.

Birnbach Radio Co., 145 Hudson St., N. Y. C.

General Electric Corp., Schenectady, N. Y.

Gits Molding Corp., 1848 S. Kilbourn Ave., Chicago, Ill.

Isolantite, Inc., 233 Broadway, N. Y. C.

Jacobs, Charles F., 270 Lafayette St., N. Y. C.

Johnson Co., E. F., Waseca, Minn.

Lapp Insulator Co., Gilbert St., Leroy, N. Y.

Locke Insulator Corp., South Charles and Cromwell, Baltimore, Md.

Muter Co., 1255 S. Michigan Ave., Chicago, Ill.

Quam-Nichols Co., 33rd Place and Cottage Grove Ave., Chicago. Ill.

RCA Mfg. Co., Camden, N. J.

ANTENNA MASTS

American Bridge Co., Pittsburgh, Pa.

Beasley Construction Co., John F., P. O. Box 1547, Muskogee, Okla.

Hartenstine-Zane Co., Inc., 225 Broadway, N. Y. C.

Lehigh Structural Steel Co., 17 Battery Place, N. Y. C.

New Jersey Erectors, 346 Broadway, Newark, N. J.

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ANTENNA SURVEYS

RCA Mfg. Co., Inc., Camden, N. J.

Skifter, Hector R., St. Paul, Minn.

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ATTENUATORS

Audio Products Co., Los Angeles, Calif.

Centralab Division, Globe Union Mfg. Co., 900 E. Keefe Ave., Milwaukee, Wis.

Clarostat Mfg. Co., 285 North Sixth St., Brooklyn, N. Y.

Collins Radio Co., 2921 First Ave., Cedar Rapids, Ia.

Daven Co., The, 158 Summit St., Newark, N. J.

Ferrante Electric, Inc., 30 Rockefeller Plaza, N. Y. C.

General Radio Co., 30 State St., Cambridge, Mass.

International Resistance Co., 401 N. Broad St., Philadelphia, Pa.

Ohmite Mfg. Co., Chicago, Ill.

Remler Co., Ltd., 19th and Bryan Sts., San Francisco, Cal.

Tech Laboratories, 7 Lincoln St., Jersey City, N. J.

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AUDIO-FREQUENCY AMPLIFIERS

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.

Emar Instrument Corp., 29 W. 57th St., N. Y. C.

Forest Sound Systems, 776 Forest Ave., New York City.

Gates Radio & Supply Co., Quincy, Ill.

General Radio Co., 30 State St., Cambridge, Mass.

General Transformer Corp., 500-532 S. Throop St., Chicago, Ill.

Hollywood Electric Transcriber Mfg. Co., 1512 W. Slauson Ave., Los Angeles, Cal.

RCA Mfg. Co., Camden, N. J.

Radio Engineering & Mfg. Co., 26 Journal Square, Jersey City, N. J.

Radio Television Industries Corp., 2 Linden St., Reading, Mass.

Radolek Co., Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.

Raytheon Mfg. Co., 190 Willow St., Walton, Mass.

Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.

United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.

United Transformer Corp., 72 Spring St., N. Y. C.

Vibro-Master Co., 2744 Broadway, N. Y. C.

Webster Electric Co., Racine, Wis.

Western Electric Co., 195 Broadway, N. Y. C.

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BATTERIES

Bond Electric Corp., 146 Munson St., New Haven, Conn.
Bright Star Battery Co., Clifton, N. J.
Burgess Battery Co., Freeport, Ill
Edison, Thomas A., Inc., Edison Storage Battery Division, West Orange, N. J
Electric Storage Battery Co., 19th and Allegheny Aves, Philadelphia.
Eveready Battery Co.
General Dry Batteries, Inc., Cleveland, Ohio.
Globe-Union, Inc., 900 E. Keefe Ave., Milwaukee, Wisc.
Insuline Corp of America, 25 Park Pl., N. Y. C
Miles Reproducer Co., Inc., 112 W. 14th St., N.Y C
National Carbon Co., 30 E. 42nd St., N Y C
Ray-O-Vac Co., 2317 Winnebago St., Madison, Wis.
Ross, Charles, Inc., 244-250 W. 49th St. N. Y. C.
Universal Battery Co., 3410 La Salle St., Chicago, Ill.
U-S-L Battery Corp., Niagara Falls, N. Y
Willard Storage Battery Co., 246 E 131st St Cleveland, Ohio.

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BELLS—CHIMES, MUSICAL AND ELECTRICAL

Acme Electric Construction Co., 37 W. VanBuren St., Chicago, Ill.
Amplion Products Corp., 38 West 21st St., N. Y. C
Deagan, J. C., Inc., 1770 Berteau Ave., Chicago.
Jenkins Music Co., 1217 Walnut St., Kansas City, Mo.
Kohler-Liebich Co., 3553 Lincoln Ave., Chicago.
McShane, Bell Foundry Co., 280 Madison Ave., N. Y. C.
RCA Manufacturing Co., Inc., Camden, N. J.
Ross, Charles, Inc., 244 W. 49th St., N. Y. C
Schwarze Electric Co., Adrian, Mich.

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BIAS CELLS

Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.

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BINDING POSTS

Eby, Hugh H. Co., 2066 Hunting Park Ave. Philadelphia, Pa.

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BROADCAST EQUIPMENT

American Sales Co., 44 W. 19th St., N. Y. C.
Collins Radio Co., 2920 First Ave., N. E., Cedar Rapids, Iowa
Doolittle & Falknor, 7421 S. Loomis Blvd., Chicago, Ill.
Gates American Corp., Quincy, Ill.
Graybar Electric Co. (Distributors for Western Elec.), 420 Lexington Ave., N. Y. C.
Hygrade Sylvania Corp., Clifton, N. J.
Insuline Corp. of America, 25 Park Row, N. Y. C.
International Broadcasting Equipment Co., 312 W. 51st St., Chicago, Ill.
Johnson E. F. Co., Waseca, Minn.
Kluge Radio Co., 1041 N. Bonnie Brae, Los Angeles, Cal.
Neely, Norman B., 5334 Hollywood Blvd., Hollywood, Calif
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.
Piezoelectric Laboratories, 612 Rockland Ave., New Drop, S. I., N. Y.
RCA Mfg Co., Camden, N. J.
Radio Engineering Labs., 100 Wilbur Ave., Long Island City, N. Y.
Radio Engineering & Mfg Co., 26 Journal Square, Jersey City, N. J.
Radio Television Industries Corp., 2 Linden St., Reading, Mass.
Remler Co., Ltd., 2101 Bryant St., San Francisco, Cal.
Skifter, Hector R., St. Paul Hotel, St. Paul, Minn.
D. V. Tostenson, Moorhead, Minn.
Transmitter Equipment Mfg. Co., 130 Cedar St., N. Y. C
United Transformer Corp., 72 Spring St., N. Y. C.
Western Electric Co., 195 Broadway, N. Y C.

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CABLES

Alden Products Co., 715 Center St., Brockton, Mass.
Alpha Wire Corp., 30 Howard St., N. Y. C
American Radio Hardware Co., 476 Broadway, N. Y. C
Belden Mfg Co., 4647 W. Van Buren, Chicago, Ill.
Birnbach Radio Co., 145 Hudson St., N. Y. C
Consolidated Wire & Associated Corps., 512 S. Peoria St. Chicago, Ill.
Cornish Wire Co., 30 Church St., N. Y. C.
Essex Wire Corp., 14310 Woodward Ave., Detroit, Mich
Mallory, P. R. & Co., Indianapolis, Ind.
Northern Electric Co., Ltd., 1261 Shearer St. Montreal, Canada.
Rivard Wire & Cable Corp., Toledo, O.
Transducer Corp., Rockefeller Plaza, N. Y. C.

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CABLES, COAXIAL

Andrew, Victor J., 7221 S. Francisco Ave., Chicago, Ill.
Commercial Radio Equipment Co., 216 E. 74th St., Kansas City, Mo.
Isolantite, Inc. 233 Broadway, N. Y. C.
Transducer Corp., 30 Rockefeller Plaza, N. Y. C

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CARPETS

Aetna Carpet Co., 9006 Melrose Ave., Los Angeles.
Bigelow Sanford Carpet Co., Inc., 140 Madison Ave. N Y C.
Greater New York Carpet House, Inc., 244 W. 49th St. N Y C.
Hotel & Theater Carpet Co., 427 W. 42nd St., N. Y. C

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Mohawk Carpet Mills, Inc., 295 Fifth Ave., N. Y. C.
Pick, Albert Co., Inc., 2159 Pershing Road, Chicago.
Shearer, B. F., Co., 2318 Second Ave., Seattle Wash.
Slater, William V., Inc., 300 W. Austin Ave., Chicago.
Sloane, W. & J., Selling Agents Division, 295 Fifth Ave., N. Y. C.
Smith, Alexander & Sons., Saw Mill River Rd. and Lake Ave., Yonkers, N. Y.

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CARPET CUSHIONS

Bigelow Sanford Carpet Co., Inc., 140 Madison Ave., New York, N. Y.
Clinton Carpet Co., 222 N. Bank Drive, Chicago.
Greater New York Carpet House, Inc., 244 W. 49th St., New York, N. Y.
Pick, Albert Co., Inc., 2159 Pershing Road, Chicago.
Western Felt Works, 4115 Ogden Ave., Chicago.

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CATHODE RAY OSCILLOGRAPHS

Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.
Delta Radio Co., 135 Liberty St., N. Y. C.
DuMont, Allen B., Laboratories, 542 Valley Rd., Upper Montclair, N. J.
General Electric Co., Schenectady, N. Y.
RCA Mfg. Co., Camden, N. J.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.

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CATHODE RAY TUBES

Arcturus Radio Tube Co., 720 Frelinghuysen Ave., Newark, N. J.
Cathode Ray & Television Tube Co., Brockton, Mass.
DuMont, Allen B., Laboratories, 542 Valley Rd., Upper Montclair, N. J.
Electronic Products Co., St. Charles, Ill.
Hygrade Sylvania Corp., N. Y. C.
Natural Union Radio Corp., 57 State St., Newark, N. J.
Raytheon Mfg. Co., Waltham, Mass.
RCA Mfg. Co., Camden, N. J.
Western Electric Co., 195 Broadway, N. Y. C.
Westinghouse Lamp Co., Bloomfield, N. J.

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CHOKES, FILTER

Continental Carbon, Inc., 13900 Torsin Ave., Cleveland, Ohio.
Coto-Coil Co., Inc., Providence, R. I.
Dongan Electric Mfg. Co., Detroit, Michigan.
Doolittle & Falkner, Inc., 74 S. Loomis Blvd., Chicago, Ill.
Ferrante Electric, Inc., 30 Rockefeller Plaza, N. Y. C.
General Transformer Corp., 500-532 S. Throop St., Chicago, Ill.
Jefferson Electric Co., Bellwood, Ill.
Miller, J. W. Co., Los Angeles, Calif.
Ohmite Mfg. Co., 4835 W. Flournoy St., Chicago, Ill.
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.
Technical Appliance Corp., N. Y. C.
Thordarson Electric Mfg. Co., Chicago, Ill.
Tobe Deutschmann Corp., Canton, Mass.
United Transformer Corp., 72 Spring St., N. Y. C.
Whisk Laboratories, N. Y. C.

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COILS

Aladdin Radio Industries, Inc., 366 W. Superior St., Chicago, Ill.
Alden Products Co., 715 Center St., Brockton, Mass.
Automatic Winding Co., Newark, N. J.
Bond Radio Co., 13139 Hamilton Ave., Detroit, Mich.
Bud Radio, Inc., 1937 E. 57th St., Cleveland, O.
Carren Mfg. Co., 415 S. Aberdeen St., Chicago, Ill.
Coils, Inc., Providence, R. I.
Continental-Diamond Fibre Co., Newark, N. J.
Coto-Coil Co., Inc., 229 Chapman St., Providence, R. I.
Delta Radio Co., 135 Liberty St., N. Y. C.
General Mfg. Co., 8066 S. Chicago Ave., Chicago, Ill.
General Winding Co., 214 Fulton St., N. Y. C.
Greyhound Equipment Co., Bklyn., N. Y.
Guthman, Edwin I., Co., 400 S. Peoria St., Chicago, Ill.
Halldorson Co., Chicago, Ill.
Hammerlund Mfg. Co., 424 W. 33rd St., N. Y. C.
Insuline Corp. of America, 25 Park Place, N. Y. C.
International Radio Corp., Ann Arbor, Mich.
Johnson, E. F., Co., Waseca, Minn.
Meisner Mfg. Co., Mt. Carmel, Ill.
Miller, J. W. & Co., Los Angeles, Calif.
Precision Inductance Corp., 591 Broadway, N. Y. C.
Sickles, F. W., Co., 300 Main St., Springfield, Mass.
Teleradio Engineering Corp., N. Y. C.
United Transformer Corp., 72 Spring St., N. Y. C.
Universal Winding Co., Providence, R. I.

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CONDENSERS, ELECTROLYTIC

Aerovox Corp., 70 Washington St., Brooklyn, N. Y.
Ariston Mfg. Corp., 4045 Diversey St., Chicago, Ill.
Concourse Condenser Co., 387 Wales St., N. Y. C.
Condenser Products, 1369 N. Branch St., Chicago, Ill.
Consolidated Condenser Co., 618 W. Elm St., Chicago, Ill.
Consolidated Wire & Associated Corps., 512 S. Peoria St., Chicago, Ill.
Cornell-Dubilier Corp., 1000 Hamilton Blvd., South Plainfield, N. J.
Cosmic Radio Corp., 699 E. 135th St., N. Y. C.
Crowley, H. L. & Co., 1 Central Ave., W. Orange, N. J.
Curtis Condenser Corp., 3088 W. 106 St., Cleveland, Ohio.
Deutschman, Tobe, Corp., Canton, Mass.
Magnavox Co., 2131 Bueter Rd., Fort Wayne, Ind.
Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.

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Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.
National Union Radio Corp., 570 Lexington Ave., N. Y. C.
Solar Mfg. Co., 599 Broadway, N. Y. C.
Sprague Products Co., N. Adams, Mass
Tilton Electric Corp., 15 E. 26th St. N. Y. C.

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CONDENSERS, FIXED

Aerovox Corp., 70 Washington St., Brooklyn N. Y.
American Condenser Corp., Chicago, Ill.
Cardwell Mfg. Corp., Allen D. 81 Prospect St. Brooklyn, N. Y.
Centralab, 900 E. Keefe Avenue, Milwaukee, Wisc.
Continental Carbon, Inc., 13900 Lorain Ave., Cleveland, Ohio
Cornell-Dubilier Corp., 1000 Hamilton Blvd., South Plainfield, N. J.
Crowley, Henry L. & Co., Inc., 1 Central Avenue, W. Orange, N. J.
Curtis Condenser Corp., Cleveland, Ohio
Deutschman, Tobe, Corp., Canton, Mass
Dumont Electric Co., Inc., N. Y. C.
Electro-Motive Mfg. Co., 797 E. 140th St., N.Y.C.
Erie Resistor Corp., Erie, Pa.
Fast, John E., & Co., 3132 N. Crawford Ave. Chicago, Ill.
Magnavox Co., Inc., Ft. Wayne, Ind.
Mallory, P. R. & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.
Miller, J. W. & Co., Los Angeles, Calif.
Morrill & Morrill, N. Y. C.
Muter Co., The 1255 S. Michigan Ave., Chicago, Ill.
National Union Radio Co. of N. Y., 570 Lexington Ave., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Sangamo Electric Co., Springfield, Ill.
Sickles, The F. W., Co. 300 Main St., Springfield, Mass
Solar Mfg. Co., 599 Broadway, N. Y. C.
Sprague Specialties, Inc., North Adams, Mass
Underwood Electrical & Mfg. Co. Chicago, Ill.

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CONDENSERS, VARIABLE

American Steel Package Co. The, Squire Ave., Defiance, Ohio
Audio Products Co., Los Angeles, Calif.
Automatic Winding Co., Newark, N. J.
Cardwell, Allen D., Mfg. Corp. 81 Prospect St. Brooklyn, N. Y.
Crowley, Henry L., & Co., 1 Central Ave. West Orange, N. J.
DeJur-Ansco Corp., Shelton, Conn.
General Instrument Co., Elizabeth, N. J.
General Radio Co., 30 State St. Cambridge Mass.
Guthman, Edwin L., Co., 400 S. Peoria St., Chicago, Ill.
Hammarlund Mfg. Co., 424 W. 33rd St., N. Y. C.
Johnson, E. F. Co., Waseca, Minn.
National Co., Inc., Walden, Mass.
Radio Condenser Co., Camden, N. J.
Reliance Die & Stamping Co., Chicago, Ill.
Sickles, F. W. Co., 300 Main St., Springfield, Mass

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CONVERTERS, ELECTRIC

Amplifier Engineering Co., 49 Church St., Boston, Mass
Automatic Devices Co., 737 Hamilton St., Allentown Pa.
Carter Motor Co., 361 W. Superior St., Chicago, Ill.
Century Electric Co., 1806 Pine St., St. Louis, Mo.
Continental Electric Co., 50 Church St., N. Y. C.
Eicor, Inc., Chicago, Ill.
Electric Specialty Co., Stamford, Conn.
Electronic Labs., Indianapolis, Ind.
Fidelity Electric Co., Lancaster, Pa.
Good-All Electric Mfg. Co., Ogallala, Neb.
Hertner Electric Co., 12690 Elmswood Ave., Cleveland
Hirsch Gustav, Organization, 309 S. Third St., Columbus, Ohio.
Hoffman-Soons, 387 First Ave., New York, N. Y.
Ideal Electric Mfg. Co., Mansfield, Ohio.
Janette Mfg. Co., 556 West Monroe St., Chicago.
Liberty Elec. Corp., 276 Culloden Rd., Stamford, Conn
Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.
Northwestern Electric Co., 408 S. Hoyne Ave., Chicago, Ill
Picture-Fone Co., 212 W. North St., Lima, Ohio
Pioneer Generator Co., Chicago, Ill.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa

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COUPLING EQUIPMENT

Andrew, Victor J., Chicago, Ill
Johnson E. F. Co. Waseka, Minn.

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DIALS AND KNOBS

Aluminum Goods Mfg. Co., Monitowoc, Wisc.
American Emblem Co., Utica, N. Y.
Bassian Bros. Co., Rochester, N. Y.
Crowe Name Plate & Mfg. Co., Chicago, Ill.
Davies Molding Co., Harry, 142 N. Wells St., Chicago, Ill
DeJur-Ansco Corp., Shelton, Conn.
Gits Molding Corp., 1848 S. Kilbourn Ave., Chicago, Ill.
Mallory, P. R. & Co., Inc., 3029 E. Washington St. Indianapolis, Ind.
Meissner Mfg. Co., Mt. Carmel, Ill.
Ohmite Mfg. Co., 4835 Flourney St., Chicago, Ill.
Premier Crystal Labs., 719 Pulitzer Bldg., N. Y. C.

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DOORS, FIREPROOF

Art Metal Construction Co., Jones and Gifford Ave., Jamestown, N. Y.
Barnum, E. T., Iron & Wire Works, 6108 Linwood Ave. Detroit, Mich.

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Clancy, T. R., Inc., 1010 W. Belden Ave., Syracuse, N. Y.
Missouri Fire Door and Cornice Co., 2621 Cass Ave., St. Louis.
Overly Manufacturing Co., Greenburg, Pa.
Richards Wilcox Mfg. Co., Aurora, Ill.

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ELECTRICAL MEASURING EQUIPMENT

(SEE METERS)
Boonton Radio Corp., Fanny Road, Boonton, N. J.
Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.
Continental Electric Co., Geneva, Ill.
Daven Co., The, 158 Summit St., Newark, N. J.
Delta Radio Co., 135 Liberty St., N. Y. C.
Deutschmann, Tobe, Canton, Mass.
Fairchild Aerial Camera Corp., 62-10 Woodside Ave., Woodside, N. Y.
General Radio Co., 30 State St., Cambridge, Mass.
Hickok Electrical Instrument Co., Cleveland, O.
Million Radio & Television Labs., 595 N. Union St., Chicago, Ill.
Premier Crystal Labs., 719 Pulitzer Bldg., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Radio Engineering Labs., Inc., 25-14 41st Ave., Long Island City, N. Y.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Skifter, Hector R., St. Paul Hotel, St. Paul, Minn.
Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.
Superior Instruments Corp., 136 Liberty St., N. Y. C.
Supreme Instruments Corp., Greenwood, Miss.
Tech Laboratories, 703 Newark Ave., Jersey City, N. J.
Triplett Electrical Instrument Co., Harmon Rd., Bluffton, Ohio.
Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.
United Motors Service, 3044 Grand Blvd., Detroit, Mich.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
Wright's Electrical Instrument Laboratories, Reed College, Portland, Ore.
Weston Electrical Instrument Corp., 614 Freylinghusen Ave., Newark, N. J.

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EQUALIZERS

Daven Co., The, 158 Summit St., Newark, N. J.
Emar Instrument Corp., 29 W. 57th St., N. Y. C.
Sound Apparatus Co., 150 W. 46th St., N. Y. C.
Tech Laboratories, 703 Newark Ave., Jersey City, N. J.
United Transformer Corp., 72 Spring St., N. Y. C.

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FILTERS, INTERFERENCE

Andrew, Victor J., Chicago, Ill.
Deutschmann, Tobe, Canton, Mass.

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FIREPROOF AND SOUND-RETARDING DOORS

Evanston Sound-Proof Door Co., 1500 Lincoln St., Evanston, Ill.

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FIXTURES, LIGHTING

Battle, Robert, Inc., 35-28 42nd St., Long Island City, N. Y.
Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
Erikson Electric Co., 6 Power House St., Boston, Mass.
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.
General Electric Co., Schenectady, N. Y.
Guth, Edwin F., Co., 2615 Washington Ave., St. Louis, Mo.
Holzmueller, C. J., 1108 Howard St., San Francisco, Calif.
Hub Electric Corp., 2225 W. Grand Ave., Chicago, Ill.
King Scenic Co., 1914 Main St., Dallas, Tex.
Kliegl Bros., Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., New York, N. Y.
Nation-Wide Manufacturing Corp., 449 W. 42nd St., New York, N. Y.
Rambusch Decorating Co., 2 W. 45th St., New York, N. Y.
Ross, Charles, Inc., 244 W. 49th St., New York, N. Y.
Saltzman, J. G., Inc.. 480 Lexington Ave., N. Y. C.
Sterling Reflector Co., 1431 W. Hubbard St., Chicago, Ill.
Voigt Co., 12th & Montgomery Aves., Philadelphia, Pa.
Wagner-Woodruff Co., 830 S. Olive St., Los Angeles, Calif.
Wheeler Reflector Co., 275 Congress St., Boston, Mass.

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FLOOR COVERINGS

American Mat Corp., 1708 Adams St., Toledo, O.
American Tile & Rubber Co., Perrine Ave., Trenton, N. J.
Armstrong Cork Products Co., Lancaster, Pa.
Bigelow Sanford Carpet Co., Inc., 140 Madison Ave., New York, N. Y.
Clinton Carpet Co., 222 N. Bank Drive, Chicago, Ill.
Greater New York Carpet House, Inc., 250 W. 49th St., New York, N. Y.
Imperial Floor Co., Inc., 59 Halstead St., Rochester, N. Y.
King Scenic Co., 1914 Main St., Dallas, Tex.
Pick, Albert, Co., Inc., 2519 Pershing Road, Chicago, Ill.
Puritan Rubber Manufacturing Co., Perrine Ave., Trenton, N. J.
Rosenheim, J., & Co., 71 W. 45th St., New York, N. Y.
Slater Co., The, 300 W. Austin Ave., Chicago, Ill.
Smith, Alexander, & Sons, Carpet Co., Sales Division, 295 Fifth Ave., New York, N. Y.

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FREQUENCY CONTROL UNITS

American Piezo Supply Co., 40th & Woodland Ave., Kansas City, Mo.
Collins Radio Co., Cedar Rapids, Ia.
Commercial Radio Equipment Co., 7205 Baltimore St., Kansas City, Mo.
Doolittle & Falknor, Inc., 1306 W. 74th St., Chicago, Ill.
International Broadcasting Equipment Co., 312 W. 51st St., Chicago, Ill.
Premier Crystal Laboratories, Inc., Park Row, N. Y. C.
RCA Mfg. Co., Camden, N. J.
Radio Engineering Laboratories, Inc., 100 Wilbur Ave., Long Island City, N. Y.
Tostenson, D. V., Moorhead, Minn.
Western Electric Co., 195 Broadway, N. Y. C.
Western Radio Engineering Co., 5th & St. Peter St., St. Paul, Minn.

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FUSES

Jefferson Electric Co., Bellewood, Ill.
Littlefuse Laboratories 4238 Lincoln Ave., Chicago, Ill.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Sundt Engineering Co., 4238 Lincoln Ave., Chicago, Ill.

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GENERATORS

Amplifier Engineering Co., 49 Church St., Boston, Mass.
Automatic Devices Co., 737 Hamilton St., Allentown, Pa.
Briggs & Stratton Corp., Milwaukee, Wisc.
Carter Motor Co., Chicago, Ill.
Century Electric Co., 1806 Pine St., St. Louis, Mo.
Cinema Sound Equipment Co., 8572 Santa Monica Blvd., Hollywood, Cal.
Cinema Studios Supply Corp., 1438 N. Beachwood Dr., Los Angeles, Cal.
Continental Electric Co., 50 Church St., N. Y. C.
Continental Electric Co., Inc., 323 Ferry St., Newark, N. J.
Electric Specialty Co., Stamford, Conn.
Fidelity Electric Co., Lancaster, Pa
Gardiner, L. J., Co., 935 W. Goodale Blvd., Columbus, Ohio.
General Electric Co., Schenectady, N. Y.
Gen-E-Rotor, Des Moines, Ia.
Good-All Electric Mfg. Co., Ogallala, Neb.
Hallbertg, J. H., 303 Fourth Ave., N. Y. C
Hertner Electric Co., 12690 Elmwood Ave., Cleveland, Ohio.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.
Hoffman-Soons, 387 First Ave., New York, N. Y.
Ideal Electric Mfg. Co., Mansfield, Ohio.
Janette Mfg. Co., 556 W. Monroe St., Chicago, Ill.
Kato Engineering Co., Mankato, Minn.
Liberty Electric Corp., 276 Culloden Rd., Stamford, Conn.
Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.
Mole-Richardson, Inc., 941 N. Sycamore Ave., Hollywood, Calif.
Northwestern Electric Co., 408 S Hope Ave., Chicago.
Onan & Sons, D. W., 440 Royalston Ave., Minneapolis, Minn.
Picture-Fone Co., 212 W. North St., Lima, Ohio.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Sarvas Electric Co., 60 Rutledge St., Brooklyn, N. Y.
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa

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HARD OF HEARING DEVICES

Acousticon Division of Dictograph Products Co., Inc., 580 Fifth Ave., N. Y. C.
Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.
Electrical Research Products, Inc., 250 W 57th St, New York, N. Y
Gates Radio & Supply Co., Quincy, Ill
Miles Reproducer Co., Inc. 112 W. 14th St., N Y. C.
RCA Manufacturing Co., Inc., Camden, N. J.
S. O. S Corp., 1600 Broadway, N. Y. C.
Sonotone Corp., 19 W. 44th St., N. Y. C.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Universal Microphone Co., Ltd, 424 Warren Lane, Inglewood, Calif
Western Electric Co. 195 Broadway, N. Y. C.

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HARDWARE, RADIO

American Radio Hardware Co., Inc., 475 Broadway, N. Y. C.

HEADPHONES

Acme Specialty Co., 1770 N. Berteau Ave., Chicago, Ill.
Brush Development Co., E. 40th and Perkins Ave., Cleveland, Ohio.
Cannon Co., C. F., Main St., Springwater, N. Y.
Chicago Telephone Supply Co., 1142-1228 W. Beardsley Ave., Elkhart, Ind.
Dictograph Products Co., 580 Fifth Ave., N. Y. C.
Insuline Corp. of America, 25 Park Pl., N. Y. C.
Philmore Mfg. Co., 113 University Pl., N. Y. C.
Quam-Nichols Co., 33rd Pl. and Cottage Grove Ave., Chicago, Ill.
Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.
Trimm Radio Mfg Co., Chicago, Ill.
Universal Microphone Co., Ltd., Inglewood, Calif.

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HORNS AND SPEAKERS

A-C Masterpack Co., Duncan, Okla.
American Radio Speaker Corp., 443 Hudson Ave., Brooklyn, N. Y.
Amplion Products Corp., 38 West 21st St., N. Y. C.
Amplifier Engineering Co., 49 Church St., Boston, Mass.
Ariston Mfg. Co., Chicago, Ill.
Arlavox Mfg. Co., Chicago, Ill.
Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.
Ballantyne Co., 219 N. 16th St., Omaha, Neb.
Best Mfg. Co., 1200 Grove St., Irvington, N. J.
Bond Radio Co., Detroit, Mich.
Cinaudagraph Corp., Stamford, Conn.
Electrical Research Products, Inc., 250 W. 57th St, New York City.
Federated Purchaser, Inc., 25 Park Place, New York
Fox Sound Equipment Corp., 3120 Munroe St., Toledo, Ohio.
Good-All Electric Mfg. Co., Ogallala, Neb.
Hawley Products Co., 201 N. 1st Ave., St. Charles, Ill.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.
Jensen Radio Mfg. Co., 6601 S. Laramie Ave., Chicago, Ill.
Lansing Mfg. Co., 6900 McKinley Ave., Los Angeles, Calif.
Lifetime Corp., The, 1010 Madison Ave., Toledo, O.
Magna-Vox Co., Inc., 2131 Bueter Rd., Ft. Wayne, Indiana.
Mellaphone Corp., 65 Atlantic Ave. Rochester, N.Y
Miles Reproducer Co., Inc., 812 Broadway, New York, N. Y.
Operadio Mfg. Co., St. Charles, Ill.
Oxford-Tartak Radio Corp., 915 W. Van Buren St., Chicago, Ill.
Pacent Engineering Corp., 79 Madison Ave., New York, N. Y.
Platter Sound Products Corp., North Vernon, Ind
Premier Products, Inc., 915 W. Van Buren St., Chicago, Ill.
Quam-Nichols Co., Chicago, Ill.
Racon Electric Co., Inc. 52 E 19th St., New York, N. Y.
Radio Speakers, Inc., 1338 S. Michigan Ave., Chicago, Ill
Rola Co., 2570 E. Superior Ave., Cleveland, Ohio.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Royal Zenith Sonnd Projectors, Inc., 33 W 60th St., N. Y C
RCA Manufacturing Co., Inc., Camden, N. J.
S. O. S. Corp., 1600 Broadway, N Y C
Silver-Marshall, Inc., 6401 West 65th St., Chicago, Ill.
Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Road, Rochester, N Y.
Toledo Sound Equipment Labs., 1215 Jackson St., Toledo, Ohio.
Unit Reproducers Mfg. Co., 999 Main St., Rochester, N. Y.
University Labs., 191 Canal St., N Y. C.
Utah Radio Products Co., 820 Orleans Ave., Chicago.
Vibro-Master, Inc., 2744 Broadway, N. Y. C.
Webster Electric Co., 100 Varick St., New York, N. Y.
Wenzel Co., 2059 S. State St., Chicago, Ill

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Western Electric Co., 195 Broadway, N. Y. C.
Wright De Coster, Inc., 2233 University Ave., St. Paul, Minn.

INSULATION

Acme Wire Co., 1255 Dixwell Ave., New Haven, Conn.
Alden Products Co., 715 Center St., Brockton, Mass.
American Lava Corp., Cherokee Blvd. & Manufacturers Road, Chattanooga, Tenn.
Bakelite Corp., 247 Park Ave., N. Y. C.
Brand, W. & Co., 268 Fourth Ave., N. Y. C.
Corning Glass Works, Corning, N. Y.
Crowley, Henry L., & Co., 1 Central Ave., West Orange, N. J.
Demuth Glass Works, Inc., Brooklyn, N. Y.
Electronic Mechanics, Inc., N. Y. C.
Franklin, A. W., & Co., 175 Varick St., N. Y. C.
Gits Molding Corp., 4600 W. Huron St., Chicago, Ill.
Insuline Corp. of America, 25 Park Pl., N. Y. C.
Isolantite, Inc., 233 Broadway, N. Y. C.
Johnson, E. F., Co., Waseca, Minn.
Lapp Insulator Co., Gilbert St., LeRoy, N. Y.
Locke Insulator Corp., S. Charles and Cromwell, Baltimore, Md.
Mica Insulator Co., 200 Varick St., N. Y. C.
Mycalex Corp. of America, 101 W. 31st St., N. Y. C.
Owens-Illinois Glass Co., Newark, Ohio.
Porcelain Products, Inc., Findlay, Ohio.
Stupakoff Labs., Inc., Pittsburgh, Pa.

INTEROFFICE COMMUNICATION SYSTEMS

American Carrier Call, 39 W. 60th St., N. Y. C.
Carter Motor Co., 361 W. Superior St., Chicago, Ill.
Dictograph Corp., 580 Fifth Ave., N. Y. C.
Million Radio & Television Labs., 595 N. Union St., Chicago, Ill.
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.
Philco Radio & Television Corp., Toga & C Sts., Philadelphia, Pa.
Piezoelectric Labs., 612 Rockland Ave., New Dorp, S. I., N. Y.
Radolek Co. Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.
Remler Co., Ltd., San Francisco, Calif.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
Universal Microphone, Ltd., Englewood, Calif.
Webster Co., 3825 W. Lake St., Chicago, Ill.

JACKS AND PLUGS

Alden Products Co., 715 Centre, Brockton, Mass.
American Phenolic Corp., 1215 W. VanBuren, Chicago, Ill.
American Radio Hardware Co., 476 Broadway, N. Y. C.
Bastian Bros. Co., Rochester, N. Y.
Birnbach Radio Co., 145 Hudson St., N. Y. C.
Bud Radio, Inc., 1937 E. 57th St., Cleveland, Ohio.
Centralab, 900 E. Keefe Ave., Milwaukee, Wisc.
Cinch Mfg. Corp., 2335 W. VanBuren St., Chicago, Ill.
Eby, Hugh H., Co., 2066 Hunting Park Ave., Philadelphia, Pa.
Franklin, A. W., Mfg. Co., 175 Varick St., N. Y. C.
General Radio, 30 State St., Cambridge, Mass.
Johnson, E. F., Co., Waseca, Minn.
Jones, Howard B., 2300 Wabansia Ave., Chicago, Ill.
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
Meissner Mfg. Co., Mt. Carmel, Ill.
National Co., Malden, Mass.
Rivard Wire & Cable Corp., 1014 Madison Ave., Toledo, Ohio.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Trimm Radio Mfg. Co., 1770 W. Berteau Ave., Chicago, Ill.
Utah Radio Products Co., The, 812 Orleans St., Chicago, Ill.

LIGHTING

Battle, Robert, Inc., 35-28 42nd St., Long Island City, N. Y.
Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
Climax Reflector, Inc., 315 Reynolds Place, S. W., Canton, O.
Cole, W. C., & Co., 320 E. 12th St., Los Angeles, Calif.
Curtis Lighting, Inc., 1123 W. Jackson Blvd., Chicago, Ill.
Duhem Motion Picture Manufacturing Co., 135 Hayes St., San Francisco, Calif.
E-J Electric Installation Co., 227 E. 45th St., New York, N. Y.
Erikson Electric Co., 6 Power House St., Boston, Mass.
Flexlume Corp., 1100 Military Road, Buffalo, N. Y.
General Electric Co., Schenectady, N. Y.
Golde Manufacturing Co., 1214 W. Madison St., Chicago, Ill.
Guth, Edwin F., Co., 2615 Washington Ave., St. Louis, Mo.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, O.
Hub Electric Corp., 2225 W. Grand Ave., Chicago, Ill.
Kliegl Bros. Universal Electric Stage Lighting Co., Inc., 321 W. 50th St., New York, N. Y.
Olesen, Otto K., Illuminating Co., Ltd., 1560 N. Vine St., Hollywood, Calif.
Rambusch Decorating Co., 2 W. 45th St., New York, N. Y.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Saltzman, J. G., Inc., 480 Lexington Ave., N. Y. C.
Sterling Reflector Co., 1431 W. Hubbard St., Chicago, Ill.
Throckmorton, Cleon, Inc., 102 W. Third St., New York, N. Y.
Voigt Co., 12th & Montgomery Aves., Philadelphia, Pa.
Wheeler Reflector Co., 275 Congress St., Boston, Mass.

LOUD SPEAKERS

(See Horns and Speakers)

METAL PANELS, RACKS AND CABINETS

Atlas Sound Corp., 1451—39th St., Brooklyn, N. Y.
Guthman, Edwin J., & Co., Inc., 400 S. Peoria St., Chicago, Ill.
Mallory, P. R., Co., Indianapolis, Ind.
Miles Reproducer Co., 812 Broadway, N. Y. C.
Par-Metal Products Corp., 3525—41st St., Long Island City, N. Y.
Radio Engineering Labs., 25-14—41st St., Long Island City, N. Y.

METERS

Aerovox Corp., 70 Washington St., Brooklyn, N. Y.
Andrew, Victor J., 7221 S. Francisco Ave., Chicago, Ill.
Ballantine Laboratories, Boonton, N. J.
Bendix Radio Corp., Washington, D. C.
Boonton Radio Corp., Boonton, N. J.
Burton-Rogers Co., 857 Boylston St., Boston, Mass.
Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.
Deutschmann, Tobe, Corp., Canton, Mass.
Ferranti Electric, Inc., 30 Rockefeller Plaza, N. Y.
General Electric Co., Schenectady, N. Y.
General Radio Co., 30 State St., Cambridge, Mass.
Hickok Electrical Instruments Co., Cleveland, O.
Monarch Mfg. Co., 3341 Belmont Ave., Chicago, Ill.
Radio Engineering Labs., Long Island City, N. Y.
Rawson Electrical Instrument Co., Cambridge, Mass.

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RCA Mfg. Co., Camden, N. J.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Shallcross Mfg. Co., 10 Jackson Ave. Collingdale, Pa.
Standard Piezo Co., Carlisle, Pa.
Superior Instruments Co., 136 Liberty St., N. Y. C
Supreme Instrument Co., Greenwood, Miss.
Triplett Electric Instrument Co., Bluffton, O
Triumph Mfg. Co., 4017 W. Lake St., Chicago, Ill.
Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.

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MICA

(ALSO SEE INSULATION)
Brand, William & Co., 276 Fourth Ave., N. Y. C.
Mica Insulator Co., N. Y. C.

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MICROPHONE ACCESSORIES

American Microphone Co 1915 S. Western Ave., Los Angeles, Cal.
American Phenolic Corp., 1250 W. Van Buren St., Chicago, Ill.
Astatic Microphone Lab., Inc., 830 Market St., Youngstown, Ohio
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C
Eastern Mike-Stand Co., 56 Christopher Ave., Brooklyn, N. Y.
Shure Brothers, 225 W. Huron St., Chicago, Ill.
Universal Microphone Co. Ltd., 424 Warren Lane, Inglewood, Cal.
Western Electric Co., 195 Broadway, N. Y. C.

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MICROPHONE CABLE

Birnbach Radio Co., 145 Hudson St., N. Y. C.

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MICROPHONE STANDS

American Microphone Co., 1915 S. Western Ave., Los Angeles, Cal.
Amperite Company, 561 Broadway, N. Y. C
Atlas Sound Corp., 1451 39th St., Brooklyn, N. Y.
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C
Bud Radio, Inc., Cleveland, Ohio.
Eastern Mike-Stand Co., 56 Christopher St., N. Y. C
Electro-Voice Mfg. Co., Inc., South Bend, Ind.
Espey Mfg. Co., 67 Irving Place, N. Y. C.
Gerrett, M. A., Corp., Milwaukee, Wisc
Hetro Electrical Industries, Chicago, Ill.
Shure Bros., 225 W. Huron St., Chicago, Ill.
Universal Microphone Co., Ltd., Inglewood, Calif.

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MICROPHONES

American Microphone Co., 1915 S Western Ave., Los Angeles, Cal.
Amperite Company, 561 Broadway, N. Y. C.
Astatic Microphone Laboratory, Inc., 830 Market St., Youngstown, Ohio.
Atlas Sound Corp., 1451—39th St., Brooklyn, N. Y.
Beacon Microphone Co., Akron, Ohio.
Bruno Laboratories, Inc., 30 W. 15th St., N. Y. C.
Brush Development Co., The, E. 40th and Perkins Ave., Cleveland, Ohio
Carrier Microphone Co., Inglewood, Calif
Daniel Electrical Labs., N. Y. C.
Electro-Voice Mfg. Co., Inc., South Bend, Ind
Fairchild Aerial Camera Corp., 62-10 Woodside Ave., Woodside, N. Y.
Lifetime Corp., The, 1010 Madison Ave., Toledo, Ohio.
Philmore Mfg Co., Inc., 113-115 University Pl., N. Y. C.
Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.
Pacent Engineering Corp., 79 Madison Ave., N. Y. C.
Racon Electric Co., 52 E. 19th St., N. Y. C.
Radio Television Industries Corp., 2 Linden St., Reading, Mass.
Radio Receptor Co., 106 Seventh Ave., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Scairland Product Co., Kansas City, Mo.
Shure Bros. Co., 225 W. Huron St., Chicago, Ill.
Transducer Corp., 30 Rockefeller Plaza, N. Y. C.
Turner Co., Cedar Rapids, Iowa.
Universal Microphone Co., Ltd., 424 Warren Lane, Inglewood, Cal.
Vibro-Master Co., 2744 Broadway, N. Y. C.
Western Electric Co., 195 Broadway, N. Y. C.
Westinghouse Electric & Mfg Co., Pittsburgh, Pa.

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MONITORS, FREQUENCY AND MODULATION

Bendix Radio Corp., Washington, D. C.
Boehme, H. O., Inc.
Bremer Broadcasting Corp.
Commercial Radio Equipment Co., Kansas City, Mo.
Donnelley Monitoring Service, Lake Bluff, Ill.
Doolittle & Falknor, Inc., 1306 W. 74th St., Chicago, Ill
General Radio Co., 30 State St., Cambridge, Mass.
Hygrade Sylvania Corp., Clifton, N. J.
International Broadcasting Equipment Co., 312 W. 51st St., Chicago, Ill.
Lampkin Labs., Bradentown, Fla.
Link, Fred M., Co., N. Y. C.
Peterkin Radio Labs., Detroit, Mich
Piezo Electric Laboratories, 612 Rockland Ave., New Dorp, N. Y.
Pillar of Fire.
RCA Mfg Co., Camden, N. J
Standard Piezo Co., 126 Cedar St., Carlisle, Pa.
Western Electric Co., 195 Broadway, N. Y. C.

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MOTORS

Alliance Mfg. Co., Alliance, Ohio.
B-L Electric Mfg. Co., St. Louis, Mo.
Carter Motor Co., 361 W. Superior St., Chicago, Ill.
Ecor, Ind., Chicago, Ill
Electric Specialty Co., Stamford, Conn.
Janette Mfg Co., 556 W. Monroe St., Chicago, Ill
Kato Engineering Co., Kankato, Minn.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Standard Electrical Products Co., 317 Sibley St., St Paul, Minn

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NEEDLES, PHONOGRAPH AND RECORDING

Acton, H. W., Co., 370 Seventh Ave., N. Y. C.
Allied Recording Products, N. Y. C
Bagshaw, W. H., Co., Lowell, Mass.
Cellutone Record & Mfg Co., 1135 W. 42nd St., Los Angeles, Calif.
Cook, F. L., 606 Parkman Ave., Los Angeles, Calif
Electrovox Co., 424 Madison Ave., N. Y. C
Fairchild Aerial Camera Corp., Long Island City, N. Y.
Federal Recorder Co., Inc., 50 W. 57th St., N. Y. C.
Garod Sales Corp., N. Y. C
Gerrett, M. A., Corp., Milwaukee, Wisc.
Lowell Needle Co., Putnam, Conn.
Miles Reproducer Co., 812 Broadway, N. Y. C.
Mirror Record Co., 54 W. 25th St., N. Y. C.
Musicraft Records, Inc., 10 W. 47th St. N. Y. C
Phonograph Needle Mfg. Co., Inc., 42 Dudley St., Providence, R. I.
Presto Recording Corp., 139 W. 19th St., N. Y. C.
Rangertone, Inc., 201 Verona Ave., Newark, N. J.
Recaton Corp., 178 Prince St., N. Y. C.
Wall-Kane Needle Mfg. Co., Inc., 869 Broadway, N. Y. C.

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ORGANS

Austin Organs, Inc., 156 Woodland St., Hartford, Conn.
Gottfried, A., Co., Erie, Pa.
Hammond Organ Co., N. Y. C.
Marr, David Co., Warsaw, N. Y.
Schantz, A. J., Sons & Co., Orrville, O.
Wurlitzer, Rudolph, Co., North Tonawanda, N. Y.

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PHOTOELECTRIC CELLS

Continental Electric Co., 203 S. First St., St. Charles, Ill.
Cutler-Hammer, Inc., N. 12th St. and W. St. Paul Ave., Milwaukee, Wis.
DeVry, Herman A., Inc., 1111 Center St., Chicago.
Duhem Mfg. Co., 135 Hayes St., San Francisco, Cal.
Eby, Hugh H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.
Electrical Research Products, Inc., 250 W. 57th St., N. Y. C.
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.
G.-M. Laboratories, Inc., 1731-35 Belmont Ave., Chicago.
Gates Radio & Supply Co., Quincy, Ill.
General Electric Co., Schenectady, N. Y.
General Scientific Corp., 4829 S. Kedzie Ave., Chicago, Ill.
Good-All Electric Mfg. Co., Ogallala, Neb.
Hirsch, Gustav, Organization, 209 S. Third St., Columbus, Ohio.
Incandescent Lamp Dept., General Electric Co., Nela Park, Cleveland, Ohio.
International Theater Accessories Corp., 1600 Broadway, N. Y. C.
Loewenberg, F., N. Y. C.
Lumotron Vacuum Products Division, General Scientific Corp., 4829 S. Kedzie Ave., Chicago.
Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.
National Union Radio Corp. of N. Y., 570 Lexington Ave., N. Y. C.
Pacent Engineering Corp., 79 Madison Ave., N. Y. C.
Picture-Fone Co., 212 W. North St., Lima, Ohio.
Pioneer Photo Electric Co., 496 Broome St., N. Y. C.
RCA Manufacturing Co., Inc., Camden, N. J.
RCA Radiotron Division, RCA Manufacturing Co., Inc., Camden, N. J.
Royal Zenith Sound Projectors, Inc., 33 W. 60th St., N. Y. C.
S. O. S. Corp., 1600 Broadway, N. Y. C.
Scnolux Co., E. Newark, N. J.
Sylvania Products Co., Emporium, Pa.
Telephoto & Television Corp., 133 W. 19th St., N. Y. C.
Wenzel Co., 2059 S. State St., Chicago, Ill.
Western Electric Co., 195 Broadway, N. Y. C.
Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.
Westinghouse Lamp Co., 30 Rockefeller Plaza, N. Y. C.
Weston Electrical Instrument Corp., 614 Frelinghuysen Ave., Newark, N. J.

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PICKUPS. CRYSTAL AND MAGNETIC

Alden Products Co., 715 Center St., Brockton, Mass.
Astatic Microphone Lab., 830 Market St., Youngstown, O.
Audak Co., 500 Fifth Ave., N. Y. C.
Bell Sound Systems, Inc., 61-62 E. Goodale St., Columbus, O.
Brush Development Co., The, E. 40th and Perkins Ave., Cleveland, Ohio.
Dynaphone Corp., 507 Fifth Ave., N. Y. C.
Electric Labs. Co., 141 E. 25th St., N. Y. C.
Electric Research Labs., 2500 Cottage Grove Ave., Chicago, Ill.
Electric Acoustic Products Co., 2131 Beuter Rd., Ft. Wayne, Ind.
Foraco Corp., 2111 Woodward Ave., Detroit, Mich.
Garrard Sales Corp., 17 Warren St., N. Y. C.
Gibbs, Thomas, 900 W. Lake St., Chicago, Ill.
La Salle Radio Corp., 140 Washington St., N. Y. C.
Life Time Corp,, 1012 Madison Ave., Toledo, O.
Miles Reproducer Co., 812 Broadway, N. Y. C.
Million Radio & Television, 685 W. Ohio St., Chicago, Ill.
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.
Pacent Eng. Corp., 79 Madison Ave., N. Y. C.
Proctor, B. A., Co., 17 W. 60th St., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Shure Brothers, 225 W. Huron Street, Chicago, Ill.
Sound Systems, Inc., 6545 Carnegie Ave., Cleveland, O.
Unit Reproducers Mfg. Co., 999 E. Main St., Rochester, N. Y.
Webster Electric Co., Racine, Wis.

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POTENTIOMETERS, INC.

(See also Meters)

Chicago Telephone Supply Co., 1142-1228 W. Beasley Ave., Elkhart, Ind.
Daven Co., The, 158 Summit St., Newark, N. J.
General Radio Co., 30 State St., Cambridge, Mass.
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
Precision Resistor Co., 334 Badger Ave., Newark, N. J.
Radio Television Industries Corp., 2 Linden St., Reading, Mass.
Tech Laboratories, 703 Newark Ave., Jersey City, N. J.

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PUBLIC ADDRESS SYSTEMS

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.
Audio Products Co., 4185 W. Second St., Los Angeles, Cal.
Bell Sound Systems, Columbus, Ohio
Burstein-Applebee, 1012 McGee St., Kansas City, Mo.
Community Broadcast Studios, 2234 W. Adams Blvd., Los Angeles, Cal.
Electro Acoustic Products Co., 2131 Bueter Rd., Fort Wayne, Ind.
Electronic Design Corp., Chicago, Ill.
Forest Sound Systems, 776 Forest Ave., N. Y. C.
Hollywood Electric Transcriber Mfg. Co., 1512 W. Slauson Ave., Los Angeles, Cal.
Million Radio & Television Laboratories, 595 N. Union St., Chicago, Ill.
Morlen Electric Co., Inc., N. Y. C.
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.
RCA Mfg. Co., Camden, N. J.
Radolek Co. Division of Walter C. Braun, Inc., 601 W. Randolph St., Chicago, Ill.
Remler Co., Ltd., 19th and Bryan Sts., San Francisco, Cal.
Sound Products, Hollywood, Calif.
Sound Projects Co., 3140 N. Walton Avenue, Chicago, Ill.
Sundt Engineering Co., 4238 Lincoln Avenue, Chicago, Ill.
United Sound Engineering Co., 2233 University Ave., St. Paul, Minn.
Vibro-Master Co., 2744 Broadway, N. Y. C.
Webster Electric Co., Racine, Wis.
Western Electric Co., 195 Broadway, N. Y. C.
Wilcos Electric Co., 1014 W. 37th St., Kansas Cify, Mo.

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QUARTZ CRYSTALS AND ACCESSORIES

American Piezo Supply Co., 3921 Agnes Ave., Kansas City, Mo.
Bellefonte Eng. Labs., Bellefont, Pa.
Bliley Electric Co., Union Station Bldg., Erie, Pa.
Burnett, William W. L., Radio Laboratories, 8414 Idaho St., San Diego, Cal.
Collins Radio Co., Cedar Rapids, Ia.
Commercial Radio Equipment Co., 216 E. 74th St., Kansas City, Mo.
Fridgen Crystal Labs., Bellefonte, Pa.
General Radio Co., 30 State St., Cambridge, Mass.
Hipower Crystal Co., 2035 Charleston St., Chicago, Ill.
Hollister Crystal Co., Merriman, Kansas
Peterson Radio Co., Council Bluffs, Iowa
Piezo Electric Labs., 612 Rockland Ave., New Dorp, N. Y.
Precision Crystal Labs., Inc., Springfield, Mass.
Precision Piezo Service, 427 Asia St., Baton Rouge, La
Premier Crystal Laboratories, 719 Fulitzer Bldg., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Scientific Research Laboratories, 124 Jackson Ave., Hyattsville, Md.
Standard Piezo Co., 126 Cedar St., Carlisle, Pa.
Valpey Crystals, Box 321, Holliston, Mass.
Western Electric Co., 195 Broadway, N. Y. C.

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RECORDERS, DISC

Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill
Allied Recording Co., 126 W. 48th St., N. Y. C.
Amplifier Co., of America, 37 W. 20th St., N. Y. C.
Amplion Products Corp., 38 W. 21st St., N. Y. C.
Audak Co., 500 Fifth Ave., N. Y. C
Audio Research, Inc., 105 E. 16th St., N. Y. C.
Bogen, David, Co., 663 Broadway, N. Y. C.
Carter, E. P., 112 Cedar Ave., Pitman, N. J.
Cinema Sound Equipment Co., 8572 Santa Monica Blvd., Hollywood, Cal
Decca Recording Laboratories, 666 Lake Shore Dr., Chicago, Ill.
Dencose, Inc., 29 W. 57th St., N. Y. C.
Electrical Research Products, Inc., 250 W. 57th St., N. Y. C.
Fairchild Aerial Camera Corp., Long Island City, N. Y. C.
Federal Recorder Co., Inc., 50 W. 57th St., N. Y. C.
Gates Radio & Supply Co., Quincy, Ill.
Gibbs, Thomas B., 900 W. Lake St., Chicago, Ill.
Herkit Engineering Co., 130 W. 46th St., N. Y. C
Holloway Co., N. Y. C
Miles Reproducer Co., Inc., 112 W. 14th St., N. Y. C.
Mirror Record Corp., 54 W. 25th St., N. Y. C.
Musicraft Records, Inc., 10 W. 47th St., N. Y. C
Poinsettia, Inc., 112 Cedar Ave., Pitman, N. J.
Powers Cinephone Corp., 723 7th Ave., N. Y. C
Presto Recording Corp., 135 W. 39th St., N. Y. C.
Procter Co., 17 W. 60th St., N. Y. C.
Rangertone, Inc., 201 Verona Ave., Newark, N. J
RCA Manufacturing Co., Inc., Camden, N. J.
Sound Apparatus Co., 150 W. 46th St., N. Y. C
Speak-O-Phone Record & Equipment Co., N. Y. C.
Universal Microphone Co., Englewood, Calif
Vibro-Master Co., 2744 Broadway, N. Y. C.
Western Electric Co., 195 Broadway, N. Y. C

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RECORDING EQUIPMENT AND ACCESSORIES

Acoustic Consultants, Inc., N. Y. C.
Alliance Manufacturing Co., Alliance, Ohio
Allied Phonograph & Record Mfg. Co., 1041 N. Las Palmas Ave., Hollywood, Calif.
Allied Radio Corp., 833 W. Jackson Blvd., Chicago, Ill.
Allied Recording Products, 126 W. 46th St., N. Y. C
Audak Co., 500 Fifth Ave., N. Y. C
Audio Devices Inc., 1600 Broadway, N. Y. C.
Carter, E. P., 112 Cedar Ave., Pitman, N. J.
Cellutone Record Mfg. Co., 1135 W. 42nd St., Los Angeles, Cal.
Clark Phonograph Record Co., 216 High St., Newark, N. J.
Cook, F. L., 606 Parkman Ave., Los Angeles, Cal.
Electrical Research Products, Inc., 250 W. 57th St., N. Y. C.
Electro-Vox Recording Studios, 5546 Melrose Ave., Hollywood, Cal.
Emar Instrument Corp., 29 W. 57th St., N. Y. C.
Fairchild Aerial Instrument Corp., Van Wyck Blvd. & Jamaica Ave., Long Island City, N. Y.
Federal Recorder Co., Inc., 50 W. 57th St., N. Y. C.
Garod Sales Corp., N. Y. C.
Gates Radio & Supply Co., Quincy, Ill.
Holloway Co., N. Y. C.
Hollywood Electric Transcriber Mfg. Co., 1512 W. Slauson Ave., Los Angeles, Cal.
Lansing Mfg. Co., 6900 S. McKinley Ave., Los Angeles, Calif
Mirror Record Corp., 58 W. 25th St., N. Y. C.
Musicraft Records, Inc., 10 W. 47th St., N. Y. C.
Nash Radio Products, St. Louis, Mo.
Neely, Norman B., 5334 Hollywood Blvd., Hollywood, Cal.
Piezoelectric Laboratories, 612 Rockland Ave., S. I., N. Y.
Poinsettia, Inc., Pitman, N. J.
Proctor, B. A., Co., 17 W. 60th St., N. Y. C.
Presto Recording Corp., 139 W. 19th St., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Radio Engineering & Mfg. Co., Jersey City, N. J.
Radio & Film Methods, 101 Park Ave., N. Y. C.
Radiotone, Inc., 7356 Melrose Ave., Hollywood, Cal.
Rangertone, Inc., 201 Verona Ave., Newark, N. J.
Remler Co., Ltd., San Francisco, Calif.
Shure Bros., 225 W. Huron St., Chicago, Ill.
Sound Apparatus Co., 150 W. 46th St., N. Y. C.
Sound Products, Hollywood, Calif.
Sound Projects Co., 3140 W. Walton Ave., Chicago, Ill.
Sound Systems, Cleveland, O.
Speak-O-Phone Recording & Equipment Co., 23 W. 60th St., N. Y. C.
Unit Reproducers Corp., Rochester, N. Y.
United Transformer Corp., 72 Spring St., N. Y. C.
Universal Microphone Ltd., 424 Warren Lane, Inglewood, Cal.
Upco Engineering Labs., N. Y. C
Vibro-Master, 2744 Broadway, N. Y. C.
Webster Co., 5622 Bloomingdale Ave., Chicago, Ill
Webster Electric Co., Racine, Wisc.
Wilcox Electric Co., 1014 W. 37th St., Kansas City, Mo

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RECTIFIERS

American Transformer Co., 175 Emmett St., Newark, N. J.
Amperex Electronic Products, Inc., 79 Washington St., Bklyn., N. Y.
B-L Electric Mfg. Co., St. Louis, Mo.
Continental Electric Co., 715 Hamilton Avenue, Geneva, Ill.
Eitel-McCullough, Inc., San Bruno, Calif.
Electronic Products, Los Angeles, Calif.
Federal Telegraph Co., Newark, N. J
Ferranti Electric, Inc., 30 Rockefeller Plaza, N. Y. C
Heintz & Kaufman, Ltd., South San Francisco, Calif.
International Tel. & Tel. Corp., N. Y. C.
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.
Raytheon Mfg. Co., Waltham, Mass.
Taylor Tubes, Inc., 2341 Wabansia Ave., Chicago, Ill
United Electronics Co., 42 Spring St., Newark, N. J.
United Transformer Corp., 72 Spring St., N. Y. C.
Western Electric Co., 195 Broadway, N. Y. C.
Westinghouse Electric & Mfg. Co., Bloomfield, N. J.

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RELAYS

Advance Electric Co., Los Angeles, Calif.
Allen-Bradley Co., Milwaukee, Wisc.
Allied Control Co., N. Y. C.
American Automatic Electric Sales Co., Chicago, Ill.
Brach, L. S., Mfg. Co., 55 Dickerson St., Newark, N. J.
Cinema Engineering Co., Hollywood, Calif.
Eby, Hugh H., Inc., Philadelphia, Pa.
Guardian Electric Co., Chicago, Ill.
Heineken Machinery Corp., N. Y. C.
Leach Relay Co., Los Angeles, Calif.
Muter, The, Co., Chicago, Ill.
Roller-Smith Co., N. Y. C.
Sigma Instruments, Inc., Belmont, Mass.
Standard Electrical Products Co., St. Paul, Minn.
Struthers Dunn, Inc., Philadelphia, Pa.
United Cinephone Corp., Long Island City, N. Y.
Ward Leonard Electric Co., 31 South St., Mt. Vernon, N. Y.
Weston Electrical Instrument Corp., 612 Frelinghuysen Ave., Newark, N. J.

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RESISTORS

Aerovox Corp., 70 Washington St., Brooklyn, N. Y.
Allen-Bradley Co., Milwaukee, Wisc.
Atlas Resistor Co., 423 Broome St., N. Y. C.
Carborundum Co., Niagara Falls, N. Y.
Centralab Division of Globe Union Mfg. Co., 900 E. Keefe Ave., Milwaukee, Wis.
Clarostat Mfg. Co., 285 N. 6th St., Bklyn., N. Y.
Continental Carbon, Inc., 13900 Lorain Ave., Cleveland, O.
Crowley, Henry L., Co., 1 Central Ave., West Orange, N. J.
Daven Co., The, 158 Summit St., Newark, N. J.
Electro-Motive Mfg. Co., 797 E. 140th St., N. Y. C.
Erie Resistor Corp., 644 W. 12th St., Erie, Pa.
General Radio Co., 30 State St., Cambridge, Mass.
Hardwick, Hindle, Inc., Newark, N. J.
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.
Lectrohn, Inc., Cicero, Ill.
Leeds & Nothrup Co., Philadelphia, Pa.
Mallory, P. R., & Co., Inc., 3029 E. Washington St., Indianapolis, Ind.
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.
Morrill & Morrill, N. Y. C.
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.
Ohmite Mfg. Co., 4835 W. Flournay St., Chicago, Ill.
Precision Resiston Co., 334 Badger Ave., Newark, N. J.
Shallcross Mfg. Co., Collingdale, Pa.
Speer Carbon Co., St. Mary's, Pa.
Stackpole Carbon Co., St. Mary's, Pa.
States Co., Hartford, Conn.
Tech Laboratories, 7 Lincoln St., Jersey City, N. J.
Utah Radio Products Co., 812 Orleans St., Chicago, Ill.
Ward Leonard Electric Co., 31 South St., Mt. Vernon, N. Y.
White Dental Mfg. Co., The S. S., 10 E. 40th St., N. Y. C.
Wirt Co., Philadelphia, Pa.

RHEOSTATS

Bishop & Babcock Manufacturing Co., 4901 Hamilton Ave., N. E., Cleveland, Ohio.
Cutler-Hammer, Inc., N. 12th and W. St. Paul Ave., Milwaukee, Wis.
Erker Bros. Optical Co., 610 Olive St., St. Louis, Mo.
Fulton, E. E. Co., 1018 S. Wabash Ave., Chicago, Ill.
Gates Radio & Supply Co., Quincy, Ill.
Hardwick, Hindle, Inc., Newark, N. J.
Hertner Electric Co., 12690 Elmwood Ave., Cleveland, Ohio.
Hoffman-Soons, 387 First Ave., N. Y. C.
International Resistance Co., 401 N. Broad St., Philadelphia, Pa.
Kliegl Bros., Universal Stage Lighting Co., 321 W. 50th St., N. Y. C.
P. R. Mallory Co., 3029 E. Washington St., Indianapolis, Ind.
McAuley, J. E. Mfg. Co., Inc., 522 W. Adams St., Chicago, Ill.
Ohmite Mfg. Co., 4835 W. Flournay St., Chicago, Ill.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Schaefer Bros. Co., 1059 W. Eleventh Street, Chicago, Ill.
Strong Electric Co., 2501 Lagrange St., Toledo, O.
Ward Leonard Electric Co., 37 South St., Mt. Vernon, N. Y.
Westinghouse Electric Mfg. Co., East Pittsburgh.

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SOCKETS

Alden Products Co., 715 Center St., Brockton, Mass.
American Phenolic Corp., 1250 W. Van Buren St., Chicago, Ill.
American Radio Hardware Co., 476 Broadway, N. Y. C.
Bastian Bros., 1600 N. Clinton Ave., Rochester, N. Y.
Birnbach Radio Co., 145 Hudson St., N. Y. C.
Bond Radio Co., 13139 Hamilton Ave., Detroit, Mich.
Bud Radio Inc., 1937 E. 55th St., Cleveland, O.
Cinch Mfg. Corp., 2335 W. Van Buren St., Chicago, Ill.
Clarostat Mfg. Co., 285 N. 6th St., Brooklyn, N. Y.
Continental-Diamond Fibre Co., Newark, N. J.
Eby, Hugh H., Inc., 2066 Hunting Park Ave., Philadelphia, Pa.
Franklin, A. W., Mfg. Corp., 175 Varick St., N. Y. C.
Hammarlund Mfg. Co., 424 W. 33rd St., N. Y. C.
Insuline Corp. of America, 25 Park Place, N. Y. C.
International Radio Corp., Ann Arbor, Mich.
International Resistor Co., 401 N. Broad St., Philadelphia, Pa.
Isolantite, Inc., 233 Broadway, N. Y. C.
Johnson, E. F., Co., Waseca, Minn.
Jones, H. B., 2300 Wabansia Ave., Chicago, Ill.
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.
Meissner Mfg. Co., Mt. Carmel, Ill.
Micarta Fabricators, Inc., 4619 Ravenswood Ave., Chicago, Ill.
National Co., Malden, Mass.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Teleradio Eng. Corp., 484 Broome St., N. Y. C.

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SOLDER

Brach, L. S., Mfg. Co., 55 Dickerson St., Newark, N. J.
Drake Electric Works, Inc., Chicago, Ill.
Gardner Metal Co., 4820 S. Campbell Ave., Chicago, Ill.
Kester Solder Co., 4201 Wrightwood Ave., Chicago, Ill.
Ruby Chemical Co., Columbus, Ohio

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SOLDERING IRONS

Drake Electric Works, Inc., 3656 Lincoln Ave., Chicago, Ill.
Electric Soldering Iron Co., Deep River, Conn.
Ideal Commutator Dresser Co., Sycamore, Ill.
Ross Charles, Inc., 244-250 W. 49th St., N. Y. C.
Stay Warm Electric Co., Ravenna, Ohio

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SOUND EFFECTS APPARATUS

Fairchild Aerial Camera Corp., 62-10 Woodside Ave., Woodside, N. Y.
Gennett Records, 729 Seventh Ave., N. Y. C.
Radio Engineering Mfg. Co., 26 Journal Square, Jersey City, N. J.
Speedy-Q Records, 1344 S. Flower St., Los Angeles, Cal.
Standard Radio, 6404 Hollywood Blvd., Hollywood, Calif.
United Transformer Corp., 72 Spring St., N. Y. C.

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SOUND EQUIPMENT AND SYSTEMS

Acme Sound Co., 2758 Broadway, N. Y. C.
Allied Radio Corp., 833 Jackson Blvd., Chicago, Ill.
Allied Recording Co., 126 W. 46th St., N. Y. C.
American Transformer Co., 178 Emmett St., Newark, N. J.
Amplifier Co. of America, 37 W. 20th St., N. Y. C.
Amplion Products Corp., 38 W. 21st St., N. Y. C.
Audio Development Co., 4351 France Ave., S. Minneapolis, Minn.
Autocrat Radio Co., 3855 N. Hamilton Ave., Chicago, Ill.
Automatic Radio Mfg. Co., 122 Brookline Ave., Boston, Mass.
Bell Sound Systems Inc., Columbus, Ohio
Bendix Radio Mfg. Co., Wood Lake, Minn
Bogen, David, Co., 663 Broadway, N. Y. C.
Brown Ebinger Radio Co., 3924 Washington Blvd., St. Louis, Mo.
Bud Radio, Inc., Cleveland, Ohio.
Collins Radio Co., Cedar Rapids, Ia.
Deluxe Sound Co., 123 South St., Bogata, N. J.
DeVry, Herman A., Inc., 1111 Center St., Chicago, Ill.
Dunn-Hall Co., 1477 W. Adams St., Chicago, Ill.
Electra Corp., 1500 N. Kostner Ave., Chicago, Ill.
Electrical Research Labs., 2500 Cottage Grove Ave., Chicago, Ill
Electro Acoustic Products Co., 2131 Beiter Rd., Ft. Wayne, Ind.
Electronic Devices Inc., Warren, Pa
Electronic Sound Labs., Inc. 5912 Melrose Ave., Hollywood, Calif.
Fox Sound Equipment Corp., 3120 Monroe St., Toledo, Ohio
Gates Radio & Supply Co., 115 N. 4th St., Quincy, Ill.
Gibbs, Thumas B., 900 W. Lake St., Chicago, Ill.
Hetro Electrical Industries, Inc., Chicago, Ill.
Jenkins & Adair, 3333 Belmont Ave., Chicago, Ill.
La Salle Radio Corp., 140 Washington St., Chicago, Ill.
Lipman Engineering Co., 415 Van Braam St., Pittsburgh, Pa.
Link, Fred M., 125 W. 17th St., New York City.
Miles Reproducer Co., 812 Broadway, N. Y. C.
Million Radio & Television Co., 685 W. Ohio St., Chicago, Ill.
Morlon Electric Co., 60 W. 15th St., N. Y. C
Operadio Mfg. Co., St. Charles, Ill.
Pacent Engineering Corp., 79 Madison Ave., N. Y. C
Piezoelectric Labs., 612 Rockland Ave., New Dorp, N. Y.
Rangertone, Inc., 201 Verona Ave., Newark, N. J.
Radio Amplifier Labs., 59 Walker St., N. Y. C.
Radio Receptor Co., 251 W. 19th St., N. Y. C.
RCA Mfg. Co., Front & Cooper Sts., Camden, N. J
Recording Equipment Mfg. Co., 6611 Sunset Blvd., Hollywood, Calif
Regal Amplifier Mfg. Co., 14 W. 17th St., N. Y. C
Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif
Sound Apparatus Co., 150 W. 46th St., N. Y. C.
Sound Products, 704 N. Curson Ave., Hollywood Calif.
Sound Systems, Inc., 6545 Carnegie Ave., Cleveland, Ohio.
Speak-O-Phone Recording & Equipment Co., 23 W. 60th St., N. Y. C.
Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.
Sundt Engineering Co., 4238 N. Lincoln Ave., Chicago, Ill.
Tech Laboratories, 703 Newark Ave., Jersey City, N. J
Techna Corp., 926 Howard St., San Francisco, Calif.
Transformer Corp of America, 69 Wooster St., N. Y. C
United Sound Engineering Co., 2229 University Ave., St. Paul, Minn.
Universal Microphone Co., Inglewood, Calif.
Webster Co., 5623 Bloomingdale Ave., Chicago, Ill.
Webster Electric Co., Racine, Wisc.
Western Electric Co., 195 Broadway, N. Y. C.

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SWITCHES

Centralab Division of Globe Union Mfg. Co., 900 E. Keefe St., Milwaukee, Wis.
Chicago Telephone Supply Co., 1142-1228 W. Beardsley Ave., Elkhart, Ind.
Continental Electric Co., Geneva, Ill
Daven Co., The, 158 Summit St., Newark, N. J.
Eby, Hugh H., Inc., Philadelphia, Pa
Gamewell Co., Newton Falls, Mass.
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.
Meissner Mfg. Co., Mt. Carmel, Ill
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.
Oak Mfg. Co., 711 W. Lake St., Chicago, Ill.
Ohmite Mfg. Co., 4835 W. Flournay St., Chicago Ill.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Stallcross Mfg. Co., Colbydale, Pa.
Strothers-Dumdee, Philadelphia, Pa.
Tech Laboratories, 703 Newark Ave., Jersey City, N. J.
Utah Radio Products Co., The, 812 Orleans St., Chicago, Ill.

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TEMPERATURE CONTROL UNITS

Bliley Electric Co., Union Station Bldg., Erie, Pa.
Doolittle & Falknor, Inc., 1306 W. 74th St., Chicago, Ill.
Piezoelectric Laboratories, New Dorp, N. Y.
Precision Piezo Service, 427 Asia St., New Orleans, La
Tostenson, D. V., Moorhead, Minn.

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TRANSFORMERS

Acme Electric Mfg. Co., Cuba, N. Y.
Alloy Transformer Co., 135 Liberty St., N. Y. C.
American Transformer Co., 175 Emmet St., Newark, N. J.
Arlavox Mfg. Co., Chicago, Ill.
Audio Development Co., St. Paul, Minn.
Chicago Transformer Co., Chicago, Ill.
Consolidated Radio Products Co., 361 W. Superior St., Chicago, Ill.
Coto Coil Co., Providence, R. I.
Donegan Electric Mfg. Co., Detroit, Mich.
Doolittle & Falkner, Inc., 7421 S. Loomis Blvd., Chicago, Ill.
Ferrante Electric, Inc., 30 Rockefeller Plaza, N. Y. C.
Franklin Transformer Mfg. Co., Minneapolis, Minn.
Freed Transformer Co., N. Y. C.
General Radio Co., 30 State St., Cambridge, Mass.
General Transformer Corp., 500-532 S. Throop St., Chicago, Ill.
General Winding Co., 214 Fulton St., N. Y. C.
Hallderson Co., Chicago, Ill.
Hammarland Mtg. Co., 424 W. 33rd St., N. Y. C.
Hass Electric & Mtg. Co., 305 E. Munroe St., Springfield, Ill.
Inck Mfg. Co., Ft. Wayne, Ind.
International Transformer Co., N. Y. C.
Jefferson Electric Co., Bellwood, Ill.
Kenyon Transformer Co., N. Y. C.
Miles Reproducer Co., 812 Broadway, N. Y. C.
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.
RCA Mtg. Co., Camden, N. J.
Robertson-Davis Co., Chicago, Ill.
Ross, Charles, Inc., 244-250 W. 49th St., N. Y. C.
Sola Electric Co., 2525 Clybourn Ave., Chicago, Ill.
Standard Electric Products Co., 317 Sibley St., St. Paul, Minn.
Standard Transformer Corp., 850 Blackhawk St., Chicago, Ill.
Thordarson Electric Mfg. Co., 500 W. Huron St., Chicago, Ill.
Triumph Mtg. Co., 4017 W. Lake St., Chicago, Ill.
United Transformer Corp., 72 Spring St., N. Y. C.
Utah Radio Products Co., 720 Orleans St., Chicago, Ill.
Webster Electric Co., Racine, Wisc.
Westinghouse Elec. & Mfg. Co., Pittsburgh, Pa.
Willard Storage Battery Co., Cleveland, Ohio

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TRANSMISSION LINES

Andrew, Victor J., 7221 S. Francisco Ave., Chicago, Ill.
Collins Radio Co., First Ave., Cedar Rapids, La.
Communication Products, Inc., Jersey City, N. J.
Doolittle & Falkner, Inc., Chicago, Ill.
General Cable Corp., N. Y. C.
Isolantite, Inc., 233 Broadway, N. Y. C.
Johnson Co., E. F., Waseca, Minn.
Transducer Corp., Rockefeller Plaza, N. Y. C.
Western Electric Co., 195 Broadway, N. Y. C.

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TUBES, PHOTOELECTRIC

Continental Electric Co., Geneva, Ill.
Electronic Products Co., 5356 E. 9th St., St. Charles, Ill.
General Electric Co., Bridgeport, Conn.
G-M Laboratories, Inc., 1735 Belmont Ave., Chicago, Ill.
Lowenberg, F., 10 East 40th St., N. Y. C.
National Union Radio Corp., Newark, N. J.
RCA Mfg. Co., Camden, N. J.
Western Electric Co., 195 Broadway, N. Y. C.
Westinghouse Lamp Co., Bloomfield, N. J.
Weston Electric Instrument Corp., Newark, N. J.

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TUBES, RADIO RECEIVING

Arcturus Radio Tube Co., 720 Frelinghuysen St., Newark, N. J.
Champion Radio Works, 88 Holten St., Danvers, Mass.
General Electric Co., Bridgeport, Conn.
Hygrade Sylvania Corp., N. Y. C.
Hytron Corp., 23 Derby St., Salem, Mass.
International Radio Corp., 535 William St., Ann Arbor, Mich.
Ken-Rad Tube & Lamp Corp., Owensboro, Ky.
National Union Radio Corp. of N. Y., 570 Lexington Ave., N. Y. C.
Philco Radio & Television Corp., Tioga and C Sts., Philadelphia, Pa.
RCA Mfg. Co., Camden, N. J.
Raytheon Mfg. Co., 190 Willow St., Waltham, Mass.
Sparks-Withington Co., Jackson, Mich.
Triad Mfg. Co., Inc., Middle and Fountain Sts., Pawtucket, R. I.
Tung-Sol Lamp Works, Inc., Newark, N. J.
Western Electric Co., 195 Broadway, N. Y. C.

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TUBES, RECTIFYING

Amperex Electronic Products, 79 Washington St., Brooklyn, N. Y.
Continental Electric Co., Geneva, Ill.
Eitel-McCullough, Inc., San Bruno, Calif.
RCA Manufacturing Co., Camden, N. J.
Raytheon, 190 Willow St., Waltham, Mass.
Taylor Tubes, Inc., 2341 Wabansia Ave., Chicago, Ill.
United Electronics Co., 42 Spring St., N. Y. C.
Westinghouse Lamp Co., Bloomfield, N. J.

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TUBES, TRANSMITTING

Amperex Electronic Products, 79 Washington St., Brooklyn, N. Y.
Eitel-McCullough, Inc., 798 San Mateo Ave., San Bruno, Calif.
Electronic Products Co., 5356 E. Ninth St., Charles, Ill.
Federal Telegraph Co., 200 Mt. Uleasant Ave., Newark, N. J.
Heintz & Kaufman, Ltd., P. O. Box 69, S. San Francisco, Cal.
Hytron Corp., 23 Derby St., Salem, Mass.
Link, Fred M., 125 W. 17th St., N. Y. C.
National Radio Tube Co., 3420 - 18th St., San Francisco, Calif.

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Raytheon Mfg Co., Waltham, Mass
RCA Mfg Co., Camden, N. J.
Taylor Tubes, Inc., 2341 Wabansia Ave., Chicago, Ill.
United Electronics Co., 42 Spring St., Newark, N. J.
Western Electric Co., 195 Broadway, N. Y. C.
Westinghouse Electric & Mfg Co., Bloomfield, N. J.

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TURN TABLES

Acme Sound Co., 2758 Broadway, N. Y. C.
Allied Recording Co., 126 W. 46th St., N. Y. C.
Bell Sound Systems Inc., Columbus, Ga.
Bogen, David, Co., 663 Broadway, N. Y. C.
Carter, E. R., 112 Cedar Ave., Pitman, N. J.
Dencose, Inc., 29 W. 57th St., N. Y. C.
Diehl Mfg. Co., Elizabethport, N. J.
Electro Acoustics Products Co., 2131 Beuter Rd., Fort Wayne, Ind.
Fairchild Aerial Camera Corp. Long Island City.
Federal Recorder Co., Inc., 50 W. 57th St., N. Y. C.
Garod Sales Corp., N. Y. C.
Gates Radio & Supply Co., Quincy, Ill.
General Industries Co., Elyria, O.
Hetro Electric Industries Inc., Chicago, Ill.
La Salle Radio Corp., 140 Washington St., N. Y. C.
Miles Reproducer Co., 812 Broadway, N. Y. C.
Pacent Engineering Corp., 79 Madison Ave., N. Y. C.
Presto Recording Corp., 139 W. 19th St., N. Y. C.
Proctor, B. A., Co., Inc., 17 W. 60th St., N. Y. C.
RCA Mfg. Co., Camden, N. J.
Recording Equipment Mfg. Co., 6611 Sunset Blvd., Hollywood, Calif.
Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif.
Sound Apparatus Co., 150 W. 46th St., N. Y. C.
Sound Projects Co., 3140 W. Walton St., Chicago, Ill.
Sound Systems, Inc., 6545 Carnegie Ave., Cleveland, Ohio.
Speedway Mfg. Co., 1834 S. 52nd St., Cicero, Ill.
Transformer Corp. of America, 69 Wooster St., N. Y. C.
Vibro Master Co., 2744 Broadway, N. Y. C.
Western Electric Co., 195 Broadway, N. Y. C.

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VACUUM TUBE SOCKETS

(See Sockets)

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VACUUM TUBES, TRANSMITTING

(See Tubes, Transmitting)

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VARNISHED CLOTHS AND PAPERS

Acme Wire Co., New Haven, Conn.
Bentley-Harris Mfg. Co., Conshohocken, Pa.
Brand, William & Co., 276 Fourth Ave., N. Y. C.
Insulation Manufacturers Corp., Chicago.
Mica Insulator Co., N. Y. C.

VERTICAL RADIATORS

(Also See Antennas)

Blaw-Knox Co., Pittsburgh, Pa.
International Derrick & Equipment Co., 875 Michigan Ave., Columbus, Ohio
Lehigh Structural Steel Co., 17 Battery Place N. Y. C.
Lingo, John, & Son, Inc., Camden, N. J.
Truscan Steel Co., Youngstown, Ohio

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VIBRATORS

American Television & Radio Corp., 300 E. 4th St., St. Paul, Minn.
Electronic Labs., Inc., Indianapolis, Ind.
Link, Fred M., Co., N. Y. C.
Mallory, P. R., & Co., 3029 E. Washington St., Indianapolis, Ind.
Meissner Mfg Co. Mt. Carmel, Ill.
Oak Mfg. Co., 711 W. Lake St., Chicago, Ill.
Pauley-James Corp., 4619 Ravenswood Ave., Chicago, Ill.
Radiart Corp., Shaw Ave. and 133rd St., Cleveland, Ohio
RCA Mfg Co., Camden, N. J.
Utah Radio Products Co., 812 Orleans St., Chicago Ill.

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VOLTAGE REGULATORS

Acme Electric & Mfg. Co., Cuba N. Y.
American Transformer Co., 175 Emmett St., Newark, N. J.
Amperite Co., 561 Broadway, N. Y. C.
Champion Radio Works, 88 Holten St., Danvers, Mass.
Micamold Radio Corp., 1087 Flushing Ave., Brooklyn, N. Y.
Muter Co., The, 1255 S. Michigan Ave., Chicago, Ill.
RCA Mfg. Co., Camden, N. J.
Raytheon Mfg Co., 190 Willow St., Waltham, Mass.
United Transformer Co., 72 Spring St., N. Y. C.
Ward-Leonard Electric Co., Mt. Vernon, N. Y.
Westinghouse Lamp Co., Bloomfield, N. J.

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WIRE

Acme Wire Co., 1255 Dixwell Ave., New Haven, Conn.
Alpha Wire Corp., N. Y. C.
American Electric Cable Co., Holyoke, Mass.
Anaconda Wire & Cable Co., Chicago, Ill.
Belden Mfg. Co., 4647 W. Van Buren St., Chicago, Ill.
Birnbach Radio Co., 145 Hudson St., N. Y. C.
Cornish Wire Co., 30 Ch Church St., N. Y. C.
Crescent Insulated Wire & Cable Co., Trenton, N. J.
Driver-Harris Co., Harrison, N. J.
Essex Wire Corp., 14310 Woodward Ave., Detroit, Mich.
General Cable Corp., N. Y. C.
Guthman, Edwin I., Co., 400 S. Peoria St., Chicago, Ill.
Lenz Electric Mfg. Co., 1751 N. Western Ave., Chicago, Ill.
Northern Electric Co., Ltd., 1261 Shearer St., Montreal, Canada.
Phelps-Dodge Copper Products Corp., Los Angeles, Calif.
Rea Magnet Wire Co., Inc., East Pontiac St., Extended, Fort Wayne, Ind.
Wheeler Insulated Wire Co., Bridgeport, Conn.

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THE LEGAL SIDE

"NEW PRINCIPLES in the LAW OF RADIO"

By Louis Nizer

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Federal Trade Commission Procedure

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Seventy-Fifth Congress Legislative Digest

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Federal Commmnications Bar Association

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Legal Bibliography

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Radio Annual's presentation, last year, of Mr. Nizer's article, "Radio Programs and New Radio Concepts" as well as the same author's article entitled, "Proprietary Interests in Radio Programs," printed in the Columbia Law Review, were hailed, not only by the industry but by the legal profession.

In presenting the following article we believe another valuable contribution is being made, not only in the field of radio law, but indeed, to the general philosophy of law.

Louis Nizer, a member of the law firm of Phillips & Nizer, is a prominent member of the New York Bar. He is an authority on the law of screen, stage and radio. He is the author of the book entitled NEW COURTS OF INDUSTRY, and of other legal works, such as LITERARY PIRACY, AN ANALYSIS OF THE NATIONAL LABOR RELATIONS ACT, LAW OF RECEIVERSHIPS, THE LAW OF SUBSTITUTION IN MOTION PICTURES and other articles.

JACK ALICOATE.

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ANALYSIS OF

NEW PRINCIPLES

OF THE

LAW OF RADIO

By LOUIS NIZER

Introduction

NO sooner has the law crystalized itself in respect to certain problems of human conduct then new inventions arrive to test its basic philosophy and to require its adjustment to new conditions. The airplane and radio have afforded such new laboratories for critical legal self inspection.

The problems in radio may legally be divided into two broad categories,—substantive and adjective law. The first involves the application of well-known legalistic concepts to novel situations: Is a broadcast intended for local consumption interstate commerce because the radio waves travel across a state line? Is a broadcast defamation slander or libel? Is the broadcasting of news a property right? Does the right of privacy apply to a recording which is broadcast?,—and many other problems.

The second category involves a new quasi legal forum which has been created by Congress to grant or terminate radio licenses. It is called The Federal Communications Commission. Around it has developed special rules of procedure. This branch of law is adjective law, but it is nevertheless vital to an understanding of newly established legal rights in the domain of radio.

This article treats with the decisions in both fields. However, it is not merely a recitation of cases and their holdings. An effort has been made to evaluate and criticize as well as report. A survey of the various decisions affords an opportunity of comparison which a Judge is deprived of in an isolated case. From this vantage point of a better perspective an attempt has been made to indicate the proper developments of the legal principles and to criticize those decisions which do not contribute to the sound development of the law.

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Unfair Competition

An interesting problem today is whether radio stations may broadcast baseball games or other sport events without the consent of the owner of the club. These cases open a new vista in the law of unfair competition, which originally was limited to "passing-off" one's goods as those of another. The doctrine has, however, proved very useful, for it can be directed at the multifarious abuses which arise in our industrial system.

There are grave dangers in suppressing the news under any circumstances, for knowledge of events by the people is essential to the functioning of democracy. Injunctions should be limited solely to the type of broadcast which stresses amusement value, rather than the news. Most people listen to a play-by-play description of a game, or a blow-by-blow account of a fight to receive enjoyment therefrom. It is a pleasure which substitutes for that of witnessing the spectacle. Against such competition protection may well be afforded. But a mere announcement of the result of an inning or round does not furnish amusement but solely news, and so should not be stopped. Using such a distinction, the courts may safely steer a course between the conflicting policy considerations: the desire to prevent unfair competition, and the need for freedom of the news. Such a rule would not impinge on a station's liberty to broadcast other events for in most of them, indeed no amusement value is present.

The leading case in the field is *International News Service v. Associated Press*, 248 U.S. 215. There the International News Service took stories by the Associated Press from early editions of newspapers and sent them to newspapers subscribing to its service. The Supreme Court enjoined this practice as unfair competition. In dealing with the question of whether the Associated Press had "unclean hands," which, under familiar equity doctrine, would bar it from any relief, the Court held that taking "tips" and investigating them was not unfair competition.

An attempt was made in *Twentieth Century Sporting Club, Inc. v. Transradio Press Service, Inc.*, 165 Misc. 71, 300 N.Y. Supp. 159 (Sup. Ct. N.Y. 1937) to use this dictum to justify the defendant in broadcasting a running account of the Joe Louis-Tommy Farr fight. The defendant planned to take "tips" from a blow-by-blow broadcast of the fight and authenticate them by representatives at vantage points outside the stadium. But the Court declared, as is evident, that this was not the type of "tip" discussed in the International News Service case, but would rather amount to an "appropriation of the exclusive property rights of the plaintiffs." Although the Twentieth Century Club was not itself broadcasting the fight, the National Broadcasting Co. which was joined as a plaintiff, was to do so. Unfair competition would therefore be present, and the defendant was enjoined from his contemplated broadcasting.

The Supreme Court in the International News Service case carefully avoided a finding with respect to a property right in the news. A recent case reaches an opposite conclusion on this question. In *National Exhibition*

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Co. v. *Teleflash, Inc.,* 24 F. Supp. 488 (S.D.N.Y.) decided in 1936 but first reported in October 1938, suit was filed to enjoin the defendant from transmitting over telephone wires descriptions of baseball games in which the plaintiff's club, the New York Giants, participated. Plaintiff alleged that it did not know whether the news was obtained inside the park, or by observing the game from the outside. Tickets to the game did not prohibit the holder from broadcasting the contest. The basis for the action was the plaintiff's asserted exclusive property right to news of the game while it was in progress. But the Court held that there was no contractual right involved, for no contract had been proved, nor was there any trespass which would warrant relief. Moreover, no competition between the parties existed, despite the fact that the Western Union Company would no longer pay for the privilege of announcing the results of innings, and that ticket sales were reduced by the broadcast. The Teleflash Company was held to have an absolute right to broadcast whatever they could see from outside the grounds.

However, *Pittsburgh Athletic Club* v. *K.Q.V. Broadcasting Co.,* 24 F. Supp. 490 (W.D. Pa. 1938) held to the contrary. The Pittsburgh Club had sold exclusive broadcasting rights of its games to two companies who bought radio time from the National Broadcasting Co. Station K.Q.V. posted announcers outside the field, and gave a play-by-play description of the game. An injunction was sought by all the above parties against this practice. Tickets to the game were sold with the proviso that the holder agreed not to give out any news of the game while it went on, but this obviously did not affect the defendant.

A preliminary injunction was granted on the ground that plaintiffs had a property right in the exclusive broadcasting rights with which defendant was interfering. Both plaintiff and defendant, it was stated, were using the news for profit, the latter indirectly by obtaining good-will.

The Court further declared that the Pittsburgh Club had a property right in the news, and a right to control the use thereof for a reasonable time following the game. This last dictum might lead to most undesirable results, including the suppression of news which is of vital importance to the general public. It is hardly likely that it will be followed in subsequent cases.

The case greatly stretches the boundaries of unfair competition. The Australian case of *Victoria Park Racing Co.* v. *Taylor,* 37 New South Wales 322 (1936) is in accord with the National Exhibition Co. decision rather than the Pittsburgh case. However, disregarding the wide scope of the dicta, and despite the dangers attached to it, the holding of the latter court would seem to be justified by the plaintiff's need for protection.

Patents

As was to be expected, patent litigation has arisen in the radio field within the past two years. Simple concepts of patent law were involved in *Maibohm* v. *RCA Victor Co.,* 89 F. (2d) 317 (C.C.A. 4th, 1937) where plaintiff sued for damages for past infringement and for an injunction to restrain further infringement of a patented combination switch and variable resistance device used in radio con-

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struction. Two years before the patent was secured, complete details had been published in a radio magazine, and subsequently the device had been publicly used by other companies. The Court declared that either of these facts would suffice to render the patent invalid. In addition, the device was not patentable at all because it was a mere adaptation of a previous device requiring only mechanical skill and not inventiveness.

F. A. D. Andrea, Inc. v. Radio Corporation of America, 88 F. (2d) 474 (C.C.A. 3rd, 1937) cert. denied 57 S. Ct. 754 (1938) raised the issues involved in the present monopoly investigation. Broadly speaking, there is a conflict between the patent and the anti-trust laws. The essence of a patent is the grant of a monopoly, which allows the inventor either to manufacture the product or use the device himself, or to compel others to pay him for his permission to use the patent. But the patent laws probably did not contemplate complete domination of an industry by the use of patents. This may be accomplished by cross-licensing agreements whereby patent holders either with conflicting patents, or patents on successive stages in an industry, permit each other to use their patents. This effectively prevents anyone else from entering the field: a complete violation of the spirit of the Sherman Act. The monopoly investigation has shown the possibilities of abuse of patents. It has presented the automobile industry as a good group and some glass manufacturers as a so-called bad group, which by threats of suit for patent infringement and by other devices attempted to eliminate all competition in the industry.

The Andrea case was an effort to force an alleged monopoly based on cross-licensing agreements to grant the plaintiff a license under the same terms as other licensees. The Andrea Co. seized upon Justice Brandeis' dictum in *Standard Oil Co. v. United States*, 283 U.S. 163, 172 (1931) that "Unless the industry is dominated or interstate commerce directly restrained, the Sherman Act does not require cross-licensing patentees to license at reasonable rates others engaged in interstate commerce." The contention was, of course, that there was domination of the industry and hence that licenses to others could be required. But the question in the Standard Oil case was not whether licenses should be issued, but whether the defendants themselves had a monopoly in the field. Therefore, the statement, though apparently in point, had no application here. The Court further found that remedies given by the Sherman and Clayton Acts are exclusive, and that the right to a license is not so given.

Trade-Marks

In *Emerson Electrical Mfg. Co. v. Emerson Radio and Phonograph Corp.*, 89 F. (2d) 349 (Ct. of Customs and Patent Appeals, 1937), aff'd on reargument, 90 F. (2d) 331 (1937), appellee applied for the registration of a trade-mark for radio and television sets and apparatus, consisting of a treble clef and the words "Emerson Radio and Television." Claiming that this mark would lead to confusion with its products, appellant opposed the registration. Appellant is the manufacturer of many types of electrical equipment and one piece of radio apparatus, a dynamotor. The registration of the mark

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was granted. The Court stated that the parties were engaged in essentially different fields of manufacturing and consequently there could be no confusion. Moreover, appellee was engaged in the manufacture of radios before appellant entered the radio field, and having this priority, was entitled to have its mark registered.

That the two companies were engaged in different lines of endeavor should not be the sole criterion for judging whether there will be confusion. It would seem that though the one party will not directly lose any sales by virtue of the fact that a similar mark is attached to a different product, yet the good-will attaching to the established mark will attach to the new product. This might have a deleterious effect on the original product. Assuming that manufacturer A produces a transmitter and has an established and highly resepected trademark. B, manufacturing receiving apparatus, emulates A's mark. No passing off can occur since the two products are dissimilar and hence a prospective purchaser of a receiving set is not lost to A who never had such equipment for sale. However, if B's product is of inferior construction and there is an association between the two products by the purchasing public, A must necessarily suffer. The esteem in which his product was formerly held will suffer because of the association of the two resulting from the similar mark.

Judge Learned Hand indicated the modern trend in trademark protection in *Yale Elec. Corp.* v. *Robertson,* 26 F. (2d) 973 (C.C.A. 2d, 1928), when he said:

"The law of unfair trade comes down to nearly this—as Judges have repeated again and again—that one merchant shall not divert customers from another by representing what he sells as emanating from the second. This has been, and perhaps even more now is, the whole law and the Prophets on the subject, though it assumes many guises. Therefore it was at first a debatable point whether a merchant's good-will, indicated by his mark, could extend beyond such goods as he sold. How could he lose bargains which he had no means to fill? What harm did it do a chewing-gum maker to have an ironmonger use his trademark? The law often ignores the nicer sensibilities.

"However, it has of recent years been recognized that a merchant may have a sufficient economic interest in the use of his mark outside the field of his own exploitation to justify interposition by a court. His mark is his authentic seal; by it he vouches for the goods which bear it; it carries his name for good or ill. If another uses it, he borrows the owner's reputation, whose quality no longer lies within his control. This is an injury, even though the borrower does not tarnish it, or divert any sales by its use; for a reputation, like a face, is a symbol of its possessor and creator, and another can use it only as a mask and so it has come to be recognized that, unless the borrower's use is so foreign to the owner's as to insure against any identification of the two, it is unlawful."

On the basis of Judge Hand's opinion it is doubtful that the ground that

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the two companies manufactured different products is impelling. Clearly both manufacture products for the radio industry. Consequently it is quite conceivable that there will be an association between the products of each.

Whereas the law of trade-marks and trade-names has generally been concerned with similarity in appearance, the development of large scale radio advertising has caused a corresponding growth and development in the law. An apt illustration is to be found in *In Re Dutch Maid Ice Cream Co.* 95 F. (2d) 262 (Ct. of Customs and Patent Appeals, 1938). This was an appeal from a decision of the Commissioner of Patents refusing to register the trade-mark "Dutch Maid" as applied to ice cream because of its similarity to a previous trade-mark for ice cream "Dutchland Made." The Court in affirming this ruling posited its holding on the ground of confusion. Said the Court:

> "The words 'maid' and 'made' have precisely the same pronunciation, and since the radio is one of the largely used mediums of advertising products, sound is of great importance and must enter as a very necessary factor in considering the likelihood of confusion in trade."

It is interesting to note that there had been no radio advertising of the product but the Court felt that the manufacturer would advertise on the air if he decided that he would gain by so doing.

The result here seems eminently fair. Even though it is doubtful that the words used constitute a technical trade-mark, the name "Dutchland Made" should be protected. Geographic names are protected if they are used not to denote the *place* of origin but are associated with a particular manufacturer or producer. The similarity is probably not too apparent if the oral senses are excluded from consideration. But with the possibility of the use of the radio with its vocal presentation of the name, the probability of confusion increases, and becomes readily apparent. In view of this possibility it would appear that this decision should be followed under similar circumstances.

Not only are trademarks and tradenames protected. The patent and copyright laws protect inventions and original literary and musical compositions. In fact the law has gone further in the protection of "rights" of persons for their creative endeavors. Thus in *Waring* v. *WDAS Broadcasting Station, Inc.*, 327 Pa. 433, 194 Atl. 631 (1937) an injunction was issued to prevent the defendant from broadcasting recordings made by the plaintiff.

Fred Waring had made recordings which were sold with a label which read "Not licensed for radio broadcasting." The defendant, disregarding the label, broadcast the records. In granting the plaintiff (Waring) the injunctive relief for which he had prayed, the Court invoked several grounds. Firstly, the age-old, albeit tenuous, basis of "property rights" was put forth. An artist, pointed out the Court, adds something to the composition he plays by his interpretations. The entire product (here, composition and playing) need not be the creation of one person to be the subject of protection. One whose interpretation is unique and has a high commercial value has a property right in such an interpretation.

The fact that a recording was made

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and sold did not constitute a publication which would release plaintiff's rights. The issue in the instant case was not affected because some restrictive covenants attached to personal property had been voided as being in restraint of trade. The copyright laws are inapplicable since they do not protect the rights here claimed. Moreover, plaintiff was not attaching a restrictive covenant to a chattel for he was not selling the physical record but rather the incorporeal privilege of reproducing the rendition of the song.

The famous *Associated Press* case was also used by the Pennsylvania Court to support its result. In that case the doctrine of unfair competition was broadened to include a prohibition upon pirating exclusive news reports even though there was no fraud. Further, the intent not to dedicate the property (news) to the public had to be inferred from the circumstances; here such an intent was made express. Plaintiff and defendant were competitors since both entertained the public over the radio. Both obtained revenue from advertisers, and defendant, by utilizing Waring's recordings, could eliminate practically all of the cost of entertainment. Plaintiff would then find it difficult to secure large fees if his recordings could be rebroadcast free of charge. Although no direct charge was made by defendant for this entertainment, it was designed to obtain advertisers to broadcast from its station, and was therefore for profit.

One further ground given was that if the courts did not protect persons like the plaintiff, artists would refuse to make recordings.

Judge Maxey in a separate concurring opinion refused to say that there was unfair competition since that concept requires "passing off" — selling one's goods as those of another. But he maintained that the judgment should stand on the ground that this was an invasion of the right of privacy. He favored this doctrine because it would include recordings made by anyone and was not limited to those whose work was considered artistic.

The Waring case raises several interesting questions. In the first place to ground the decision on "property right" is to use a conceptualistic shibboleth which should be avoided. Property rights are not found in the physical order, not found in vacuo. Rather, when we say "property" we refer to a bundle of legal rights, powers and privileges. This bundle is the creature of the law. The fundamental attributes of "property" would not exist without the sanctions of the law. Thus when a court says that an artist has a property right, it is merely stating that it will give the artist some type of protection and not that in the natural order of things a musical rendition is property.

As to the right of privacy, Judge Maxey seems to have erred. The right of privacy is generally conceived to refer to the personal privacy of the plaintiff—his right to be let alone. While Warren and Brandeis in their article *The Right to Privacy* in 4 Harvard Law Review 193 (1890), suggest that the right to intellectual and artistic property is but an example of the common law concept of the right of privacy, there are definitions more limited in scope. In New York, for example, the statutory definition embodied in Section 50 of the Civil Rights Law is

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much more restricted. It is defined as the use for purposes of trade or advertising of any living person's name, picture or portrait without his consent. Certainly the acts complained of in *Waring* v. *W.D.L.S. Broadcasting Station*, do not fall within the statutory definition. Nor does it seem possible to invoke the doctrine of privacy on any other ground where, as here, the person seeking protection behind the cloak of the "right of privacy" has permitted, and in fact desired, a widespread dissemination of the recordings. However, a desirable feature of Judge Maxey's opinion is that protection is afforded to all who make recordings and not only to those who attain some undefined standard of artistic ability.

In *Brozene* v. *Molle Co.*, 20 F. Supp. 135 (S.D. N.Y. 1937) we find the reiteration of the familiar principle that where an employee invents or creates something as part of his duties the new thing becomes the property of the employer. Plaintiff, in *Brozene* v. *Molle Co.* had been engaged by an advertising agency to direct a radio program for the defendant company. Using the melody of a well-known tune without the consent of the composer, plaintiff added new lyrics to create a theme song for the broadcasts. Four months after plaintiff left that program he had the song copyrighted and proceeded by a bill in equity to enjoin infringement of the copyright. The court held for the defendant.

Plaintiff's copyright covered merely the new lyrics, for the composer of the music had not consented to the use of the melody. While plaintiff wrote the words, they belonged to the advertising agency (plaintiff's employer) in trust for the defendant since as part of his duties as program director, plaintiff was required to write a theme song. Moreover, plaintiff did not regard the song as his property, for he did not demand additional remuneration for its use, nor did he copyright the work until a few months after it was written. Thus, the doctrine that "where an employee creates something as part of his duties * * *, the thing created is the property of the employer" was applicable and plaintiff was entitled to no relief.

Taxation

The interstate character of radio broadcasting has been aired in two recent Georgia cases. Both cases involved local taxes. In *City of Atlanta* v. *Atlanta Journal Co.*, 198 S.E. 788 (Ga. 1938) the City of Atlanta levied a business license tax on local broadcasters who are defined as those selling time for local advertisements to be transmitted to residents of the State of Georgia. An exception was made for stations engaged solely in rebroadcasts or broadcasts intended entirely for non-residents of that state. Plaintiff, which sought to have the collection of the tax enjoined was engaged in rebroadcasting and in broadcasts originating locally and paid for by local advertisers. However, all its broadcasts reached residents of Georgia and also of other states. The highest court of Georgia, in holding for the plaintiff and enjoining the collection of the levy construed the tax ordinance to be confined in scope to stations broadcasting or intending to broadcast only to Georgia residents. Hence, plaintiff was not within the purview of the enactment. Such a construction undoubtedly follows the familiar canon of statu-

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tory interpretation: statutes are to be construed in such a manner that questions of constitutionality will be avoided where possible. Had the Georgia court ruled that the plaintiff was subject to tax under the terms of the ordinance, the tribunal would then have been faced with the question of whether or not this tax was an unconstitutional interference with interstate commerce.

The question of the constitutionality of an occupation tax was litigated in *Atlanta* v. *Southern Broadcasting Co.*, 190 S.E. 594 (Ga. 1937). Plaintiff brought this suit to enjoin the sale of property for the collection of the tax, contending that the levy was a burden on interstate commerce and therefore invalid. The facts indicated that the broadcaster transmitted programs of the Columbia Broadcasting System wired in from other states. Approximately 70 per cent of the time sold was vended to local advertisers and broadcast to hearers not only in Georgia, but also in other states. The city conceded that programs rebroadcast were interstate communications but argued that the programs broadcast which originate locally were intrastate communications. Answered the Court:

> "Such assumption is erroneous. It makes no difference where the communications originate; the question is, Do the communications cross a state line?"

Since the broadcasts were heard beyond the state they were interstate communications. Settled doctrines of constitutional law permit a state or municipality to levy an occupational tax on a person engaged in both interstate and intrastate commerce provided that it is imposed solely on the intrastate business and "that the person taxed could discontinue the intrastate business without withdrawing also from the interstate business." Intrastate broadcasts of the Southern Broadcasting Co. could not be abrogated without discontinuing the interstate communications. Hence the tax here involved was declared invalid.

The decision in *City of Atlanta* v. *Southern Broadcasting Co.* would have been sounder if the stress were put on the unreasonableness of the interference with interstate commerce rather than upon mere interference. The fact that the tax does touch the interstate aspect of the business should not be a sufficient reason for invalidating it. The growth of the concept of reasonableness in constitutional law points a way out. If the tax in question is of such a nature or severity that the taxpayer's business is impaired or no longer profitable, then the tax should clearly be held bad. On the other hand where the business can absorb the burden without decrease in efficiency the tax should be held valid. Surely a factual analysis similar to the inquiry of reasonableness in due process questions could be more desirable than a flat ruling that all taxes imposed upon interstate business are an invalid burden on interstate commerce.

Defamation

The law of defamation presents an interesting question: Is the radio broadcast of a defamatory utterance a libel or is it a slander? The importance of this query is obvious. In the case of a libel the law presumes that the plaintiff has been injured by the publication of written defamation

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and hence actual damages need not be proven; in the case of the spoken word no such presumption is made and proof of actual pecuniary damages must be made unless the defamation falls into the class of slanders per se.

The New York Appellate Division refused to state its opinion on the question in *Locke* v. *Benton and Bowles, Inc.*, 253 App. Div. 369 (1st Dept. 1938). Plaintiff alleged that defendant committed actionable defamation in that it broadcast from a script prepared by plaintiff, a newswriter, and inserted false statements concerning the conditions under which the broadcast was given, and described, various matters in such a way as to injure plaintiff's reputation as a reporter. A motion to dismiss the complaint was granted on the ground that the pleading was insufficient for the manner in which the alleged interpolations were made was not clear from the complaint, the defamatory language not having been set forth in the complaint. It was not necessary that the Court decide whether the action was for libel or slander since injury to a person's reputation in his trade or profession is slanderous *per se*, and as in the case of libel, proof of actual damage is not required.

Whether words spread by means of radio communications are considered slanders, libels or placed in some new classification, traditional doctrines of the law of defamations are being applied to the situations where radio is involved. Thus, the defense of truth has been held sufficient. (*Fleisig* v. *Debs Memorial Radio Fund, Inc.* reported in New York Law Journal, Jan. 24, 1938.) There the defendant had announced that plaintiff had been convicted in the Magistrates' Court of simple assault. Plaintiff moved to strike out defendant's defense that complaints had been filed against defendant for disorderly conduct based upon an assault he had committed. The motion was denied. While there is a technical distinction, between assault and disorderly conduct, laymen are not apt to draw that distinction. When the truth is practically the same as the defamation, no harm is done.

A long established principle was applied recently by the Supreme Court of New York. In *Arnold* v. *General Foods Corp.* reported in N. Y. Law Journal, March 30, 1938, the alleged defamation occurred in a radio broadcast which concerned seemingly fictitious personages. The defendant's motion to dismiss the complaint was denied. The instant situation is different from a statement or comment about an actual person with whom plaintiff's allegation show he could not have been identified. Here the inquiry is whether or not a reasonable person would have thought that the defamatory utterance was about the plaintiff.

Nor would it seem to absolve the defendant of liability that the broadcast was prefaced by some remark to the effect that "all characters are fictitious and any resemblance is purely a coincidence and has no bearing or relation to any living person." In his renowned essay "Privilege, Malice, and Intent," Holmes said:

> "When it is shown that the defendant's act has had temporal damage to the plaintiff for its consequence, the next question is whether that consequence was one which the

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defendant might have foreseen. If common experience has shown that some such consequence was likely to follow the act under the circumstances known to the actor, he is taken to have acted with notice, and is held liable * * *."

Applied to the present situations, if it could reasonably be foreseen that the words would be considered to be about the plaintiff and that as a result of the words he would be held up to ridicule, hate, shame or injured in his business, trade or profession, then the fact that the production is fictitious or was preceded by the blurb should not exonerate the defendant.

A Judge is absolutely immune from responsibility for defamatory words published in judicial proceedings. The fact that he permitted a trial to be broadcast would not change his privilege. *Irwin* v. *Ashurst,* 74 P. (2d) 1127 (Ore. 1938) so held. Plaintiff was a witness who testified in a murder trial. During his summation, one of the defendants, counsel for the defense in the murder trial, described plaintiff as a dope fiend and said he was lower than a rattlesnake. This statement as well as the other portions of the trial were transmitted by radio by permission of the Judge with the consent of counsel. Judicial immunity was not vitiated because of the permission granted. There is nothing illegal about broadcasting a criminal trial. Although the American Bar Association disapproves of such a practice, it is matter within the discretion of the trial court. Broadcasting without comment is no different from publication by a newspaper. The attorney was qualifiedly privileged if his remarks were pertinent to the issues or even irrelevant, if not malicious. A broadcast of said remarks would be privileged; the broadcasting station not subject to liability.

A case involving defamation as well as the right of privacy and unfair competition is *Gardella* v. *Log Cabin Products Co.,* 89 F. (2d) 891 (C.C.A. 2nd, 1937). A judgment was had by the radio and stage performer "Aunt Jemima" for the use of that name on three broadcasts. When defendant could not succeed in hiring plaintiff it hired another woman who sang and spoke like plaintiff. The judgment was reversed by the Circuit Court of Appeals. Stage names, such as plaintiff's, are entitled to protection under the New York Civil Rights Law which protects the right of privacy. However, defendant had used the name "Aunt Jemima" as a trademark and for advertising purposes long before plaintiff began to use it. For the impersonation defendant was guilty of "passing off." But only nominal damages were imposed.

On the defamation point, plaintiff had a cause of action if there was a deception to the effect that the impersonator and plaintiff were one. The defamation consisted in the inferior quality of the impersonation, since it detracted from professional reputation. Injury by defamation to professional reputation is actionable and damages recoverable without proof of actual injury. Plaintiff was unsuccessful here, however, for it was only necessary that the Aunt Jemima on the program be identified as the fictitious Aunt Jemima. This was done and thus though there was some degree of imitation, there was no deception.

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Contracts for Radio Time

Two diverse tendencies in the interpretation and construction of contracts for time are apparent. Illustrating the strict view is *Barney's Clothes, Inc.* v. *WBO Broadcasting Co.*, 165 Misc. 532, 1 N.Y. Supp. (2d) 42 (Sup. Ct. 1937). Defendant broadcasting company had agreed to give plaintiff certain specified amounts of time and also to give it a certain number of special announcements. Plaintiff paid in full. The program given was not as long as the time contracted for, nor were the full number of announcements made. Alleging these facts, plaintiff brought an action to recover the *full contract price*. A motion to dismiss the complaint, interposed by the defendant was denied. The Court said:

> "* * * where a defendant receives the full payment on a contract that he was required to perform fully and he has partly performed, then any moneys paid to him may be recovered."

The contract was held to be an entire one, and the promissor required to show full performance to receive or retain payment. A more liberal construction was given in *Hello World Broadcasting Corp.* v. *International Broadcasting Corp.*, 186 La. 589, 173 So. 115 (1937). A rather involved contract contained a provision giving plaintiff $5,000 worth of advertising time on the station. After plaintiff had used $2,250 worth of its time, the station assigned its part-time rights to the 850 kilocycle channel and received an assignment of a continuous full-time wave length of 1100 kilocycles. Plaintiff claimed damages for the balance of the contract averring that advertising over the new channel was valueless. There was no provision in the agreement requiring the defendant to maintain any particular wave length, the contract merely specifying that plaintiff was to have $5,000 worth of advertising "time on the station." On appeal, judgment for the plaintiff was reversed and suit dismissed. Under the terms of the contract defendant was under no duty to retain its old wave length. Moreover, the evidence showed that the value of advertising increased upon the change of wave length due to the fact that the station could operate on a full-time rather than part-time schedule. Consequently, plaintiff had proven no injury.

The Barney's Clothes case seems to be entirely too harsh. Generally where one is dissatisfied with a purchase because it does not meet the contract terms, he must return the goods in order to become privileged to demand repayment of the full purchase price. Where the purchaser retains the goods he is entitled to damages which are measured by the difference between the price paid to the vendor and the value of the goods received and retained. Here, of course, the purchaser of the time—if the advertiser can be considered as vendee—is not in a position to make restitution. Having received the benefits of the time, he should not be allowed to retain those benefits and at the same time recover the full contract price. The undesirable result is brought out in sharper

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relief when the logical consequences of that case are examined. Suppose, for example, a large network has contracted with an advertiser for a five year period, the full price being payable in advance. On the sponsor's last program an important news event occurs, and the network interrupts the program to relay the information. In so doing, the advertiser has been deprived of the full time to which he was entitled under the contract, and since the broadcaster cannot show full performance an application of the doctrine announced in the Barney's Clothes case, would mean that the sponsor received almost five years' free radio time.

The decision of *Hello World Broadcasting Corp.* v. *International Broadcasting Corp.* seems to be correct. Assuming the contract had been interpreted to require continuation of the 850 kilocycle wave-length, an interesting question would be raised. In the case under discussion the evidence indicated that the value of advertising on the station had appreciated as a result of the change to the new wavelength. Had the evidence indicated the contrary, plaintiff undoubtedly would have suffered some loss. But how would his damages be assessed? If the contract specified a given number of hours at a designated rate then the measure of damages would be the difference between the contract price and the new rate. But if the contract did not state the number of hours to which plaintiff was entitled, it is difficult to see what loss he would suffer if the defendant increased the total time on the air so that the advertiser received his full quota of $5,000 worth of time.

II. Regulation under the Federal Communications Commission

Criminal Provision

The Courts have for the first time interpreted several provisions of the Communication Act of 1934. One section of that statute (47 U.S.C.A. Sec. 325 (b)) was construed in *Baker* v. *United States,* 93 F. (2d) 332 (C.C.A. 5th 1937), cert. denied 58 S. Ct. 646. Defendants were indicted and convicted for violating that enactment, which declares:

> "No person shall be permitted to . . . maintain * * * a * * * place * * * from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted * * * to a radio station in a foreign country for the purpose of being broadcast in the United States, without first obtaining a permit. . . ."

The defendants had made phonographic recording of speeches in the United States, and had then sent them to a radio station in Mexico from which point they were to be broadcast to the United States. On appeal, the Circuit Court of Appeals reversed the conviction, holding that though it might well have been the intent of Congress to proscribe the acts described, the statutory language was not clear enough to include them. Here there was no conversion into electrical energy since the words "sound waves are converted into electrical energy" refer to direct transmission by radio or telephone to the foreign station.

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Nor was there any "reproduction of sound waves" in the United States (the only place within which the defendant could be charged by the United States with having committed a crime) since the recording of speeches does not constitute a "reproduction." The sound waves were reproduced only when the records were played, and this was done in Mexico.

Normally, the courts interpret statutes in such a manner as to give the greatest effect to the intent of the enacting legislature. Well established exceptions are recognized in the case of statutes "in derogation of the common law," statutes imposing penalties and penal statutes. The court in *Baker v. United States* applied the rule in the usual fashion, resolving doubts in favor of the defendants.

Evidence

Perhaps the most significant feature of the Federal Communications Act is the power granted to the Communications Commission. As is the fact in the judicial surveillance of other administrative tribunal, the scrutiny of courts over the Commission is directed mainly at matters of procedure. Greater familiarity with adjective law than with the technical phases of the subject matter handled by the Commissions and boards undoubtedly is the chief factor responsible for this emphasis.

Frequently, however, the reliance on common law leads to questionable results. Thus in some instances requirements of rules of evidence have been followed and technically applied although when originated and developed, they were intended as safeguards for untrained jurors and not as restraints upon expert administrative boards. In *Tri-State Broadcasting Co. Inc. v. F.C.C.*, 96 F. (2d) 564 (App. D.C. 1938) the Commission granted a license to one Roderick to construct a radio station in El Paso, Texas. The plaintiff, operator of two stations there, intervened and appealed as a person aggrieved. Reversing and remanding, the court held inter alia, that Roderick's testimony was inadmissible because it was hearsay. Such a decision, placing conventional judicial limitations upon administrative tribunals seems clearly a step backward not only because the triers of the facts here are not untrained laymen but because the hearsay rule itself is so limited by exceptions that leading writers have questioned its efficacy.

A more liberal tendency was evinced in *Eastland Co. v. F. C. C.* 92 F. (2d) 467 (App. D.C. 1937). In the appeal it was urged that the decision of the Commission was invalidated because two of the three members participating in the decision had not been members, when the hearings were had. The Court upheld the Commission on the ground that the new members had the stenographic reports of the oral testimony and the other evidence. Such a decision is a relaxation of the common law rule that a change of Judges, trying a case without a jury, is a mistrial. On the other hand, it is a frequent practice to refer cases to special masters to examine facts and report to the tribunal which ultimately decides for itself. Familiarity with this practice probably influenced the

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Court in the Eastland case in arriving at its liberal decision.

Findings of Fact

In connection with these cases dealing with the Federal Communications Commission as triers of facts, the decisions concerning the nature of "findings of fact" are in point. In *Tri-State Broadcasting Co. Inc.* v. *F. C. C.*, discussed *supra*, one of the grounds for reversing the decision of the Commission was that the findings of fact were insufficient. The Court held that the finding that there was a public need for the new station was not based on proper facts. The basic findings about the population of El Paso (where the station was to be constructed), and the industries and number of stations serving that community did not support a finding that another station was required. The Court stated that basic findings which would support an ultimate finding of need, were that existing service was inadequate, either because of financial inability, or bad management, or because of the amount of business.

In the *Tri-State* case the Court relied upon a case it had just decided. *Saginaw Broadcasting Co.* v. *F. C. C.*, 96 A. (2nd) 554 (App. D.C. 1938). The latter case contains much language helpful in ascertaining what the Court understands by the requirement that the Commission make findings of fact.

In discussing the content of findings of fact, the Court spelled out the process by which the administrative agency arrives at a decision. Said the Court:

> "The process necessarily includes at least four parts: (1) evidence must be taken and weighed, both as to its accuracy and credibility; (2) from attentive consideration of this evidence a determination of facts of a basic or underlying nature must be reached; (3) from these basic facts the ultimate facts usually in the language of the statute, are to be inferred or not, as the case may be; (4) from this finding the decision will follow by the application of the statutory criterion."

Thus before the Commission grants a permit to construct a new station, it must hear evidence on the number of stations operating on the wave-length applied for, the power of those stations, etc. Weighing this evidence, which may be of a conflicting nature, the Commission makes a determination of a basic fact,—that there will or will not be electrical interference. From this basic fact the ultimate fact, that the public convenience, interest or necessity will or will not be served, will be derived. Having reached this ultimate fact, the Commission will then be in a position to grant or deny the permit.

In the same case the Commission admitted that it had erred in its finding relative to plaintiff's proposed hours for broadcasting. Counsel for the Commission argued that the error was not prejudicial since there was evidence before the Commission from which correct findings could be made and that these findings would support the decision. This contention was correctly rejected. As the Court stated, this argument if pressed "to a not too remote logical conclusion" would make

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it impossible for the Court to reverse the Commission, on the grounds that findings are erroneous since not supported by evidence, if there was evidence to substantiate a finding that would sustain the result.

> "The question is not whether a correct finding could have been made the basis for the same decision by the Commission, but whether the finding on which the decision was actually based was a correct one."

It might be appropriate to ask: why require the administrative boards and tribunals to make findings of fact? The answer is simple. The Federal Constitution, in Amendment Five, declares that no person shall be deprived of his property without due process of law. One of the many facets of the mystical phrase "due process of law" is the requirement of a fair trial. Accordingly, the statutory mandate for findings of fact is a guarantee that cases within the jurisdiction of these quasi-judicial tribunals will be decided according to the evidence and law rather than arbitrarily or from extra-legal considerations. Not only do findings apprise the parties of the grounds for decisions but they also serve to give the Appellate Court the factual basis for the Commission's ruling so that the former tribunal may determine whether the case was decided in accordance with the essentials of due process or according to the caprice of the administrative officials.

Where the Commission acts arbitrarily the Court, on appeal, will reverse the judgment and remand the case for reconsideration. An apt illustration of this point in the leading case of *Heitmeyer* v. *F. C. C.*, 95 F. (2d) 91 (App. D.C. 1937). The Court of Appeals for the District of Columbia held that the findings of fact were not supported by substantial evidence and hence they were arbitrary and capricious. The applicant, manager of a station, intended to finance his own station by a loan from his employer. If his petition was granted, stated the applicant, he would organize a corporation and assign the license to it. The Commission found that there was not a sufficient showing of financial responsibility, since (1) the station would be subject to foreclosure if the loan was not repaid and (2) the plan depended upon the Commission's approval of the assignment of the license to the corporation. The Court said that these were not findings of fact but rather arguments and speculations.

Furthermore, the Commission's statement that the record was silent as to the estimated revenue of station was clearly an arbitrary and therefore, bad finding. The Examiner made a specific finding on this point and, said the Court, while the Commission is not concluded by such a finding, it must make its own. Moreover the law in *dictum* indicated that it would be unwise to force the applicant to go to the expense of forming a corporation whose whole purpose would fail if the application were denied, and hence an objection on that basis might be capricious.

The fact that the equipment might be foreclosed if the loan were not repaid did not demonstrate financial unsoundness. Although financial control, by the lender, is strong, that merely puts the burden on the applicant to

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show that he can operate the station free from the control of any person as proscribed by the statute. While the possibility that the licensee might lose control to such a person would justify denial of a license, yet where, that person is clearly not within the prohibited class (since he already held a license from the Commission) a license could not be refused on that ground.

In connection with problem of findings, there is another important point brought to light in *Missouri Broadcasting Corp.* v. *F. C. C.*, 94 F. (2d) 623 (App. D.C. 1937) cert. denied 58 S. Ct. 759. The appellant's application for a permit to construct a radio station was denied by the Commission on September 22nd, 1936, but the reasons for the denial and the statement of facts was not filed by that body until October 7th. Prior to that date, on October 5th, the applicant filed a petition for rehearing and on October 21st a supplemental petition. Upon denial of rehearing, an appeal was prosecuted to the Court of Appeals for the District of Columbia. The appellant contended that it was insufficient for the Commission to hand down a decision denying a license on the ground that it was not in the public interest, without specifying the reasons for such a ruling. Concurring in this contention, the Court pointed out that the language of the statute clearly implies that the grounds for such action must be given by the Commission. The clause permitting the Commission to file findings of fact thirty days after an appeal is taken refers only to formal findings of fact and not to a statement of grounds for a decision. If the latter are not given, an appellant who must assign reasons for the appeal might well give reasons wholly different from those later asserted by the Commission as the basis for its ruling. This would give rise to delay, for amendments to the pleadings on appeal would be required and would also afford the Commission with an opportunity to answer appellant's reasons for appeal in its findings of fact. This latter contingency would be palpably unfair to the applicant. In the instant case, however, the court refused to reverse its decision since the error was not prejudicial, the reasons for the denial having been filed by the Commission before appellant filed its supplemental petition for rehearing.

Injunctive Relief

Turning to a more technical phase of procedure before the Federal Communications Commission and the appeals to the judiciary from that body, the case of *Moncasy Broadcasting Co.* v. *Prall,* 90 F. (2d) 421 (App. D.C. 1937) is of interest. Plaintiff sought an injunction to restrain the Commission from holding a hearing on its application for a license to construct a radio station which had previously been granted, and to enjoin the issuance of a modified permit. The argument adduced by the plaintiff was that under the Commission's rules, no further hearings could be had. The district Court dismissed the bill for an injunction. On appeal this decision was affirmed. Under Section 402 (b) (2) of the Communications Act of 1934 the appellant had the right to take a direct appeal to the Court of Appeals. The Court declared that this

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statutory procedure presented the plaintiff-appellant with an adequate legal remedy. A bill for an injunction is an equitable remedy and since equity will not presume to take jurisdiction when there is an adequate legal remedy, the bill was properly dismissed.

The reasoning of the Court in this case is subject to some criticism. To say that a party having an adequate remedy at law is precluded from invoking the jurisdiction of the chancery Courts is question begging. In the first place there is no clearly defined scope of adequacy, and in many instances that concept is circumscribed by notions explicable only by recourse to the history of equity jurisprudence. For example, a contract for the sale of an acre of Arizona desert land will be specifically enforced in equity whereas the vendee of any but a "unique" chattel will be remitted to his legal remedies. The distinction drawn is that any given piece of land is different from any other piece and consequently damages granted by a court of law cannot recompense the purchaser. Not so with chattels, they can almost always be supplanted by a similar article. But is an acre of Arizona desert any more unique than, e.g. a 1939 radio? The answer to this anomoly is found in history. In the early days of English equity each piece of land really was unique. It is that thought which is carried over into and explains the doctrines today.

Moreover, the legal remedy is rarely as effective as the equitable, and hence is never as "adequate." That is, in an action on a contract to sell, for example, damages are seldom as complete a recompense as a recovery of the chattel itself, especially, since it takes a long time to obtain a judgment, and, of course, after a judgment is finally recovered, the defendant might well be judgment-proof. Applied to the instant case, the delay and possible pecuniary loss incident to waiting for the hearing, application for rehearing and finally the appeal and remanding, if the Commission's ruling was erroneous, undoubtedly make the "legal" remedy less desirable than the speedy injunctive relief. However, the ruling of the Court can be upheld on the ground that where the statute creates the procedure, that procedure is the exclusive one.

Exclusive Appellate Jurisdiction

One other point in *Moncasy Broadcasting Co. v. Prall*, is the dictum which gives judicial emphasis to the Congressional provision that the Court of Appeals for the District of Columbia has exclusive jurisdiction over appeals from the Federal Communications Commission. Whether or not this is a wise policy is open to doubt. It might be that if one tribunal passes on all cases it will become more expert and hence more efficient in the administration of the statute. On the other hand it casts a burden upon appellants since they are obliged to go to Washington to prosecute appeals, whereas the various Federal Circuit Courts of Appeal are more conveniently located and presumably just as learned in the law and as efficient as the District of Columbia Court of Appeals.

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Time of Appeal

On the question of the time within which an aggrieved person may appeal from a ruling of the Commission, *Saginaw Broadcasting Co. v. F.C.C.,* discussed *supra,* is in point. In that case plaintiff's application for a license for a station was denied and plaintiff moved for a rehearing. Within twenty days of the denial of the motion but more than twenty after the effective date of the original decision, plaintiff appealed. The Court held that the appeal was timely and hence valid. The running of the period for appeal is suspended by the petition for rehearing even though applications for rehearing do not postpone the enforcement of the Commission's orders.

This decision is a necessary consequence of the cases holding that an appeal cannot be taken until *all* remedies before the Federal Communications Commission are exhausted. One such case is *Red River Broadcasting Co., Inc. v. F.C.C.* 98 F (2d) 282 (App. D.C. 1938). Appellant appealed from a decision of the F.C.C. which had granted a permit to one Baxter for the construction of a broadcasting station. Appellant was the owner of a station with which the proposed station would allegedly compete. It had not intervened in the hearings before the Commission, but, claiming it was a person aggrieved and adversely affected by the Commission's decision, the appellant entered the matter for the first time on this appeal. A motion for an order to dismiss the appeal was granted. Remedies before the Commission must be exhausted before an appeal will be entertained.

Under the Commission's rules any interested person may appear before it. Appellant might have intervened, asked for an extension of time, a hearing, or a rehearing. The latter possibility might have been asked within the same twenty day period after the decision of the Commission within which this appeal was brought and would have afforded complete relief. Appellant urged that the foregoing considerations were inapplicable to its case since it had not received formal notice from the Commission. The Communications Act does not require such notice and whether or not the rules of the Commission require such notice does not have to be decided for appellant had actual notice. This is a necessary conclusion with respect to the petition for rehearing because of the identity in time for appeals and rehearings.

Another reason for rejecting the appeal is an illustration of the point discussed above—that courts are loathe to go into the substantive aspects of rulings of administrative bodies. The Court here said that it would not substitute its discretion for that of the Commission as would necessarily be the case should it consider appellant's interests. Appellant's further contention that its request would have been denied and that therefore it would have been futile to proceed before the Commission was likewise rejected. One must first apply for administrative relief and if this is denied, then and only then, does the judiciary have jurisdiction.

Also illustrating that administrative remedies must first be exhausted is *Southland Industries, Inc. v. F.C.C.* 99 F. (2d) 117 (App. D.C. 1938). On July 13th an adverse decision of the

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Commission became effective. On the 20th of July, plaintiff filed a petition for rehearing. Before the Commission acted upon that petition—on August 2nd—plaintiff appealed to the Court of Appeals for the District of Columbia. On August 18th, the Commission dismissed the petition for rehearing. The appeal was dismissed because it cannot be taken from an interlocutory order. An order of the Communications Commission is not final until a petition for rehearing had been acted upon. Therefore, the Court had no jurisdiction since the Commission still had it and two tribunals could not simultaneously exercise jurisdiction over the same case. Even assuming that the Court had jurisdiction, it would dismiss the appeal since rehearings should be used by aggrieved persons.

The fact that the petition for rehearing had been dismissed did not mean that it was no longer entertained by the Commission and that therefore the Court had jurisdiction. A petition for a rehearing is not a matter of grace but of right and hence the Commission was without power to refuse to entertain the petition. Thus, the petition was still pending, the order dismissing it having been improvidently made.

The *Southland Industries* case was followed in *Woodmen of the World Life Ins. Assn. v. F.C.C.* 99 F (2d) 122 (App. D.C. 1938). Without waiting for the Commission to take action on its motion for rehearing, appellant filed an appeal. On the authority of *Southland Industries, Inc. v. F.C.C.*, the appeal was dismissed. Plaintiff contended that as a practical matter all parties had treated the petition for rehearing as abandoned and that it had been retired to the closed file of the Commission. The Court, however, held that jurisdiction could not be conferred upon the Court by the consent of the litigants. This statement was not wholly accurate for in most instances jurisdiction over the person of a litigant can be given by consent. What the Court must have intended was that consent to jurisdiction over subject matter cannot be given where lack of jurisdiction inheres in the cause. The Court went on to demonstrate that the plaintiff had not abandoned its petition since the appeal was taken because the Commission had not acted upon the petition. Plaintiff's third proposition that it had spent a large sum to prosecute the appeal was similarly disregarded since pecuniary expenditures do not act to make up a defect in jurisdiction.

Who May Appeal

Leaving the more strictly procedural aspects of appeals, we come to the question of who may appeal, that is, who has an "appealable interest".

In *Pulitzer Publishing Co. v. F.C.C.* 94 F (2d) 249 (App. D.C. 1937) an appeal was taken from an order of the Commission which granted a permit for the construction of a new station. Appellant which had applied for an increase in time, intervened in this proceeding to oppose the application. The Court held that the Pulitzer Co. was "without right to appeal because its application for increased facilities is still pending * * *." The appellant contended, however, that it was an aggrieved person and could therefore appeal. The reasoning of the intervenor was that the Commission had no au-

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thority to act upon the application for a new station before it had disposed of its own application on the ground that a broadcasting company is a public utility and that a new utility ought not be allowed to enter a field already occupied by one until the established company is given an opportunity to enlarge and extend its services. In answering this argument the Court pointed out that a radio broadcasting station is not a public utility in the sense that, for example, a railroad is. The public does not have the legal right to demand its service; the power of Congress has not been extended to the point of fixing rates or requiring a station to serve the public equally. The only requirement for a license or renewal of a license is that the station has served and will serve the public interest. Therefore, the term "public interest" or "public necessity" should not be construed as broadly when applied to broadcasting stations as in the case of public utilities.

The new station would not affect the Pulitzer Company's economic interest so that it was not adversely affected by the Commission's ruling. "The Commission * * * is not required to give the owner of an existing station priority to enlarge or extend its facilities * * *." The test is the character and quality of the service, at the same time observing the equities of the existing stations. Only where the new license will destroy the ability of an old station to serve the public interest will the new license be denied. The appellant therefore not being adversely affected had no appealable interest.

Even though the Commission's rules provide that it will attempt to fix the same date for hearing all related matters, it was not under a duty to hear all applications in one hearing. Discretion must be permitted in the application of the rules. Moreover the appellant amended its own application after hearing had been set and there was no showing that the refusal to postpone the hearing prejudiced it.

This decision probably reflects the current trend away from monopolies. Had appellant's contentions prevailed a station once established could virtually corner the market until the amount of advertising reached a point exceeding the capacity of that broadcaster.

An appeal cannot be taken by a person on the general ground that there is no need for the additional service. This rule was clearly enunciated in *Intermountain Broadcasting Co. v. F.C.C.*, 94 F (2d) 244 (App. D.C. 1937). A license was granted to one Powers to erect a station and the Intermountain Co. appealed on the general ground stated above. The appeal was dismissed. No place in the assignments of error was it claimed that appellant would be financially harmed. If such had been the situation then there would have been grounds for the Intermountain Co. to contest the granting of the license to Powers. In any case where the granting of a new license would make it impossible for an old licensee to continue, the application for the new one should be denied, unless there are other strong reasons for granting it. But since the Court can look only at the reasons for the appeal in order to determine an appellant's rights, and since the appellant assigned only such reasons as might be made by any stranger instead of the necessary one of

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injury to it, there was no right to appeal.

An interesting case discussing the question of appealable interest is *Pittsburgh Radio Supply House v. F.C.C.*, 98 F (2d) 303 (App. D.C. 1938). There the Pittsburgh, Intermountain and the Head of the Lakes Broadcasting Co., all of which operated on a frequency of 1290 kilocycles, appealed from an order of the Federal Communications Commission granting permission to station WATR in Waterbury to change to 1290 kilocycles. This frequency under the Commission's rules was a "regional frequency" but despite this rule, the appellants had asked for the Commission's consent to increase power to 5000 watts. This request was made prior to the application of WATR. The Commission first denied WATR's application, and then reversed itself and approved it on the same day. Appeals were taken on the following grounds: No action should have been taken on WATR's application while the others were pending; the Commission's first decision of denial exhausted its power and authority, so that the subsequent approval was a nullity; and, the Commission failed to give proper weight to the evidence concerning possible electrical interference. The Court dismissed the appeals for lack of appealable interest. Since none of the appellants had an application refused, they could not appeal under Sec. 402 (b) (1). As for Sec. 402 (b) (2), there was no claim that appellants would suffer financial harm or loss of listeners. Nor was there possible electrical interference with the appellants' broadcasting stations since they were in Duluth and Salt Lake City. The evidence showed no possibility of present interference and the only possibility of future interference would arise if the Commission abrogated its "regional frequency" rule, and allowed the Pittsburgh Co. to increase its power.

Intermountain's objection, that the Commission's ruling was arbitrary and void was ineffective since such an objection might just as well have been made by a stranger to the record.

However, Pittsburgh did request that its application and that of WATR be considered together. Pittsburgh was not injured by the action of the Commission. If Pittsburgh's application had been for a lawful grant and if it would have been seriously prejudiced by prior consideration of WATR's application, then it might have been a "person aggrieved" and hence entitled to appeal. But approval of Pittsburgh's application would have necessitated an abrogation of a rule of the Commission, a matter wholly within the jurisdiction of the Commission. Until it determined such a matter the Commission was not obliged to cease considering other matters before it.

The decisions of the Court of Appeals for the District of Columbia on the right to appeal seem to be entirely correct. As to the cases requiring the prospective appellant to exhaust his remedies before the administrative tribunal, they seem to be in harmony with the general views on the subject. Generally a party may not appeal to a higher court from a ruling on an interlocutory matter. Of course, there are exceptions to this in many of the Codes and Practice Acts. On the whole, however, it seems decidedly preferable to

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compel finality below, where greater familiarity with the case will lead to a more thoroughly understood re-examination at a great saving of time. Moreover, such a rule prevents excessive crowding of appellate calendars with trivia.

On the point of "appealable interest," the Courts' decisions are in accord with prevailing notions. In the field of Constitutional law, for example, a person may not claim that a statute which does not deprive him of a right, power, privilege or immunity safeguarded by the Constitution is invalid. The objector to such a statute must show injury to himself, else the Court will refuse jurisdiction. Nor is it enough that someone else is made to suffer. The person who claims that a statute is void because repugnant to the Constitution, must show injury to himself. The principle was laid down by the Supreme Court in *Massachusetts v. Mellon,* 262 U.S. 447 (1922) where the Court said:

> "We have no power per se to review and annul acts of Congress on the ground that they are unconstitutional * * *. The party who invokes the power must be able to show not only that the statute is invalid, but that he has sustained or is immediately in danger of sustaining some direct injury as a result of its enforcement * * *."

Certainly a general objection without an injury, either by way of loss of business, loss of listeners or electrical interference (which will result in a loss of listeners and a consequent loss of business) should not give rise to a right to intervene or appeal. To permit the contrary would only expose the applicant to possible "strike suits" and waste the time of the Commission and appellate courts.

Financial Security

In two recent cases the grounds for denying applications for permission to construct radio broadcasting stations are discussed. In *Great Western Broadcasting Assn. Inc.* v. *F.C.C.* 94 F. (2d) 244 (App. D.C. 1937), a companion case to *Intermountain Broadcasting Co. v. F.C.C.,* discussed above, an application for permission was denied by the Commission because, among other things, it did not establish financial qualifications necessary to construct and operate the proposed stations. The Court upheld the action of the Commission since there had been no arrangements for future programs and since the Great Western had no assets other than its charter.

The other case is *Pottsville Broadcasting Co. v. F.C.C.* 98 F. (2d) 288 (App. D.C. 1938). There the Communications Commission denied the appellant permission to construct a local station on the ground that payment of stock subscriptions was contingent upon the approval of a Pennsylvania Securities Commission and because the principal stockholder was not a resident of Pottsville, the town in which the station was to be located. The Court of Appeals reversed the ruling and remanded the case for further consideration by the Commission. The basis for the Commission's ruling in so far as financial ability was concerned was incorrect for it was grounded upon the erroneous premise that the Pennsylvania Securities Commission's approval was necessary for the issuance of stock. However, the Commission's error was

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the result of the applicant's mistaken view when he testified at the Commission's hearings. Such a mutual error should be set aside.

As for the other ground, that the principal stockholder was not a resident of Pottsville, other directors who were not mere dummies were local residents. Moreover, the Commission had never indicated that it would follow a general policy of requiring local stations to be owned by local inhabitants. If it established such a policy, it should follow it uniformly. While the adoption of such a rule may hinder the development of broadcasting in rural outlying areas, that is a question of discretion for the Commission and one which the Court would not reverse.

Had the Commission set such a policy, it would seem that any deviations which would be unreasonable would subject that policy and rulings thereunder to the criticism of being arbitrary. In such a case, the Court would reverse the Commission.

Opinion as to Policy

Another feature about the Pottsville case is the strong indication by the Court that it would not reverse on the grounds of erroneous policy, or difference in opinion as to policy. Again the field of Constitutional Law furnishes similar doctrines and apt illustration. In deciding the validity of both state and Congressional enactments the courts frequently say that they are not concerned with the wisdom of the legislation. If it is not unreasonable it is Constitutional. So too here, the Court is not concerned with the desirability of a policy formulated by the administrative board; in fact the judiciary might even conceive of it as unwise but in the absence of a showing that the policy is arbitrary, the word of the Commission will stand.

Such an attitude is desirable for clearly Congress intended that the Communications Commission should decide questions of policy, as to licensing broadcasting stations. Moreover, the Commission is probably better constituted and situated to undertake such a task. Being specialists in the field, the administrators have greater familiarity with the subject matter and since they are concerned only with this task they can spend more time ascertaining new facts and conditions. Under such circumstances, i.e. greater knowledge and more time, they can, presumably, arrive at decisions on questions of policy with greater acumen and dispatch than could a court. Hence, the courts should not interfere and disrupt the exercise of discretion by the Commission.

Conclusion

The real laws of radio are the natural phenomena,—as inexplicable as they are unchangeable. The radio wave travels 186,000 miles a second. It travels seven times around the earth in one second. It travels a million times as fast as a sound wave. It passes through a vacuum or through otherwise impenetrable solids. It travels farther at night than during the day. There are only 95 wave lengths. These and other scientific facts, some not yet observed and most not understood, combine to create what is commonly referred to as the miracle of radio.

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We cannot legislate, any more than we can pass miracles. There is no appeal from the judgment that grows out of these phenomena. They have the compulsion of the supreme law. Man must create his own feeble law to suit them. It is accommodation to the inevitable.

Thus in an era when law adjusts itself to social change we find new law adjusting itself to scientific necessity One might stop to reflect upon the undebatable necessity of such adjustment to physical science in contrast to the debate which rages about the struggle of the law to adjust itself to social science.

The growth of governmental control of radio represents a large cycle from Chief Justice Taft's reluctance to pass upon the subject at all because "it seems like dealing with something supernatural," to the Radio Act of 1927 and the Communications Act of 1934.

Congress acquired its right over radio through a broad interpretation of the commerce clause. The government does not regulate the arts and sciences as such. The ruling that the transmission of intelligence by telegraph was commerce, provided the basis for normal extension of the doctrine. The courts held that radio was the sightless courier of the air performing "between the stations without visible highway, the functions previously executed by electricity only when confined to wires as a conducting medium."

Congress has created a Federal Communications Commission composed of seven members which regulates all interstate and foreign wire and radio communications. The Commission may grant or refuse application for licenses, renew, modify, revoke or transfer licenses. The Communications Act of 1934 together with the Rules and Regulations and the interpretive decisions of the court constitute the law of radio as it is practiced before the Commission.

Broadcasting stations are not regulated as public utilities. They determine their own programs, fix their own charges and sell time to whomsoever they desire. But, they are not free from all restrictions. The statute abolished the property right of user. A condition for obtaining a license is the waiver by the licensee of any claim that the use of a frequency gives any right beyond the period for which the license is granted. Since the Commission can refuse to grant or renew a license, it exercises an effective although indirect control over broadcasting. This power is proscribed by statute. Equal treatment must be afforded political candidates in their endeavors to buy radio time (a requirement not applicable to newspapers because they are not so limited in number). No obscene or indecent language may be broadcast. Above all, the statutory test for the granting of a license is that the needs of the public in a particular locality be served by the proposed station. The standard is convenience and necessity combined with fitness and ability to serve. The Commission has encouraged independent broadcasting stations as distinguished from chain broadcasting, and has often issued licenses based upon the need for independent program service over a large area. However, experience has shown that most of these independent stations affiliate themselves with the national broadcast-

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ing chains. The statute gives authority to the Commission "to make special regulations applicable to radio stations engaged in chain broadcasting".

The greatest difficulty confronting an applicant for a new broadcasting station is the engineering problem. If the proposed station is so close to another station in miles, or so close in kilocyclical separation of frequencies that interference will result, the license will be denied. Engineering testimony must therefore be presented in order to establish by actual tests, that because of the poor conductivity of signals in the proposed area, the theoretical mileage separation is not actually necessary. Or it may be shown that by the erection of what is called "a directional antenna" the radio signals of the proposed station will be suppressed in the direction of the station with which there would be interference otherwise.

The Commission apparently does not regard the expert testimony of engineers as free from the influence of their retainer. It maintains its own engineer and also counsel.

In most European countries radio is the exclusive domain of the Government, probably because it is feared that the power of radio communication might be used against the Government. The United States recognizes private ownership in radio but maintains a scrupulous surveillance of its exercise. Owners must be citizens and of financial responsibility; they obtain only a limited license subject to revocation or withdrawal. The power to terminate or refuse the renewal of a license is equivalent to control much broader than the mere protestations of lack of censorship would indicate. Such power should exist and be vested in a government agency free from all political influence. The quasi judicial nature of the Commission gains in importance when it is remembered that the well-established rules on appeal from discretionary orders apply in this instance. The courts have imposed restrictions upon themselves in reviewing discretionary orders which give to the Commission power to commit error without correction if only the injustice is not so flagrant as to be deemed arbitrary. Further, the courts insist upon the most technical requirements on appeal from the Commission's orders, and any defect in the record is fatal. There may be no quarrel with these rules for their alternatives present even greater dilemmas, but they bespeak a responsibility which must be exercised with utmost integrity.

In the more general fields of law involving standard principles of libel, taxation, rights of privacy, patent rights, unfair competition, and the like, new cases have adopted old principles and adjusted them to novel situations of radio. The trial and error period in radio law is running its course. Uncertainties are resolving themselves in the process of decision. The distinctions between radio and other realms in which principles of law have formerly been applied are becoming sufficiently established to give direction to the new tendencies. Varying cases reviewed in this article demonstrate progress which has been made in the law of radio. Imperceptible as some of these advances have been they have nevertheless been sure. The miracle of radio is being harnessed for man by the scientific principles of law.

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Federal Trade Commission Procedure in the Handling of False and Misleading Radio Advertising by the Radio and Periodical Division

(As of January 1st, 1939)

THE PROCEDURE of the Federal Trade Commission in handling radio cases involves a continuous, systematic review of commercial continuity. Material continuity is sent to the Commission's Radio and Periodical Division by individual stations four times a year, by national and regional networks each week, and by producers of electrical transcription recordings each month.

Continuities are carefully scrutinized in the preliminary stage by a staff of attorneys and clerks, whose duty is to sift out at this first stage the large mass of material, well over 80 per cent, which is obviously unobjectionable. These examiners may be thought of as representing the collective intelligence and impressions of the average radio listener. They mark for further examination and reporting by a secondary review staff to the Director of the Division, such statements and claims as may seem illogical, contrary to common sense or to common knowledge or belief, or adverse to established ethical practices.

If the advertising seems objectionable or of a doubtful character, a questionnaire is usually forwarded to such an advertiser requesting information to aid the Commission in reaching a conclusion. Generally such questionnaire calls for formulae, samples and follow-up literature. The formulae and samples are as a rule submitted by the Commission to the appropriate agencies of the Government for tests and reports. The follow-up literature frequently contains false or misleading claims not appearing in the contact advertisement or announcement.

In the event the data submitted, after its subjection to tests and analyses, appear to the Commission to indicate that the radio advertiser is making misleading claims in violation of the law, an application for complaint against him is docketed; but before the issuance and service of a formal complaint, the Commission usually refers the matter back to the Radio and Periodical Division for the purpose of extending to the advertiser an opportunity to negotiate a settlement by stipulation as to the facts, and an agreement to forthwith cease and desist from the unfair methods or the unfair and deceptive acts and practices involved.

The disposition of a case by stipulation is regarded as a privilege and not a right. It is the policy of the Commission not to accept stipulations in cases where it has reason to believe that the respondents have been guilty of intentional fraud or wrong-doing or violation of any Federal liquidation over which it has jurisdiction, or where, in the opinion of the Commission, the respondents will not keep the agreement. The Commission reserves the right in all cases, for any reasons which it regards as sufficient, to refuse to extend this privilege.

When the matter cannot be adjusted satisfactorily by correspondence, the advertiser is accorded the privilege of a personal conference with the Director of the Division, either with or without counsel, where he is accorded full opportunity to discuss and justify his claims.

If, upon due consideration of the facts developed and reported by the Director, the Commission is of the opinion that the respondents' claims are demonstrably false or misleading, but that they do not involve fraud or danger to health, he is offered the privilege of closing the matter by signing a stipulation whereby he agrees to discontinue making such assertions.

Where the respondent declines to stipulate, the case is reported by the Division to the Commission, together with all exhibits, records and other evidence; whereupon the Commission, if it has

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reason to believe from the showing made that the advertiser has violated the law, issues a formal complaint against him, and he is given twenty days within which to file an answer after which proof is taken before a trial examiner, briefs are filed by both sides, and the case is heard by the Commission and oral argument granted, if desired.

The decision of the Commission, when a cease and desist order is entered, is subject to review by the United States Circuit Courts of Appeals and may finally reach the Supreme Court of the United States. However, an overwhelming percentage of all advertising cases have been settled amicably, usually by stipulation as the result of the preliminary negotiations and without the issuance of formal complaint.

Amendment of the Federal Trade Commission Act

The Federal Trade Commission Act, upon which much of the Commission's activity, including its investigation of false and misleading advertising, is based, was amended in several important particulars by the Wheeler-Lea Act of March 21, 1938.

Principal amendments are:

(1) Declaring unfair or deceptive acts or practices in commerce unlawful. (This change places equal emphasis on the protection of the public thus reducing the former need for the FTC of proving "unfair methods of competition" in the performance of its duties.)

(2) Providing that the Commission's cease and desist orders shall become final within 60 days from date of service unless appealed from by the respondents. (This amendment makes possible imposition of civil penalties after 60 days (if no appeal is made) rather than after the "cease and desist" order had been judged upon by the U. S. Circuit Court of Appeals.)

(3) Fixing the time when the Commission's orders from which appeals have been taken by respondents shall become final.

(4) Providing civil penalties not to exceed $5,000 for violations of orders to cease and desist after they shall have become final.

(5) Specifically making unlawful the dissemination or the causing of the dissemination of false advertisements of food, drugs, devices, or cosmetics, and defining "advertisements," "food," "drugs," "devices," and "cosmetics." (This amendment assists the FTC in determining more specifically what advertising is in violation of Federal legislation over which it has jurisdiction, thus reducing the amount of legal procedure formerly, as it has been found that most cases can be settled by stipulation as effectively as by cease and desist orders and court action.)

(6) The sections applicable to food, drugs, devices and cosmetics, specifically making it unlawful for anyone to disseminate or cause to be disseminated, any false advertisement by the United States mails, or in commerce *by any means* for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase of such commodities. Such sections also make it unlawful to disseminate any *false* advertisment *by any means* for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase *in commerce* of food, drugs, devices, or cosmetics. If the use of the commodity advertised may be injurious to health when used under the conditions prescribed in the advertisement or under customary or usual conditions, or if there be intent to defraud or mislead, the dissemination, or the causing of the dissemination, becomes a misdemeanor with a penalty of fine or imprisonment, or both. Further, the Commission is authorized, when it appears to be in the public interest, to proceed in a United States District Court by injunction to halt an existing or to prevent a threatened violation of the provisions above referred to, pending the issuance by it of a complaint and a final determination thereunder.

(7) The Surgeon General of the United States Public Health Service has detailed a commissioned medical officer to the Commission, who will act as advisor and consultant with respect to all matters relating to food, drugs, devices, and cosmetics arising under the advertising provisions of the act as amended.

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LEGISLATIVE DIGEST

Digest of Radio Legislation Introduced Into The Senate and House of Representatives During The Seventy-Fifth Congress—(First, Second and Third Sessions).

(An asterisk (*) following a bill number indicates that the bill so marked has been reported or otherwise advanced.)

SENATE

S. 681. Mr. Copeland (by request); January 12, 1937 (Commerce).

Amends R. S. 4131, which requires that certain officers on vessels of the United States must be American citizens: (1) By making it applicable to vessels "propelled by steam or any other method" [instead of "propelled wholly or in part by steam"]; and (2) by including chief radio officer and other members of the radio department qualified to take charge of the radio watch.

S. 1353. Mr. Walsh; February 3, 1937 (Interstate Commerce).

The Communications Commission may authorize actual operation of transmitting apparatus by unlicensed persons at all radio stations for which a station license is required except (1) where licensed operators are required by international agreement or for safety; or (2) stations engaged in broadcasting, or operated as common carriers (below 30,000 kilocycles); and make special regulations governing granting of licenses for the use and operation of automatic radio devices (amending U. S. C. 47: 318).

S. 2170. Mr. Johnson of California; April 15, 1937 (Commerce).

Requiring passenger aircraft to be equipped with radio installation—companion bill to H. R. 6346.

S. 2407. Mr. Sheppard; May 12, 1937 (Interstate Commerce).

The Federal Communications Commission shall have authority to issue radio station operators' licenses only to applicants 21 years of age or over, but the Commission may waive the age-limit in issuance of licenses to amateur operators [amending U. S. C. 47: 303 (1)].

S. 2733. For digest of contents of this bill see H. R. 3039.

S. 595. Mr. Copeland; January 11, 1937 (Commerce).

Approved May 20, 1937 (Public, No. 97).

Extends the purposes and provisions of the Communications Act of 1934 (U. S. C. 47: 151-609) to cover safety of life and property at sea through the use of wire and radio communications, and provides for the enforcement of the International Convention for Safety of Life at Sea. It shall be unlawful for ships of the United States or of foreign countries, (a) if other than cargo ships of less than 1,600 tons, to leave ports for voyages in the open sea unless equipped with efficient radio installation manned by qualified operators; or (b) if passenger vessels of 5,000 gross tons or over to leave port unless equipped with an efficient radio direction finder apparatus—except ships of war, and certain ships operated close to land. Each cargo vessel shall carry at least two operators unless equipped with an automatic alarm receiver, and all passenger vessels, where hours out of port exceed 48, shall carry three operators. All such radio installation shall have normal transmitting and receiving range of 200 nautical miles—with emergency installation of half that range. There shall be efficient means of communication between the bridge and radio room. The masters of such vessels shall, on meeting with dangerous ice, derelicts, tropical storms, or navigation dangers, transmit such information to ships in the vicinity. And stations subject to the Communications Act shall exchange radio

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communications, distress signals, etc., with aircraft as well as with ships at sea. (Repeals Radio Act of 1910.)

S. 2756. Mr. Schwellenbach; July 8, 1937 (Interstate Commerce).

Radio-broadcasting stations shall keep records (to be open to public inspection) of: (1) applications for time; (2) rejections of applications, with reason; (3) additions and changes requested in arranged programs on public, social, political, and economic issues and on educational subjects. (Adding to § 315 of the Communications Act of 1934, U. S. C. 47: 315).

S. 2757. Mr. Schwellenbach; July 8, 1937 (Interstate Commerce).

The provision of the Communications Act (§ 326) forbidding interference with the right of free speech by means of radio communication shall not be construed to exempt a radio licensee from liability for defamatory, profane, or obscene language or action broadcast by its employees or representatives [in lieu of the provision forbidding any person to utter any obscene, indecent, or profane language by means of radio communication].

S. 3000. Mr. Sheppard; August 21, 1937 (Interstate Commerce).

Removes the qualification of 6 months' previous service on United States ships required for radio operators on cargo ships fitted with auto-alarm systems, under § 353 (b) of the act of May 20, 1937 (Public, No. 97—75th Cong.).

S. 3072. Mr. O'Mahoney and Mr. Borah; November 30, 1937 (Judiciary).

"Corporation Licensing Act of 1937"—Increases the membership of the Federal Trade Commission from five to nine, and directs the commission to develop a program for the coordination, stabilization, and orderly development of basic industries and for a more equitable distribution of the earnings of commerce. The commission shall submit a recommendation with respect to the incorporation of corporations engaged in interstate commerce, and from time to time report on general economic conditions, unfair trade and labor practices, etc.

After January 1, ——, it shall be unlawful for any corporation (including associations, syndicates, and other unincorporated ventures) to engage directly or indirectly in commerce without having obtained a license from the commission. Before obtaining a license, a corporation must file a statement of its operations, financial structure, administrative set-up, etc.

Prohibits (1) discrimination against women as to pay, rights, etc.; (2) employment of children under 16; (3) employment of children under 18 in hazardous occupations or at any time other than between 7 a. m. and 7 p. m. Permits employees the right to self-organization and collective bargaining.

The commission may revoke licenses for violation of the Act, etc., and may conduct investigations to ascertain such violations.

Such licensed corporations must have their chief place of business, executive offices and directors meetings in the State of organization. Corporate surpluses are restricted and stock ownership in other than subsidiary corporations is forbidden.

Provides for voting by all classes of stock and for voting of proxies by representatives appointed by the commission and qualified by the Civil Service Commission in corporation and commercial law. Requires directors to be stock holders.

S. J. Res. 240. Mr. Wagner; January 3, 1938 (Library).

Directs the Secretary of Interior to grant permission for the erection (without expense to the United States) of a memorial o the late Guglielmo Marconi, inventor of wireless telegraphy, on public grounds in Washington, other than those of the Capitol, Library of Congress, and the White House.

S. 3342. Mr. Chavez and Mr. McAdoo; January 31, 1938 (Interstate Commerce).

Directs the Secretary of the Navy to construct and operate in the vicinity of San Diego, Calif., a "United States Pan American Radio Station" of sufficient power to transmit programs upon high frequencies to all nations of the Western Hemisphere. Programs to be broadcast over said station shall be selected by the Secretary of State with a view to promoting friendly relations with and to strengthen spiritual, political, and historical ties among said nations. Provides for an Advisory Council (Secretaries of State and Commerce, Chairman of Federal Communications Commission, and two officials designated by President) to determine questions of general policy. Privately owned commercial companies may be authorized to use facilities of said station. Authorizes $3,000,000 for construction, $100,000 for maintenance, and necessary sums to provide programs.

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S. J. Res. 251. Mr. Wagner; February 4, 1938 (Library).

Directs the Secretary of Interior to grant permission to the Marconi Memorial Foundation, Inc., for the erection (without expense to the United States) of a memorial to the late Guglielmo Marconi, inventor of wireless telegraphy, on public grounds in Washington, other than those of the Capitol, Library of Congress, or the White House.

S. 3550. Mr. Johnson of Colorado; February 25, 1938 (Interstate Commerce).

Amends the Communications Act of 1934 (U. S. C. 47: 316) to prohibit the advertising of alcoholic beverages by radio.

S. 1077.* Mr. Barkley (for Mr. Wheeler); January 22, 1937 (Interstate Commerce). Approved March 21, 1938 (Public, No. 447):

Amends certain sections of the Federal Trade Commission Act in the following particulars:

1. Specifies that a commissioner shall continue to serve after the expiration of his term until his successor shall have qualified [amending U. S. C. 15: 41].

2. Includes specifically in the term "corporation," trusts and so-called Massachusetts trusts issuing certificates of interest as well as capital or capital stock for profit of their members; and specifically includes, in "documentary evidence," books of account and financial and corporate records (amending U. S. C. 15: 44).

3. Makes unfair or deceptive acts and practices in commerce as well as unfair methods of competition unlawful. Confers specifically on the Circuit Courts of Appeals authority to issue writs to protect the public or competitors pendente lite, and to enforce the orders of the Commission to the extent they are affirmed. Cease-and-desist orders of the Commission are final and conclusive unless the affected party seeks a court review within 60 days (amending U. S. C. 15: 45).

4. Makes unlawful the dissemination of false or misleading advertising of food, drugs, devices, or cosmetics by mail or in commerce by any means. Authorizes the Commission to bring suit in the district courts to enjoin such advertising pending issuance of a complaint. Imposes a $5,000 penalty for the first and a $10,000 penalty for second violations—applicable only to manufacturers, packers, distributors, or sellers of the commodity and not to publishers or broadcast licensees unless they refuse to furnish name and address of manufacturers, etc.

S. 3875. Mr. Wheeler; April 20, 1938 (Interstate Commerce).

Declares it to be the policy of Congress to prevent monopoly and to encourage competition in direct foreign radio telegraph communication, and requires the Federal Communications Commission in granting licenses therefor to consider competition in such communication to be in the public interest [adding to U. S. C. 47: 313].

S. 4074. Mr. Wheeler; May 24, 1938 (Interstate Commerce).

Authorizes the Communications Commission to prescribe regulations to prevent interference with radio and wire transmission and reception by other apparatus using electrical energy.

S. 4098. Mr. Sheppard; May 27, 1938 (Interstate Commerce).

Directs the Federal Communications Commission to refuse licenses to radio stations (with an operating power in excess of 50 kilowatts) which broadcast "network programs," i.e. programs lasting more than 5 minutes which are broadcasted simultaneously by two or more stations or which are recorded and rebroadcasted from another station. Authorizes the Commission when the public interest will be served thereby to permit such stations to broadcast network programs for an aggregate of 1 hour in each calendar month.

S. 5.* Mr. Sheppard (for Mr. Copeland); January 6, 1937 (Commerce). Approved June 25, 1938 (Public, No. 717):

"Federal Food, Drug, and Cosmetic Act"—Repeals the Food and Drug Act of 1906 (U. S. C. 21: 1-15) and substitutes therefor more comprehensive provisions. Some of the more important changes are:

1. Cosmetics (except soaps) are subjected to much the same regulations as foods and drugs.

2. Drugs intended for diagnosing illness or for remedying underweight or overweight or for otherwise affecting bodily structure or function are subjected to regulation.

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3. New drugs are required to be adequately tested for safety before they are placed on the market.

4. District courts are given jurisdiction to enjoin violation of the act.

5. The packing of foods under insanitary conditions, the use of containers composed of deleterious substance as well as the preparation of foods containing poisonous, deleterious, decomposed, putrid, or contaminated matter are prohibited. The use of deceptive containers, labels, etc., is forbidden.

6. Habit forming and potent drugs liable to be misused must bear labels warning against probable misuse, and no misleading statement as to quantity or quality shall be allowed.

7. Coal-tar products are subjected to particular regulations.

8. The Secretary of Agriculture is given greater administrative control in the enforcement of the act, viz: to prescribe standards, to specify tolerances, to grant emergency permits, and to exercise some discretion in prosecution of minor violations.

9. Any person who will be adversely affected by any order of the Secretary of Agriculture may, within 90 days after it is made public, appeal to the courts to have said order rescinded or modified. The court, upon petition of the aggrieved party, may order a new hearing before the Secretary at which hearing additional and new evidence may be introduced.

10. Interstate carriers shall keep records of shipments of foods, drugs, cosmetics, etc , such records to be accessible to agents of the Secretary.

11. Officers of the Department may at reasonable times inspect factories, warehouses, or establishments in which foods, drugs, and cosmetics are manufactured, packed, or held for shipment in interstate commerce.

HOUSE OF REPRESENTATIVES

H. R. 1592. Mr. McCormack (by request); January 5, 1937 (Interstate and Foreign Commerce).

Neither the Communications Act of 1934 nor any other act, shall prevent the furnishing reports of positions of ships at sea to newspapers of general circulation, providing the reporting company's name is displayed along with the ship position reports. (Amending 48 Stat. 1064.)

H. R. 3038. Mr. Scott; January 15, 1937 (Interstate and Foreign Commerce).

Amends § 326 of the Communications Act of 1934 (U. S. C. 47: 326) to provide that no action, civil or criminal, shall be commenced against any licensee because of anything said or done during any broadcast on any public, social, political or economic issue; but the exemption does not extend to defamatory, profane, indecent, or obscene language or action broadcast by an officer, employee, agent, or representative of the licensee.

H. R. 3039. Mr. Scott; January 14, 1937 (Interstate and Foreign Commerce).

Each licensee of a radio broadcasting station shall set aside regular periods for uncensored discussion on a nonprofit basis of public, social, political, and economic problems, and for educational purposes. Equivalent facilities shall be afforded opposing viewpoints. The licensing authority and licensees shall have no power of censorship nor be subject to liability, civil or criminal, for material so broadcast. [Present law (U. S. C. 47: 315) requires that equal facilities be afforded opposing candidates for public office.]

H. R. 3033. Mr. Scott; January 14, 1937 (Interstate and Foreign Commerce).

Radio-broadcasting stations shall keep records (to be open to public inspection) of: (1) Applications for time; (2) rejections of applications, with reason; (3) additions and changes requested in arranged programs on public, social, political, and economic issues and on educational subjects; (4) interference with and substitution of programs on such issues and subjects (adding to § 315 of the Communications Act of 1934, U. S. C. 47: 315).

H. R. 3140. Mr. Culkin; January 18, 1937 (Interstate and Foreign Commerce).

Prohibits the advertising of alcoholic beverages by radio; penalty, fine of $500 to $1,000 and/or imprisonment from 3 to 12 months (adding to Communications Act of 1934, § 16).

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H. R. 3884. Mr. Lea; January 28, 1937 (Interstate and Foreign Commerce).

Makes it unlawful for any carrier by wire or radio to issue or honor any frank, or render any free interstate or foreign service, except in situations involving safety of life or property (including hydrographic and weather reports, medical assistance to persons on ships or aircraft at sea), and except in preparation for national defense [amending §§ 210 and 602 (b) of Communications Act of 1934—which now permit carriers to issue and exchange franks and passes for employees and their families].

H. R. 3892. Mr. Wearin; January 28, 1937 (Interstate and Foreign Commerce).

Makes it unlawful for any radio broadcasting licensee—(1) to be owned, controlled, or managed, directly or indirectly, by the owner, manager, etc., of a newspaper or other printed publication; (2) to own, control, or manage a newspaper or other printed publication. The foregoing shall not apply to licensees during the term of their license.

H. R. 4191. Mr. Ramspeck (by request); February 2, 1937 (Merchant Marine and Fisheries).

Extending the purposes and provisions of the Communications Act of 1934 to cover safety of life and property at sea through the use of wire and radio communications—companion bill to S. 595.

H. R. 4195. Mr. Ramspeck (by request); February 2, 1937 (Merchant Marine and Fisheries).

Amends R. S. 4131, which requires that certain officers on vessels of the United States must be American citizens: (1) By making it applicable to vessels "propelled by steam or any other method" [instead of "propelled wholly or in part by steam"], and (2) by including chief radio officer and other members of the radio department qualified to take charge of the radio watch.

H. R. 4281. Mr. Celler; February 3, 1937 (Naval Affairs).

Authorizes Secretary of Navy to construct and operate a "Pan American Radio Station" in Washington—Commissioner of Education to provide programs of national and international interest and without advertising matter. General policies of the station shall be determined by an advisory board of nine consisting of the Secretary of State, Director of the Pan American Union, Chairman of the Federal Communications Commission, Commissioner of Education, and such other Government officials as the President may select. Authorizes $700,000 for construction, $100,000 annually for operation, and necessary sums for program production.

H. R. 5038. Mr. Anderson of Missouri; February 24, 1937 (Interstate and Foreign Commerce).

Broadcasting licenses shall be granted for a minimum term of 5 years [now granted for a maximum term of 3 years]—not applicable to licenses in force on date of enactment [amending U. S. C. 47: 307 (d)].

H. R. 5300. Mr. Maloney; March 3, 1937 (Interstate and Foreign Commerce).

Personal endorsements of articles by radio, if paid for, must be accompanied by statement to that effect.

H. R. 5336. Mr. Welch; March 4, 1937 (Interstate and Foreign Commerce).

Restricting radio station operators' licenses to applicants over 21 years of age—covered by later bill, H. R. 5376.

H. R. 5376. Mr. Welch; March 5, 1937 (Interstate and Foreign Commerce).

The Federal Communications Commission shall have authority to issue radio station operators' licenses only to applicants 21 years of age or over [amending U. S. C. 47: 303 (1)].

H. R. 3898.* Mr. Lea; January 28, 1937 (Interstate and Foreign Commerce).
Approved March 29, 1937 (Public No. 2):

The Communications Commission may authorize actual operation of transmitting apparatus by unlicensed persons at all radio stations for which a station license is required except (1) where licensed operators are required by interna-

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tional agreement or for safety; or (2) stations engaged in broadcasting, or operated as common carriers (below 30,000 kilocycles); and make special regulations governing granting of licenses for the use and operation of automatic radio devices (amending U. S. C. 47: 318).

H. R. 6440. Mr. Boylan of New York; April 15, 1937 (Ways and Means).

Requires the registration of broadcasting stations with the collectors of internal revenue, and payment of a tax computed on authorized power as follows: (1) up to 1,000 watts, $1 per watt; (2) 1,000 to 10,000 watts, $2 per watt; (3) over 10,000 watts, $3 per watt. In cases of part-time stations the tax shall be in the proportion that the number of authorized hours broadcasting bears to 24 hours. Where stations use varying amounts of power the basis of the tax shall be the weighted average amount of authorized power. The tax shall not apply to stations of the State or Federal Governments or to stations operated exclusively for non-profit purposes and using only unsponsored programs.

H. R. 7711. *Mr. McCormack (by request); June 29, 1937 (Interstate and Foreign Commerce).

As passed by House August 2, 1937:

Neither the Communications Act of 1934 nor any other act shall prevent the furnishing reports of positions of ships at sea to newspapers of general circulation, provided the reporting company's name is displayed along with the ship position reports. The Commission may prescribe rules to carry out provisions of this act (amending 48 Stat. 1064).

H. R. 8230. Mr. Bernard; August 13, 1937 (Interstate and Foreign Commerce).

Repeals the power of the President, under the Communications Act of 1934, to suspend broadcasting or to take over radio stations upon proclamation that there exists "a threat of war or a state of public peril or disaster or other national emergency"—confining his exercise of such power to a time when "war" exists [amending U. S. C. 47: 606 (c)].

H. R. 8251. Mr. Pettengill; August 16, 1937 (Merchant Marine and Fisheries).

Repeals § 353 (h) of the Act of May 20, 1937 (Public, No. 97, 75th Cong.), which requires cargo ships, fitted with an auto-alarm, to carry at least one qualified operator of at least 6 months' experience aboard United States ships.

H. R. 8583. Mr. Mead; December 2, 1937 (Judiciary).

"Corporation Licensing Act of 1937"—Similar to S. 3072.

H. R. 8598. Mr. Sabath; December 3, 1937 (Judiciary).

"Corporation Licensing Act of 1937"—Similar to S. 3072.

H. R. 8840. Mr. Bland; January 6, 1938 (Merchant Marine and Fisheries).

Includes "customs officers and employees, and radio inspectors and employees of the Federal Communications Commission" among those for whom the Secretary of Commerce shall fix a reasonable rate of extra compensation for overtime services on Sundays, holidays, or at night (amending § 6, 49 Stat. 1380).

H. J. Res. 561. Mr. Crawford; January 12, 1938 (Interstate and Foreign Commerce).

Directs the Federal Trade Commission to conduct an investigation and report to Congress all facts pertaining to the publication of an advertisement in the January 1938 issue of QST magazine profaning the office of the President.

H. R. 9589. Mr. Mead; February 21, 1938 (Judiciary).

"Corporation Licensing Act of 1938"—After January 1, ——, it shall be unlawful for any corporation (including associations, syndicates, and limited partnerships) with gross assets, including those of subsidiaries, in excess of $100,000 to engage directly or indirectly in commerce without having obtained a license from the Federal Trade Commission. Before obtaining a license, a corporation must file a statement of its operations, financial structure, administrative set-up, etc.

Prohibits (1) discrimination against women as to pay, rights, etc.; (2) employment of children under 16; (3) employment of children under 18 in hazardous occupations or at any time other than between 7 a. m. and 7 p. m. Permits employees the right to self-organization and collective bargaining.

The commission may revoke licenses for violation of the act, etc., and may conduct investigations to ascertain such violations.

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Such licensed corporations must have their chief place of business, executive offices and directors meetings in the State of organization. Corporate surpluses are restricted and stock ownership in other than subsidiary corporations is forbidden.

Provides for voting by all classes of stock and for voting of proxies by representatives qualified by the Civil Service Commission in corporation and commercial law. Requires directors to be stockholders.

H. R. 9624. Mr. Culkin; February 25, 1938 (Interstate and Foreign Commerce).

Amends the Communications Act of 1934 (U. S. C. 47: 316) to prohibit the advertising of alcoholic beverages by radio.

H. R. 9635. Mr. O'Toole; February 25, 1938 (Judiciary).

Prohibits all except a member of the bar of the highest court of the District of Columbia or of a State, Territory, or insular possession, who is either admitted to practice, or at least not debarred from practice, before the particular department or agency of the Government, from representing any person or corporation in connection with any claim or matter before it involving the construction or interpretation of the Constitution or a law of the United States.

Authorizes the heads of departments and agencies to make rules of practice and procedure applicable to proceedings before their departments, etc.; existing rules and regulations to be continued (not more than 90 days) until promulgation of the new rules.

The bill is not to apply to the "Army, Naval or Diplomatic Service * * * to any claim * * * before the Departments of Navy, War, and State that is not of a commercial nature, or to the Patent Office"; nor is it to prevent any person from appearing in his own behalf (or a corporation from appearing by an officer or employee).

Repeals inconsistent laws—including U. S. C. 5: 493 (practice before Interior Department); U. S. C. 5: 261 (practice before Treasury Department); and U. S. C. 19: 415 (36 Stat. 464) (customhouse brokers—already repealed by 46 Stat. 759, U. S. C. 19: 1641e).

H. R. 9766. Mr. Rees of Kansas; March 7, 1938 (Interstate and Foreign Commerce).

Repeals the Food and Drug Act of 1906 (U. S. C. 21: 1-15) and substitutes therefor more comprehensive provisions. Some of the more important changes are: (1) Cosmetics are subjected to much the same regulations as foods and drugs; (2) the packing of foods under insanitary conditions and the use of containers composed of a harmful substance are prohibited. The use of deceptive containers, labels, etc., are forbidden; (3) prohibits introduction into interstate commerce of any drug not generally recognized as safe for use, until the Secretary of Agriculture has issued a certificate showing that such drug has been scientifically tested and found safe for its intended use; (4) habit-forming drugs shall be so labeled, and no misleading or false statements as to quality or quantity shall be allowed; (5) coal-tar products are subjected to particular regulations; (6) the Secretary of Agriculture is given greater administrative control in the enforcement of the act; viz, to prescribe standards, to specify tolerances, to grant emergency permits, and to exercise some discretion in prosecution of minor violations; (7) interstate carriers shall keep records of shipments of these articles, such records to be accessible to agents of the Secretary; (8) officers of the department may at reasonable times inspect factories, warehouses, or establishments in which foods, drugs, and cosmetics are manufactured, packed or held for shipment in interstate commerce; (9) district courts are given jurisdiction to enjoin violations of the act.

H. J. Res. 499.* Mr. Dickstein; November 15, 1937 (Library).

Approved April 13, 1938 (Public Res. No. 86):

Directs the Secretary of Interior to grant permission for the erection (without expense to the United States) of a memorial to the late Guglielmo Marconi, inventor of wireless telegraphy, on public grounds in Washington, other than those of the Capitol, Library of Congress, and the White House.

H. R. 10295. Mr. Green; April 18, 1938 (Naval Affairs).

Instructs the Secretary of the Navy to construct a radio broadcasting station with power sufficient to transmit programs throughout the United States and other countries of the Western Hemisphere upon high frequencies, said station to be located at Jacksonville, Fla., and to be known as the Pan American Radio

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Station. Authorizes $700,000 for construction and $100,000 annually for operation and maintenance.

The United States Commissioner of Education shall be in charge of all programs for said station. He shall select programs which will render a distinct national or international service, which will promote a better understanding among Republics of the American Continent, and which will be of educational and cultural value. No commercial advertising shall be permitted on said programs. General policies shall be determined by an advisory council which shall include the Secretary of State, the Director General of the Pan American Union, the Chairman of the Federal Communications Commission, the Commissioner of Education, and such other Government officials as the President may select. The council may permit privately owned radio companies to use the facilities of the Pan American Radio Station during certain periods provided that their programs do not interfere with the general purposes of this act.

H. R. 10307. Mr. Dockweiler; April 19, 1938 (Interstate and Foreign Commerce).

Authorizes the Federal Communications Commission to exclude from its radio regulations portable-mobile stations operated by forest-protection agencies exclusively for forest-protection communication purposes [amending U. S. C. 47: 303 (k)]. No permit shall be required for the construction of portable-mobile stations operated for forest-protection purposes [amending U. S. C. 47: 319 (b)].

H. R. 10348. Mr. Sadowski; April 21, 1938 (Interstate and Foreign Commerce).

Declares it to be the policy of Congress to prevent monopoly and to encourage competition in direct foreign radio telegraph communication, and requires the Federal Communications Commission in granting licenses therefor to consider competition in such communication to be in the public interest [adding to U. S. C. 47: 313].

H. J. Res. 680. Mr. Maverick; May 11, 1938 (Foreign Affairs).

Establishes within the Department of State an Institute of Friendly Relations to promote an understanding in the United States of the history, culture, business conditions, languages, etc. of other American Republics. The Director of said institute shall disseminate by press and by radio data respecting such countries. He shall promote the study of Spanish and Portuguese in American schools, the making of educational films, the exchange of art, the promotion of travel within said countries and Canada. He shall establish 3,000 scholarships to be awarded annually to qualified students for study in other American Republics. He shall investigate means of developing friendly relations, trade, and commerce with said republics. He shall also erect and operate a radio transmitting station at a suitable point in the United States for purposes of disseminating information, promoting peace, and national defense of the American continents. Authorizes $5,000,000.

H. R. 10633. Mr. Moser of Pennsylvania; May 16, 1938 (Patents).

Any person who desires to make use of a copyrighted work and who is unable to secure an agreement with the owner respecting such use may file with the Federal Communications Commission an application for a permit to use said works at such equitable rates or charges therefor as the Commission may determine. No permit shall be granted except upon notice and hearing and if found to be in the public interest.

H. R. 10724. Mr. McGroarty; May 23, 1938 (Interstate and Foreign Commerce).

Authorizes the Federal Communications Commission to exclude from its radio regulations portable-mobile stations operated by forest-protection agencies exclusively for forest-protection communication purposes [amending U. S. C. 47: 303 (k)]. No permit shall be required for the construction of portable-mobile stations operated for forest-protection purposes [amending U. S. C. 47: 319 (b)].

H. R. 10869. Mr. Peterson of Florida; June 8, 1938 (Interstate and Foreign Commerce).

Directs the Federal Communications Commission to refuse licenses to radio stations (with an operating power in excess of 50 kilowatts) which broadcast "network programs," i. e. programs lasting more than 5 minutes which are broadcasted simultaneously by two or more stations or which are recorded and rebroadcasted from another station. Authorizes the Commission when the public interest will be served thereby to permit such stations to broadcast network programs for an aggregate of one hour in each calendar month.

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COPYRIGHT PUBLICATIONS AND TREATISES

Publications of the U. S. Government

Copyright Enactments of the United States, 1783-1906.
Copyright Office Bulletin No. 3, order from Supt. of Documents, Washington, D. C. Price, cloth, 35c.

Copyright in Congress 1789-1904.
Copyright Office Bulletin No. 8, order from Supt. of Documents, Washington, D. C. Price, cloth, 65c.

The Copyright Law of the United States of America.
Copyright Office Bulletin No. 14, order from Supt. of Documents, Washington, D. C. Price, 10c.

Decisions of U. S. Courts Involving Copyright, 1913-14.
Copyright Office Bulletin No. 17, order from Supt. of Documents, Washington, D. C. Price, cloth, 30c.

Decisions of U. S. Courts Involving Copyrights, 1914-1917.
Copyright Office Bulletin No. 18, order from Supt. of Documents, Washington, D. C. Price, cloth, 60c.

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Copyright Office Bulletin No. 19, order from Supt. of Documents, Washington, D. C. Price, cloth, $1

Decisions of U. S. Courts Involving Copyrights, 1924-1935.
Copyright Office Bulletin No. 20, order from Supt. of Documents. Washington, D. C. Price, cloth, $1.50

Decisions of U. S. Courts Involving Copyrights, 1935-1937.
Copyright Office Bulletin No. 21, order from Supt. of Documents, Washington, D. C. Price, cloth, 75c.

Rules and Regulations for Registration of Claims to Copyright.
Copyright Office Bulletin No. 15, to be had free on request to Register of Copyrights, Washington, D. C.

International Copyright Convention, Berne, 1886.
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Copyright Office Information Circular No. 4B. Free on request to Register of Copyrights, Washington, D. C.

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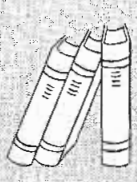

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MONTHLY. 3557 Bogart Ave., Cincinnati, Ohio. Phone, AVon 6825. Editor and Publisher, Manuel Rosenberg; Business Manager, Simon Rosenberg; Advertising Manager, R. Maxwell Jason; Circulation Manager, S. J. Davis; Radio Editors, Cress Little, Rosaline Greene. BRANCH OFFICES: 11 West 42nd St., New York, N. Y., L. M. MacMillan; 1138 Lake Shore Drive, Chicago, Ill., L. R. Dean. The Advertiser carries articles on radio's progress as an advertising medium; also news of advertisers' and agencies' activities in the radio field.

Advertising Age

WEEKLY. 100 East Ohio St., Chicago, Ill. Phone, Delaware 1337. Publisher, G. D. Crain, Jr.; Managing Editor, Irwin Robinson. BRANCH OFFICE: 330 W. 42nd St., New York, N. Y.; Walter L. McCann, Eastern Editor; M. D. Hicks, Eastern Advertising Manager Treats radio strictly from the merchandising viewpoint; prints details of networks and talent used, but does not use material dealing with show-business phases of radio; also regularly prints statistical material on broadcasting, such as volume of time sales for major networks, and money spent on air by leading national advertisers, as well as news and discussions of broadcast trends and developments of interest to advertisers and advertising agencies.

Advertising & Selling

MONTHLY. 9 E. 38th St., New York, N. Y. Phone, CAledonia 5-9770. Published by Robbins Publishing Co. President, J. H. Moore; Editor, F. C. Kendall; Chicago Correspondent, Harry Hoole; Los Angeles Correspondent, Ned Brydone-Jack; Advertising Manager, Noel Breault. BRANCH OFFICES: 1370 Peoples Gas Bldg., Chicago, Ill., Harry Hoole. Western Adv. Mgr.; 714 West 10th St., Los Angeles, Calif., Ned Brydone-Jack, Representative. Limited largely to interpretation of major trends in the operation of radio advertising from point of view of network, agency, and sponsor. Major personnel changes and network time sales are reported periodically. Emphasis in all coverage of radio activity is on pictorial elements involved.

Air Law Review

QUARTERLY. 100 Washington Sq., E., New York, N. Y. Phone, SPring 7-2000. Publisher, Board of Air Law Review of New York University; Editor, Prof. Alison Reppy. Contains articles of technical interest on aviation and radio law; current comment on present-day problems of air law; notes and comment on important recent decisions and legislation; bibliographical section covering check-list and index of articles on air law in legal periodicals.

Bell Laboratories Record

MONTHLY. 463 West St., New York, N. Y. Phone, CHelsea 3-1000. Editor, P. B. Findley. Confines itself to the work and developments of Bell Telephone Laboratories. This publication is designed to strike a median level between the popular stories of the radio magazines and the technical presentations of the professional journals.

Bell System Technical Journal

QUARTERLY. 195 Broadway, New York, N. Y. Phone, EXchange 3-9800. Publisher, American Telephone & Telegraph Co. Scientific discussions of developments in radio-telephony and broadcasting facilities.

Bell Telephone Quarterly

QUARTERLY. 195 Broadway, New York, N. Y. Phone, EXchange 3-9800. Publisher, American Telephone & Telegraph Co. Popular discussions of developments in radio-telephony and broadcasting facilities.

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WEEKLY. 25 Opera Place, Cincinnati, Ohio. Phone, Main 5306. Publisher, R. S. Littleford; Editors, Elias E. Sugarman and A. C. Hartman; Radio Editor, Jerry Franken (New York); Los Angeles Correspondent, Dean Owen Business Manager, E. W. Evans; Advertising Manager, C. J. Latscha. BRANCH OFFICES: 32 Randolph St., Chicago, Ill., Nat S. Green, Manager; 1564 Broadway, New York, N. Y., Elias E. Sugarman, General Manager. The editorial policy of this publication's radio department is concerned with the showmanship, talent and business phases of the broadcasting industry.

Boxoffice

WEEKLY. 9 Rockefeller Plaza, New York, N. Y. Phone, VAnderbilt 3-7138. Publisher, Ben Shlyen; Editor-in-Chief and Associate Publisher, Maurice Kann; General Manager, J. H. Gallagher; Eastern Editor, William Ornstein; Chicago Correspondent, Eugene Rich; Hollywood Manager, Ivan Spear; Advertising Manager, Louis Rydell. Covering briefly all radio developments of interest to the motion picture industry.

Broadcasting—Broadcast Advertising

SEMI-MONTHLY. National Press Bldg., Washington, D. C. Phone, Metropolitan 1022. Publisher, Martin Codel; Editor, Sol Taishoff; N. Y. Correspondent, Bruce Robertson; Chicago Correspondent, Paul Brines; Los Angeles Correspondent, David Glickman; Business Manager, F. G. Taylor; Advertising Manager, F. G. Taylor. Trade journal of the broadcasting and broadcast advertising fields.

Broadcasting Business

WEEKLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. News Editor, L. Lippmann; Managing Editor, Oswald F. Mingay; Advertising Representative, W. Murphy; Technical Editor, J. R. Edwards. BRANCH OFFICE: R. W. Pfeil, 239 Collins St., Melbourne, Victoria. A trade weekly newspaper relating to commercial broadcasting and of particular interest to, and circulating among national advertisers, station advertisers, advertising agents and broadcasting stations.

Broadcasting Business Yearbook

YEARLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. Broadcasting Business Yearbook contains practically all the information required by those interested in broadcasting for reference purposes.

Broadcast News

BI-MONTHLY. N. Front St., Camden, N. J. Publisher, RCA Manufacturing Co.; Editor, Paul V. Lutz; Board of Advisory Editors, J. B. Coleman, V. E. Trouant, E. W. Engstrom, Dr. V. K. Zworykin, M. C. Batsel, F. X. Rettenmeyer, Dr. Irving Wolff, Dr. H. F. Olson and Dr. G. H. Brown. This publication is a house organ of the RCA Manufacturing Co. and is distributed among radio broadcast stations, consultant engineers, schools of engineering and research laboratories.

Canadian Advertising

QUARTERLY. 481 University Ave., Toronto, Ont., Canada. Phone, Adelaide 9131. Publisher, MacLean Publishing Co.; Managing Editor, H. A. Nicholson; Manager, B. G. Newton; Advertising Manager, W. F. Harrison; Data Editor, Jean R. Gemmell. BRANCH OFFICES: Dominion Square, Montreal, Canada; 919 N. Michigan Ave., Chicago, Ill.; 522 Fifth Ave., New York, N. Y. This publication is an advertising media reference book which includes a listing of Canadian radio stations, their rates, time on the air, power, frequency, etc.; besides media references it contains articles reviewing advertising activities in Canada.

Communications

MONTHLY. 19 East 47th St., New York, N. Y. Phone, Plaza 3-0483. Publisher, Bryan Davis Publishing Co., Inc.; Editor, R. D. Rettenmeyer; New York Correspondent, S. R. Cowan; Business Manager, B. S. Davis; Advertising Manager, Paul S. Weil. Circulates among engineers, executives and other personnel engaged in the design, manufacture, installation, operation, service and maintenance of radio and wire communications, broadcast stations—police, marine, aeronautical radio and other point to point services—sound recording and projection—public address—television and picture transmission—and in the manufacture of all radio equipment and accessories, components and instruments used in these fields.

Editor and Publisher

WEEKLY. 1700 Times Bldg., New York, N. Y. Phone, BRyant 9-3052. Publisher, James W. Brown; Editor, Arthur T. Robb; Managing Editor, War-

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Electrical Communications

QUARTERLY. 67 Broad St., New York, N. Y. Phone, BO 9-3800. Publisher, International Standard Electric Co.; Editor, H. T. Kohlhaas (address: Connaught House, 63 Aldwych, London, England); General Technical Director, G. Deaken; Assistant General Technical Director, W. H. Capen. Published for complimentary distribution primarily covering developments of the International Standard Electric Corp.

Electrical Digest

MONTHLY. 137 Wellington St., West, Toronto, Ont., Canada. Phone, Adelaide 1860. Publisher, Muir Publications; Managing Editor, J. Murray Muir. Serving the electrical industry in Canada, including manufacturers of radios and equipment.

Electrical and Radio World Trade News

TRI-MONTHLY. Department of Commerce, Washington, D. C. Phone, District 2200. Department Executive in Charge, John H. Payne, Chief of Electrical Div.; Editor, Katherine F. Hickey; District and Cooperative Offices throughout United States and Foreign Offices throughout the world. The material published in this periodical in regard to radio is primarily in the nature of news covering new broadcast installations in foreign countries as well as new developments in broadcasting and television. It reports items having to do with changes in foreign market possibilities, regulations, quotas, exchange, etc. Trade opportunities for specific products or agencies are included. Extensive reports covering any of these subjects are announced available for loan. All subjects referring to foreign commercial possibilities in its radio and electrical field, such as plans for or results from reciprocal trade agreements, are reported as fully as practical.

Electronics

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Publisher, McGraw-Hill Publishing Co.; Editor, Keith Henney; Managing Editor, Donald G. Fink; Assoc. Editor, Beverley Dudley; Chicago Correspondent, Branch Office; Los Angeles Correspondent, Branch Office; Business Manager, H. W. Mateer; Asst. Manager, Wallace B. Blood. BRANCH OFFICES: 520 North Michigan Ave., Chicago, Ill., G. J. Seaman; 1510 Hanna Bldg., Cleveland, Ohio, Leonard P. Canty; 16 South Broad St., Philadelphia, Pa., Frank Coyle; 883 Mission St., San Francisco, Cal., R. N. Phelan; 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby. A magazine for executives, engineers and operations men in radio, communication including facsimile and television, industrial applications in the electronic fields —Design—Engineering—Manufacture.

Experimenter

MONTHLY. 30 State St., Cambridge, Mass. Phone, TRowbridge 4400. Publisher, General Radio Company; President, M. Eastham; Treasurer, H. B. Richmond. This publication is a house organ of the General Radio Co.

Film Daily

DAILY. 1501 Broadway, New York, N. Y. Phone, BRyant 9-7171. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, Chester B. Bahn; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Joseph Esler. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Cal., Ralph Wilk. The Daily Newspaper of Motion Pictures: FILM DAILY reports the news of every phase of the motion picture and allied industries.

Foreign Communication News

BI-MONTHLY. Department of Commerce, Washington, D. C. Phone, District 2200. Editor, G. Stanley Shoup. Contains items concerning telegraph, telephone, cable and radio communication developments in foreign countries, including rates, operating and financial data, legislation, etc.

Heinl Radio News Service

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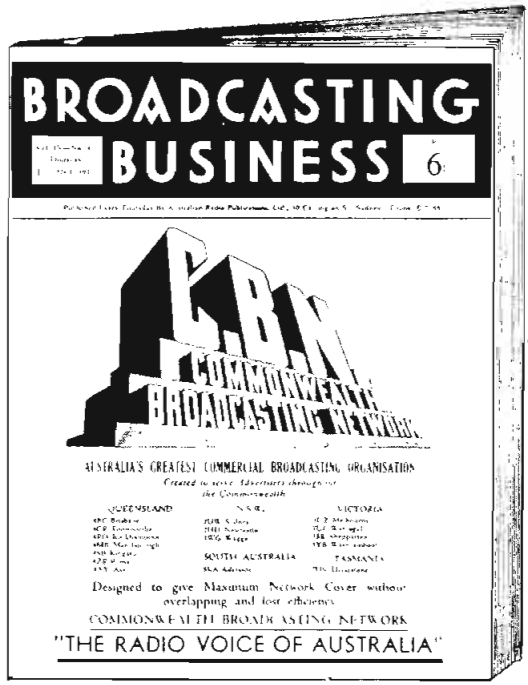

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MONTHLY. 119 West 57th St., New York, N Y. Phone, CIrcle 7-4500. Publisher, Metronome Corp. News, program comment; personality lines; pictures and captions; short interviews.

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MONTHLY. 137 Wellington St., West, Toronto, Ont., Canada. Phone, WAverly 2711. Publisher, Weston Wrigley; Editor, Britton McCammon; Business Manager, A. H. Boyd; Advertising Manager, G. B. Wrigley. This publication is devoted to advertising and contains a special department, "Broadcast Promotion," which reports activities of radio stations and radio programs in Canada

Motion Picture Daily

DAILY. 1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-3100. Publisher, Martin Quigley; Editor, Sam Shain; Radio Editor, Jack Banner; Chicago Correspondent, W. F. Crouch; Los Angeles Correspondent, W. R. Weaver; Business Manager, T. J. Sullivan; Radio Advertising Manager, Robt. Harrison. BRANCH OFFICES: 6305 Yucca St., Hollywood, Calif.; 624 S. Michigan Ave., Chicago, Ill.; 4 Golden Square, London W-1, England; Albee Bldg., Washington, D. C. Spot news coverage; also radio reviews and column.

Musical America

SEMI-MONTHLY (except June to September, inclusive, when published monthly). 113 West 57th St., New York, N. Y. Phone, CIrcle 7-0522. Publisher, John F. Majeski; Executive Editor, Oscar Thompson. BRANCH OFFICE: 304 South Wabash Ave., Chicago, Ill. Maintains 200 representatives in cities throughout the world.

Musical Courier

BI-MONTHLY. 119 West 57th St., New York, N. Y. Phone, CIrcle 7-4500. Publisher, Music Periodicals Corp.; Editor, Leonard Liebling; Managing Editor, Horace Johnson; Chicago Correspondent, Rene Devries; Los Angeles Correspondent, Richard Drake Saunders. BRANCH OFFICES: 220 South Michigan Ave., Chicago, Ill., Rene Devries, Assoc. Editor; 5617 Hollywood Blvd., Los Angeles, Calif., Richard Drake Saunders, Representative; 6 Square Leon Guillot, Paris, France, Irving Schwerke, Associate Editor. Reviews of better class musical programs throughout the world in each issue.

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WEEKLY. Normandy Bldg., 1626 K St., N.W.. Washington, D. C. Phone, National 2080.

Proceedings of I. R. E.

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-5661. Publisher, Inst. of Radio Engineers; Editor, Dr. Alfred N. Goldsmith; Business Manager, Harold P. Westman; Advertising Manager, John D. Crawford. The Proceedings is an engineering journal publishing technical paper on radio and allied subjects. Papers are published after review by two committees and the editor. Releases and other news cannot be used, but new commercial literature of engineering interest is listed each month. (Established in 1913, the Proceedings is now 25 years old, probably the oldest of all radio engineering publications.)

Proceedings of the Radio Club of America

SIX ISSUES PER YEAR. 11 West 42nd St., New York, N. Y. Phone. LOngacre 5-6622. Publisher, Radio Club of America Inc.; President, John H. Miller; Corresponding Secretary, Fred Muller; Editor, L. C. F. Horle.

Publishers' Information Bureau's National Advertising Records

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Every month our radio department, BROADCAST PROMOTION, is filled with newsy items about the stations and editorial features in the interest of radio advertising. An advertisement for your station running with this valuable editorial service makes a doubly effective impression on our maximum group of advertising buyers. We all realize that people prefer to do business with those whom they know best.

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Editor, Clark C. Rodimon; Advertising Manager, F. Cheyney Beekley; Circulation Manager, David H. Houghton; Acting Technical Editor, George Grammer. This publication is the official organ of the American Radio Relay League and is devoted to activities and developments in amateur radio.

Radex

MONTHLY (except July and August). 362 Cedar Lane, Teaneck, N. J. Phone, Teaneck 6-6247. Publisher, The Radex Publishing Co.; Editor, Page Taylor. This publication is for the radio listener who is interested in listening to distant stations. It is of interest principally to DXers.

Radio

MONTHLY (except August and September.) 7460 Beverly Blvd., Los Angeles, Calif. Phone, YOrk 7226. Published by Radio, Ltd. Publisher, K. V. R. Lansingh; Editor, W. W. Smith; Technical Editor, R. Dawley. BRANCH OFFICES: 11 West 42nd St., New York, N. Y., J. B. Carter; 3606 N. Bernard St., Chicago, Ill., C. W. Nelson. This publication is devoted to technical and constructional material for the amateur and also information on experimental and high frequency radio; content does not touch on the business, entertainment or personal sides of radio.

Radio Advertising Rates and Data

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Vice-President and Secretary, Albert Moss; Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Radio station rates service revised and issued monthly.

Radio Amateur Call Book

QUARTERLY. 608 S. Dearborn St., Chicago, Ill. Phone, WAbash 1903. Publisher, Radio Amateur Call Book Inc.; Editor, Harold A. Rensch; Circulation Manager, D. A. Schroeder; Advertising Manager, C. O. Stimson. BRANCH OFFICES: 19 E. 47th St., New York, N. Y.; 10515 Wilbur Ave., Cleveland, Ohio; 4214 Country Club Drive, Long Beach, Calif. This publication contains up-to-date and complete lists of all radio amateurs throughout the entire world.

Radio-Craft

MONTHLY. 99 Hudson St., New York, N. Y. Phone, WAlker 5-0730. President and Publisher, H. Gernsbach; Vice-President and General Manager, R. W. DeMott; Managing Editor, R. D. Washburne. BRANCH OFFICE: 520 N. Michigan Ave., Chicago, Ill. Phone, SUperior 7306. This publication reports latest developments in the radio art, including trade news and technical descriptions.

Radio Daily

DAILY. 1501 Broadway, New York, N. Y. Phone, WIsconsin 7-6336. Publisher, John W. Alicoate; General Manager, Donald M. Mersereau; Editor, M. H. Shapiro; Business Manager, Marvin Kirsch; Los Angeles Correspondent, Ralph Wilk; Chicago Correspondent, Larry Wolters. BRANCH OFFICE: 6425 Hollywood Blvd., Hollywood, Calif.; Ralph Wilk, Manager. The National Daily Newspaper of Commercial Radio and Television.

Radio Dial

WEEKLY. 22 East 12th St., Cincinnati, Ohio. Phone, Cherry 0710. Publisher, Wilbert Rosenthal; Editor, James A. Rosenthal; Business Manager, A. M. Mathieux. A radio newspaper published weekly; columns by local radio authorities. News deals with actual broadcasts and human interest material.

Radio Digest

BI-MONTHLY. 7460 Beverly Blvd., Los Angeles, Calif. Phone, YOrk 7226. Published by Radio Ltd. Publisher, K. V. R. Lansingh; Editor, W. W. Smith; Technical Editor, R. Dawley. BRANCH OFFICES: 11 West 42nd St., New York, N. Y., J. B. Carter; 3606 N. Bernard St., Chicago, Ill., C. W. Nelson. This publication is devoted largely to reprints from magazines serving the entire radio technical field; content does not touch on the business, entertainment or personal sides of radio.

Radio and Electric Appliance Journal

MONTHLY. 1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-5842. Publisher, Henderson Publications Inc.; Editor, Glad Henderson; Associate Editor, Daniel Webster. BRANCH OFFICE: 664 N. Michigan Ave., Chicago, Ill. (Western Representative, Richard J. Burrill).

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Radio and Electrical Sales

EVERY OTHER MONTH. 137 Wellington St., West, Toronto, Canada. Phone Waverly 2711. Publisher, Weston Wrigley; Editor, Henry McCardle; Business Manager, G. B. Wrigley; Advertising Manager, A. H. Boyd. A merchandising publication featuring window and store displays and advocating trade organization.

Radio Guide

WEEKLY. 731 Plymouth Court, Chicago, Ill. Phone, Wabash 8850. Publisher, M. L. Annenberg; Editor, Curtis Mitchell; N. Y. Correspondent, Martin Lewis; Los Angeles Correspondent, Evans Plummer; Business Manager, Geo. d'Utassy; Advertising Manager, Saul Flaum. BRANCH OFFICES: 551 Fifth Ave., New York, N. Y.; 9059 Sunset Blvd., Hollywood, Calif.

Radio Markets

(Quarterly Issue of Radio Art)

QUARTERLY. 515 Madison Ave., New York, N. Y. Phone, Plaza 3-7222. Editor and Publisher, C. R. Tighe. BRANCH OFFICES: 201 N. Wells St., Chicago, Ill., Manager, Scott Kingwell; 407 Van Nuys Building, Los Angeles, Cal., Dr. Ralph L. Power. National publication devoted to market and coverage information about radio stations.

Radio Mirror

MONTHLY. 122 East 42nd St., New York, N. Y. Phone, LExington 2-9050. Publisher, Macfadden Publications, Inc.; Editor, Fred R. Sammis; Executive Editor, Ernest V. Heyn; Los Angeles Correspondent, Elaine Osterman; Advertising Manager, Walter Hanlon. News and pictures of stars and shows; fictionization of radio serials; reprints of outstanding and important broadcasts; biographies; program listings.

Radio News

MONTHLY. 608 S. Dearborn St., Chicago, Ill. Phone, Harrison 7300. Published by Ziff-Davis Publishing Co. Publisher, William B. Ziff; Editor, B. G. Davis; Managing Editor, Karl A. Kopetzky; Circulation Manager, John H. Reardon; Business Manager, A. T. Pullen; Advertising Manager, Sanford L. Cahn. BRANCH OFFICE: 381 Fourth Ave., New York, N. Y. This publication is a technical radio magazine catering to the interests of the advanced listener, the radio amateur and embryo radio amateur, the short wave listener, experimenter, set constructor, serviceman, dealer and engineer.

Radio & Electrical Retailer of Australia

WEEKLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay; News Editor, K. H. M. Denny; Technical Editor, J. R. Edwards. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. A weekly trade newspaper covering the radio and electrical manufacturing, wholesaling and retailing industries of the Commonwealth of Australia; also includes electrical information regarding refrigerators and domestic electric appliances. News releases give personal and general information regarding manufacturers, retailers, etc.

Radio Retailing

MONTHLY. 330 West 42nd St., New York, N. Y. Phone, MEdallion 3-0700. Published by McGraw-Hill Publishing Co. Vice-President and Publishing Director, Howard Ehrlich; Manager, H. W. Mateer; Editor, O. Fred Rost; Managing Editor, W. W. Macdonald. BRANCH OFFICES: 1105 Rhodes-Haverty Bldg., Atlanta, Ga., Ralph Maultsby; 520 N. Michigan Ave., Chicago, Ill., G. J. Seaman and K. Groener; 1510 Hanna Bldg., Cleveland, Ohio, L. P. Canty; 16 S. Broad St., Philadelphia, Pa., F. P. Coyle; 883 Mission St., San Francisco, Calif., J. W. Otterson and R. N. Phelan. Radio Retailing is devoted to the selling and servicing activities of the radio dealer, serviceman and jobber. It is also widely read by radio manufacturers and their sales representatives. The publication covers the news of the radio industry, maintaining a permanent staff in the mid-west, on the west coast and in the east for news gathering and fact finding. Annually Radio Retailing presents a statistical review of the radio industry and at proper times publishes a directory of manufacturers, set specifications, etc.

Radio and Television

MONTHLY. 99 Hudson St., New York, N. Y. Phone, WAlker 5-0730. Editor and Publisher, Hugo Gernsback; Managing Editor, H. W. Secor; Secretary, Harriet Kantro. The editorial policy of this publication includes the reporting of radio and television news items with photos, interviews with prominent radio and television engineers, description of new inventions in radio and featuring, particularly, constructional articles on radio and television receivers and transmitters. Among the regular monthly features are: short wave station list; question box, "Let's Listen In" and "What Do You Think" columns, monthly

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Silver Trophy Award for the best "ham" station photo, radio quiz, etc.

Radio Today

MONTHLY. 480 Lexington Ave., New York, N. Y. Phone, PLaza 3-1340. Publisher and General Manager, M. Clements; Editor, Orestes H. Caldwell. Publication devoted to dealers, manufacturers, service men and distributors.

Radio Trade Annual and Service Manual

YEARLY. 30 Carrington St., Sydney, Australia. Phone, B 7188. Managing Editor, Oswald F. Mingay. BRANCH OFFICE: 239 Collins St., Melbourne, Victoria. Radio Trade Annual is a yearbook giving practically all the information required by radio manufacturers, distributors and servicemen for reference purposes.

Radio Trade-Builder

MONTHLY. 347 Adelaide St., West, Toronto, Ont., Canada. Phone, Elgin 0467. Publisher Hugh C. MacLean Publications Ltd.; Editor, T. C. Van Alstyne; National Advertising Manager, John T. Rochford. This publication reports general trade news of interest to radio dealers and servicemen, jobbers and manufacturers, radio engineers, broadcasting stations, etc. It also contains merchandising and service articles of interest to retail radio trade.

Radio Weekly

WEEKLY. 99 Hudson St., New York, N. Y. Phone, WA 5-2576. Publisher, Edward H. Davis; Editor, Cy Kneller; Advertising Manager, Sidney E. Davis; News Editor, Ray Ganly.

Radio World

MONTHLY. 145 West 45th St., New York, N. Y. Phone, BRyant 9-0558. Published by Hennessy Radio Publications Corp. Publisher and Editor, E. L. Moore; President and Treasurer, James E. Bryan; Advertising Manager, Herbert E. Hayden. This publication reports the news and is devoted to the technical interests of the serviceman, engineer, experimenter and amateur.

Report of Radio Research in Japan

TRI-ANNUAL. Imperial Academy House, Ueno Park, Tokyo, Japan. Phone, Shitaya No. 43. Publisher, National Research Council of Japan; Chairman, H. Nagaoka; Secretary, H. Honda. This publication reviews the radio progress in Japan.

RCA Review

QUARTERLY. 75 Varick St., New York, N. Y. Phone, WAlker 5-3721. Publisher, RCA Institutes Technical Press; Editors, Charles J. Pannill, Chairman of the Board of Editors; Ralph R. Beal; H. H. Beverage; R. S. Burnap; Irving F. Byrnes; Lewis M. Clement; Dr. Alfred N. Goldsmith; Harry G. Grover; O. B. Hanson; Charles W. Horn; Willson Hurt; Dr. Charles B. Jolliffe; Frank E. Mullen; Charles H. Taylor; Arthur F. Van Dyck; W. S. Fitzpatrick, Secretary of Board of Editors. RCA Review aims to present a record of outstanding developments of the laboratories of the Radio Corporation of America in radio and associated electronic subjects.

Service

MONTHLY. 19 East 47th St., New York, N. Y. Phone, PLaza 3-0483. Publisher, Bryan Davis Publishing Co.; Editors, R. G. Herzog, R. D. Rettenbeyer; N. Y. Correspondent, S. R. Cowan; Business Manager, B. S. Davis; Advertising Manager, Paul S. Weil. Circulates among distributors of radio parts and accessories, radio set distributors, distributors of public address equipment and all types of sound apparatus; service organizations specializing in radio and allied industries; service departments of radio set and parts distributors and dealers, department stores, radio set manufacturers, public address manufacturers, and kindred lines; radio dealers, sporting goods, music and automotive stores as well as other retailers handling radio and television; independent radio service men and service engineers.

Stage

MONTHLY. 50 East 42nd St., New York, N. Y. Phone, VAnderbilt 3-6886. Publisher, John Hanrahan; Executive Editor, Ruth Woodbury Sedgwick; Radio Editor, Leonard Schurmann; National publication devoted to every phase of the entertainment field.

Standard Rate and Data Service

MONTHLY. 333 No. Michigan Ave., Chicago, Ill. Phone, Randolph 5616. President, Walter E. Botthof; Vice-President and Secretary, Albert Moss; Treasurer, R. A. Trenkmann. BRANCH OFFICES: 420 Lexington Ave., New York, N. Y., Phone, MOhawk 4-1220; 155 Montgomery St., San Francisco; 318 West Ninth St., Los Angeles. Advertising rate service for publication field revised and issued monthly.

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Telecommunications Reports

WEEKLY. 1158 National Press Bldg., Washington, D. C. Phone, District 2678. Editor, Roland C. Davies. Specialized Washington news letter on communications.

Television and Short-Wave World

MONTHLY. 37-38, Chancery Lane, London W.C.2, England. Publisher, Bernard Jones Publications Ltd.; Editor, H. Corbishley. This publication is devoted to television and allied subjects, and shortwave communication.

Tide

BI-MONTHLY. 232 Madison Ave., New York, N. Y. Phone, AShland 4-3390. President and Publisher, David Frederick; Editor, E. L. Hess; Chicago Correspondent, J. E. West; Los Angeles Correspondent, R. J. Birch. BRANCH OFFICES, 125½ Luckie St., Atlanta, Ga., John H. Reagin; 734 Little Bldg., Boston, Mass., Arthur F. Chapin; 360 N. Michigan Ave., Chicago, Ill., J. E. West; 846 South Broadway, Los Angeles, Calif., R. J. Birch; 155 Sansome St., San Francisco, Calif., R. J. Birch. Report radio news of interest in the advertising field

Variety

WEEKLY. 154 West 46th St., New York, N. Y. Phone, BRyant 9-8153. Publisher, Sid Silverman; Editor, Sid Silverman; Radio Editor, Bob Landry; Business Manager, Harold Erichs; Advertising Manager, Hyatt Daab. BRANCH OFFICES: 54 W. Randolph St., Chicago, Ill., Hal Halperin; 1708-10 No. Vine St., Hollywood, Calif., Arthur Ungar.

Western Advertising

SEMI-MONTHLY. 564 Market St., San Francisco, Calif. Phone, GArfield 8966. Publisher, Ramsey Oppenheim; Managing Editor, Robert Edmundson Wade, Jr.; Radio Editor, R. E. Wade, Jr.; N. Y. Correspondent, L. V. Hohl; Los Angeles Correspondent, W. M. Brown. BRANCH OFFICES: Graybar Bldg., New York, N. Y., L. V. Hohl, N. Y. Manager; 426 S. Hill St., Los Angeles, Calif., W. M. Brown, So. Calif. Manager. New developments in radio generally and reporting news of western accounts and stations from a commercial angle.

The Wireless Engineer

MONTHLY. Dorset House, Stamford Street, S.E.1, London, England. Publisher, Iliffe & Sons Ltd.; Technical Editor, Professor G. W. O. Howe; Editor, Hugh S. Pocock. The Wireless Engineer publishes articles on research and progress in radio engineering and a most comprehensive service of abstracts of the world's technical radio literature. Articles usually deal with original research.

The Wireless World

WEEKLY. Dorset House, Stamford Street, S.E.1, London, England. Publisher, Iliffe & Sons Ltd.; Editor, Hugh S. Pocock. The Wireless World covers the whole field of radio, but specializes in articles relating to the design of receivers, particularly for broadcasting.

World Radio Markets

NON-PERIODICALLY. Department of Commerce, Washington, D. C. Phone, District 2200. John Payne, Chief Electrical Division; Editor Lawrence D. Batson. BRANCH OFFICES: District and cooperative offices of Bureau of Foreign and Domestic Commerce throughout the world. General; introductory description of the market; area and population; climate and geography; sets in use; number and distribution. Selling methods; distribution; distributing. Advertising: facilities and customs. Packing and shipping. Terms and discounts: prevalent practices. Set market: demand; potentialities; sales volume. Types and preferences: cabinets, dials, number tubes, makes, power supply, climatic conditions affecting materials; representative prices. Automobile sets: use; cars registered; radio in taxicabs and buses. Parts and servicing: component required by domestic set industry; service facilities. Tubes: American types, European types, availability and representative retail prices; requirements for domestic set industry. Loudspeakers: requirements for domestic industry and for servicing. Intercommunicators: systems for interoffice communications, use, market. Battery sets and batteries: battery operated sets, prevalence; battery supply. Wind driven power supply: prevalence, wind data. Transmitters and accessories: possibilities for sale. Sources of supply: supplying countries, epecially of tubes and sets. Manufacture: domestic industry, especially for sets and tubes. Television: development, potentialities. Amateur: number, organization, equipment. Police radio: Facsimile. Airways radio: development. Broadcasting: organization and practices, stations. Regulations, etc.

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RADIO EDITORS and WRITERS of NEWSPAPERS IN THE UNITED STATES and CANADA

The following list of radio editors writing for newspapers in the United States and Canada was compiled from questionnaires submitted in the Second Annual Radio Daily Poll and through the cooperation of radio stations in both countries.

ALABAMA

Birmingham News: **Turner Jordan**
Birmingham Post: **M. H. Potter**
Southern Radio News (Birmingham): **Homer T. Suddeth**

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ARIZONA

Phoenix Gazette: **Jerry McLain**
Phoenix Republic: **Frank Ross**
Phoenix Visitors' Guide: **Warren Krause**
Phoenix Weekly Gazette: **Don Frederickson**
Tucson Citizen: **Radio Editor**
Tucson Star: **Fitz Turner**

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ARKANSAS

Hope Star: **Alex Washburn**
Jonesboro Sun: **Fred Troott**
Jonesboro Tribune: **Donald Murray**
Arkansas Democrat (Little Rock): **Harlan Hobbs**
Cinemag (Paragould): **Billy Justice**

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CALIFORNIA

Berkeley Gazette: **Helane Peters**
Fresno Bee: **A. J. Welter**
Fresno Guide: **James McCollum**
Fresno News: **A. R. Parcher**
Hollywood Citizen-News: **Zuma Palmer**
Long Beach Press-Telegram: **Fulton Fields**
Long Beach Sun: **Dave Lewis**
Gilmore Mike (Los Angeles): **Bernie Miligan**
Los Angeles Examiner, Los Angeles Herald & Express, Los Angeles News, Los Angeles Times (for logs only): **Jack Holmes**
Madera Tribune: **Radio Editor**
Merced Sun-Star: **Radio Editor**
Oakland Post Enquirer: **Emmet Briton**
Oakland Tribune: **Jack Burroughs, Charles McIntosh**
Pasadena Independent: **Bill Bird**
Pasadena Post & Pasadena Star News: **Reginald Warren**
Sacramento Bee: **Ronald Schofield**
Sacramento Union & The Sacramentorian: **Kirt McBride**
San Francisco Call Bulletin: **Bob Hall, Earl Gibson**
San Francisco Chronicle: **Herb Caen, George Isaacs**
San Francisco Examiner: **Edward Murphy**
San Francisco Life: **J. Clarence Myers**
San Francisco News: **Claude La Belle, Emily Hodell**
Santa Ana Journal: **Frank Orr**
Santa Ana Register: **Mason Yould**
Santa Rosa Press-Democrat & Santa Rosa Republican: **Mike Pardee**
Stockton Independent: **Tom Regan, Al Trivelpiece**
Stockton Record: **Rossi Reynolds**
Turlock Journal: **Radio Editor**
Watsonville Register-Pajaronian: **Edgar Slusser, Ralph Salazar**
Watsonville Sun: **Howard Shaeerin**
Woodland Democrat: **Lucille Evans**

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COLORADO

Alamosa Courier: **John L. Dier**
Alamosa News: **Riley L. Emmons**
Denver Daily Record-Stockman: **Gordon Clark**
Denver Post: **Betty Craig, A. De Bernardi, Jr.**
Rocky Mountain News (Denver): **James Briggs**

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Greeley Booster: Loren Walling
Greeley Journal: Gene Vervalin
Monte Vista Journal: Lonnie Pippin

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CONNECTICUT

Bridgeport Post & Bridgeport Telegram: Rocky Clark
Bridgeport Herald: Leo Miller
Bridgeport Times-Star: Fredric Thoms
Danbury Times: Karl Nash
Greenwich Time: Bernie Yudain
Hamden Times-Observer: Alex A. Gagliardi
Hartford Courant: Donald Smith, Douglas B. Fellows, John Reitmeyer
Hartford Times: Harold B. Waldo, Julian Tuthill
Connecticut Echo (New Haven): Marjorie Zimmerman
South Norwalk Sentinel: Rod Leland
Stamford Advocate: Leonard Massell
Waterbury Democrat & Waterbury Republican & American: Ray Fitzpatrick

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DISTRICT OF COLUMBIA

Washington Herald & Times: Bernie Harrison
Washington News: Katherine Smith, Don Craig
Washington Post: Nell Clement, J. H. Heiney, Charles Moore
Washington Star: Chris Mathiesen

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FLORIDA

Lakeland Ledger: Sam Farebel
Lakeland News: W. H. Lovering
Miami Herald: Marion Stevens
Miami News: Boardman Byrd
Radio Journal (Miami): (Mrs.) C. F. Towle
St. Petersburgh Independent: Bill Dunlap
St. Petersburg Times: Donald Cook
Tampa Times: William L. Waters
Tampa Tribune: Carl Johnson

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GEORGIA

Albany Herald: Jimmie Robinson
Athens Banner-Herald: Bryan C. Lumpkin
Atlanta Constitution: Sam Clark, Howell Jones
Atlanta Georgian & American: Keeler McCartney
Atlanta Journal: Ernest Rogers
Macon News: Radio Editor
Macon Telegraph: Radio Editor
Waycross Journal-Herald: Martha Jane Folsom

IDAHO

Boise Capital News: Radio Editor
Caldwell News-Tribune: Maurice Russell
Idaho State Journal Tribune: Mel Dorius
Twin Falls Times: James Mullin

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ILLINOIS

Champaign News-Gazette: Dick Childs
Chicago American: Esther Schulz, Lorraine Neistrum
Chicago Herald & Examiner: Ulmer Turner
Chicago News: Joseph Gorg
Chicago Times: William Irwin, Don Foster
Chicago Tribune: Larry Wolters
Radio Guide (Chicago): Curtis Mitchell
Decatur Herald & Review: E. O. McCann
East St. Louis Journal: Robert Boylan
Coles County Shopper (Mattoon): C. L. Denning
Peoria Journal-Transcript: R. M. Shepherdson
Peoria Star: Bill Oakley
Rockford Register - Republic: Jean Grimm
Tuscola Review: Everett Bruhn
Rockford Star: Curtis West
Illinois State Journal (Springfield): Harry Moody

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INDIANA

Evansville Courier: Clarence Kerlin
Evansville Press: Clifton Brooks
Indianapolis News: Herbert Kenney Jr.
Indianapolis Star: Robert Tucker, Corbin Patrick
Indianapolis Times: James M. Thrasher
Lafayette Journal-Courier: Dick Greenwood
Terre Haute Star & Tribune: Radio Editor

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IOWA

Cedar Rapids Gazette: Ed Dose
Council Bluffs Nonpareil: Andy Thornell
Davenport Times & Democrat: Ina Wickham, Rose Tart
Des Moines Dispatch: J. McCormick
Des Moines Register & Tribune: Mary Little
Shenandoah Sentinel: R. K. Tindall
Sioux City Journal: Willis Forbes
Sioux City Tribune: John Boob
Waterloo Courier: Radio Editor

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KANSAS

Kansas City Kansan: Ruth Kendall, Francis Meisner
Lawrence Journal-World: Robert Busby
Manhattan Chronicle: George T. Hart
Salina Journal: Doretha Smith

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Topeka Capital: **E. D. Keilmann**
Topeka State-Journal: **George Hillyer**
Wichita Beacon: **Sid Coleman**
Wichita Eagle: **Tom Clinton**

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KENTUCKY

Lexington Herald & Lexington Leader: **Dick C. Ferguson**
Louisville Journal-Courier & Louisville Times: **James Sheehy, Bill Bryan**
Owensboro Inquirer: **L. D. Gasser, John Potter**
Owensboro Messenger: **Clyde Watson**
Paducah Sun-Democrat: **Joe La Gore**

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LOUISIANA

New Orleans Item & Tribune: **Gus Koorie**
New Orleans States & Times-Picayune: **Arline Stafford**
Shreveport Journal: **Tom Ashley**
Shreveport Times: **Radio Editor**

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MAINE

Bangor Commercial: **Frank Bass**
Lewiston Post: **Radio Editor**
Le Massager (Lewiston): **Radio Editor**
Portland Express & Herald Express: **Ina B. Somerville**

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MARYLAND

Baltimore News-Post & Sunday American: **J. Hammond Brown**
Baltimore Evening Sun: **Harry Stewart**
Baltimore Morning Sun: **E. J. Chapman**
Baltimore Sunday Sun: **Harry Haller, Frances Hiss**
Cambridge Tribune: **Radio Editor**
Crisfield Post: **Radio Editor**
Cumberland News: **M. F. Prendergast**
Cumberland Times: **J. William Hunt**
Salisbury Advertiser: **Radio Editor**

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MASSACHUSETTS

Boston American: **Newcomb F. Thompson**
Boston Globe: **Elizabeth L. Sullivan**
Boston Herald Traveler: **Alice Quinlan**
Boston Post: **Howard Fitzpatrick**
Boston Record: **Herbert O'Connell**
Boston Transcript: **Frederick W. Hobbs**
Christian Science Monitor (Boston): **Albert Hughes**
Fall River Herald News: **Edward J. Delaney, Henry Degnan**
L'Independent (Fall River): **P. A. Lajoie**
Gloucester Times: **John A. Radcliffe**
Greenfield News: **Bolton Young**
Lawrence Eagle & Tribune: **Sebastian Bartolotta**
Lawrence Telegraph: **Radio Editor**
Lowell Leader: **Ethel K. Billings**
Lowell Sun: **Charles Sampas**
L'Etoile (Lowell): **Lucien A. Desmarais**
Lynn Item: **Hazel Anderson**
Medford Mercury: **John S. Quinn**
New Bedford Mercury: **Carl Williams**
New Bedford Standard Times: **John Dakin, Jr.**
Peabody Times: **Ralph Sawyer**
Somerset Spectator: **S. Hathaway**
Springfield News & Republican: **Benjamin Buxton**
Springfield Union: **Henry P. Lewis, Frank Murray**
Taunton Gazette: **James N. Lincoln**
Worcester Gazette & Post Telegram: **Radio Editor**

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MICHIGAN

Battle Creek Enquirer & News: **Frank Lynn**
Battle Creek Moon-Journal: **J. Ray Simmons**
Bay City Times: **Alice Zingg**
Detroit Free Press: **Edgar A. Guest, Jr.**
Detroit News: **Herschell Hart**
Detroit Times: **Pat Dennis**
Grand Rapids Herald: **William B. McClaran**
Grand Rapids Press: **Evelyn Kruse**
Kalamazoo News Advertiser: **Barney Stonehouse**
Lansing State Journal: **Jerry Root**
Muskegon Chronicle: **R. Bowles**
Muskegon Heights Record: **G. Curry**
Saginaw News: **Leslie A. Wahl**

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MINNESOTA

Bemidji Star: **Radio Editor**
Duluth Herald & News Tribune: **J. T. Watts**
Fergus Falls Tribune: **Radio Editor**
Minneapolis Journal: **J. J. Biddison, Muriel Nelson**
Minneapolis Star: **Eleanor M. Shaw, Dave Silverman**
Minneapolis Tribune: **Phil Shipley, E. A. Ahlstrom**
Moorhead News: **Stanley Cowan**
St. Cloud Times-Journal: **Harold Schoelkopf**
St. Paul Dispatch & Pioneer Press: **C. T. Peterson, Oakes Miller, Kathryn Gorman**
St. Paul Shopper: **Doris Book**
Winona Republican - Herald: **William Morgan**

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MISSISSIPPI

Brandon News: **Ralph Maddox**
Tupelo Journal: **Don Lilly**

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MISSOURI

Columbia Missourian: **A. E. Soderstrom**
Joplin Globe & News Herald: **Ray S. Cochron**

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Kansas City Journal: **John Cameron Swayze**
Kansas City Star: **V. S. Batton, H. Dean Fitzer**
Butler County News (Poplar Bluff): **Loren Marshall**
St. Joseph News-Press: **Prentiss Mooney**
St. Louis Globe-Democrat: **Harry La Mertha**
St. Louis Post-Dispatch: **James L. Spencer**
St. Louis Star-Times: **R. Reynolds, Ray V. Hamilton, Miss Hagen**
Springfield News & Leader: **Dick Terry**

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NEBRASKA

Beatrice Sun: **R. S. Marvin**
Fremont Tribune: **Lynn Fenstermacher**
Grand Island Independent: **Radio Editor**
Hastings Tribune: **Harold Hamil**
Lincoln Star & Journal: **Bruce Nicoll**
Nebraska State Journal (Lincoln): **Barney Oldfield**
Omaha Journal Stockman: **Russell Briggs**
Omaha Tribune: **Carl Peter**
Omaha World-Herald: **Keith Wilson**

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NEW HAMPSHIRE

Manchester Union: **Robert Blood**
L'Avenir National (Manchester): **Ernest A. Bournival**
Portsmouth Herald: **Percy Moulton**

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NEW JERSEY

Asbury Park Press: **Helen Firstbrook**
Atlantic City Press & Union: **Howard P. Dimon**
Camden Argus: **William H. Jeffries**
Camden Courier-Post: **Doris Carey, Marian Gibson**
South Jersey News (Camden): **Albert Kaplan**
East Orange Courier: **Stan Coe**
Monmouth Democrat (Freehold): **Radio Editor**
Jersey Observer (Hoboken): **H. Sullivan**
Jersey Journal (Jersey City): **C. J. Ingram**
Long Branch Record: **Houston Brown**
Newark Ledger: **Radio Editor**
Newark News: **Hubert E. Ede**
Newark Star Eagle: **Radio Editor**
Newark Sunday Call: **Albert Edwin Sonn**
Red Bank Register: **Radio Editor**
Hudson Dispatch (Union City): **Radio Editor**

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NEW MEXICO

Duke City News: **William T. Harris**
Gallup Gazette: **Evon Z. Vogt**
Hobbs News & Sun: **Ken Dixon**
Hobbs Post-Courier: **Stu Morrison**
New Mexico Examiner (Santa Fe): **J. F. Pichler**

NEW YORK

Knickerbocker News (Albany): **Ed Healy**
Albany News: **H. Goldstein**
Albany Times-Union: **A. F. Demess**
Auburn Citizen-Advertiser: **Victor Callanan**
Binghamton Press: **George Curtis**
Binghamton Sun: **Letitia Lyon**
Brooklyn Citizen: **Murray Rosenberg**
Brooklyn Eagle: **Joe Ranson, Dave Bratton**
Buffalo Courier-Express: **George Oliver**
Buffalo News: **Rod Reed, Joseph Haeffner**
Buffalo Times: **Richard J. Murray**
Canton Advertiser: **J. A. Finnegan**
Canton Plain Dealer: **Atwood Manley**
Putnam County News (Cold Spring): **George O'Donnell**
Elmira Advertiser: **Charles Barber**
Elmira Star-Gazette: **George McCann**
Elmira Sunday Telegram: **Donald Seely**
Jamestown Journal: **John A. Hall**
Jamestown Post: **J. Harold Swanson**
Newburgh News: **Thomas Yates**
Associated Press (New York City): **Charles Butterfield**
New York Herald Tribune: **John Bogart**
New York Journal-American: **Dinty Doyle, Tom Brooks**
New York Mirror: **Nick Kenny**
New York News: **Ben Gross, Sid Shalit**
New York Post: **Leonard Carlton**
New York Sun: **E. L. Bragdon**
New York Times: **Orrin E. Dunlap, Jr.**
New York World Telegram: **Alton Cook**
United Press (New York City): **Webb Artz**
Olean Times-Herald: **Don Walker**
Plattsburgh Press: **Mr. Lynch**
Plattsburgh Republican: **T. M. Farrell**
Champlain Valley Review (Port Henry): **Al Dreyfass**
Poughkeepsie Sunday Courier: **Perry Walsh**
Rochester Democrat & Chronicle: **Waldon Yerger, William D. Manning**
Rochester News: **J. P. Dwyer**
Rochester Sun: **Burgess Smith**
Rochester Times-Union: **Waldon Yerger**
Saranac Lake Mirror: **Leon Bourne**
Schenectady Gazette: **Ned Wintersteen**
Schenectady Union-Star: **John L. Blawis**
Syracuse Herald: **Robert Hoffman**
Syracuse Journal & Sunday American: **George Wright, E. R. Vadeboncuer**
Syracuse Post-Standard: **Jack Baker, John Grimes**
Troy Observer & Budget: **H. Goldstein**
Troy Record: **A. F. Demess**
Troy Times: **Walter Demers**
Watertown Times: **Dominic Pepp**

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NORTH CAROLINA

Asheville Citizen & Times: **c/o WWNC, Robert B. Bingham**

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Charlotte News: **W. Williams**
Charlotte Observer: **H. A Rouser**
Durham Herald: **Fred Hanney**
Durham Sun: **Wyatt Dixon**
Raleigh News & Observer: **Charles Packer**
Raleigh Times: **Julian Krawcheck**
Winston-Salem Journal: **Stuart Rabb**

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NORTH DAKOTA

Devils Lake World: **Gordon Stefonowicz**
Fargo Forum: **Alma Riggle**
McLean County Independent (Garrison): **Radio Editor**
Stutsman County Record (Jamestown): **Radio Editor**
Mandan Courier: **Forrest Edwards**
People's Opinion (Valley City): **I. J. Moe**
Valley City Times-Record: **Phil Marks**

•

OHIO

Akron Beacon Journal: **Dorothy Doran**
Ashtabula Star & Beacon: **Frank Anderson**
Canton Repository: **Clifford Gross**
Cincinnati Enquirer: **Jack Rogers**
Cincinnati News: **Elmore C. Bacon**
Cincinnati Post: **Paul Kennedy**
Cincinnati Times-Star: **France Raine**
Cleveland Plain Dealer: **Robert S. Stephen**
Cleveland Press: **Norman Siegel**
Columbus Citizens: **George Hage**
Columbus Dispatch: **Carl De Bloom, Jr.**
Ohio State Journal (Columbus): **Harold Eckert**
Columbus Sunday Star: **Joe R. Mills**
Conneaut News-Herald: **Robert St. John**
Dayton Herald: **Mr. Fleisher**
Dayton Journal. **Jack Carr**
Dayton News: **Chuck Gay**
Fostoria Review: **LaVern Huth**
Geneva Free Press: **Charles Bonsor**
Lima News: **James Blissel**
Painesville Telegraph: **David E. Bollinger, Jr.**
Sidney News: **Marjorie Troester**
Springfield News: **Richard Wolbert**
Springfield Sun: **Mr. Henley**
Tiffin Advertiser-Tribune: **Arnold Whalen**
Toledo Blade: **Richard Pheatt, John N. Grigsby, Mitchell Woodbury**
Toledo Times: **Chester Morton**
Warren Tribune Chronicle: **Don McCreery**
Youngstown Vindicator: **(Mrs.) Marion C. MacDonald**

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OKLAHOMA

Ada News: **W. D. Little**
Ardmore Ardmoreite: **Ramon Martin**
Oklahoma City News: **Emery Grinell, Mr. Hickman**
Oklahoma City Oklahoman & Times: **Leon Hatfield**
Shawnee News & Star: **Maxine Eddy**
Tulsa Tribune: **Kenneth Johnston, Bill Stevens**
Tulsa World: **Harry La Ferte**

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OREGON

Albany Democrat-Herald: **Walter Coover**
Corvallis Gazette-Times: **C. E. Ingalls**
Eugene Register-Guard: **William Tugman**
Portland Journal: **Lawrence Gilbertson**
Portland News-Telegram: **Eddy Golick**
Portland Oregonian: **William Moyes, William Morp**
Salem Capital Journal: **Radio Editor**
Oregon Statesman (Salem): **Radio Editor**

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PENNSYLVANIA

Allentown Call: **Wayne Holben**
Allentown Chronicle & News: **Edward Snyder**
Altoona Mirror: **Ted Holsinger**
Altoona Tribune: **Paul Lamade**
Ardmore Main Line Times: **Radio Editor**
Bethlehem Globe-Times: **Mr. Knipe**
Chester Times: **Radio Editor**
Conshohocken Recorder: **Richard Collins**
Erie Dispatch-Herald: **A. J. White**
Erie Times: **Charles Wells**
Harrisburg Telegraph: **Eddie Fisher**
North Penn Weekly News (Lansdale): **Charles Maguire**
Lewisburg Bucknellian: **Reg Meariden**
Norristown Times-Herald: **(Miss) T. Collins**
Philadelphia Bulletin: **Elmer Cull**
Philadelphia Inquirer: **Frank Rosen**
Philadelphia News: **Dorothy Guinan, Raymond Gathrid**
Philadelphia Public Ledger: **George Opp**
Philadelphia Record: **George Lilley**
Radio Press (Philadelphia): **Norman Jay**
Pittsburgh Post-Gazette: **Darrell Martin**
Pittsburgh Press: **Si Steinhauser**
Pittsburgh Sun-Telegraph: **Zora Unkovitch**
Schuylkill New Deal Reporter (Pottsville): **Joseph Gallagher**
Scrantonian (Scranton): **Radio Editor**
Sunbury Daily-Item: **Reg Meraiden**
Williamsport Gazette & Bulletin: **Quentin Beauge**
Williamsport Sun: **Mark Good**

•

RHODE ISLAND

Newport Herald: **William D. Hazard**
Newport News: **Frances X. Flannery**
Pawtucket Times: **Sylvester Sprague**
Providence Journal & Bulletin: **Ben Kaplan**
Rhode Island Globe (Providence): **K. W. MacMullen**
Newport Sentinel (Tiverton): **S. Hathaway**
Woonsocket Call: **Gregory S. Greene**
L'Independent (Woonsocket): **Radio Editor**

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SOUTH CAROLINA

Columbia Record: Caldwell Withers
Columbia State: John Montgomery
Greenville News: Dan Crosland
Greenville Piedmont: Jimmie Thompson

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SOUTH DAKOTA

Pierre Capital Journal: James B. Hipple

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TENNESSEE

Chattanooga Free Press: Ralph Sanders
Chattanooga News: Wilbur Kinley
Knoxville Journal: Carl Moore
Knoxville News-Sentinel: Glann McNeil
Memphis Commercial Appeal: Robert Gray
Memphis Press-Scimitar: John Rogers

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TEXAS

Amarillo Globe & News: Wes Izzard, Bill Wilson, Dick Martin
Austin American & Statesman: Bill Weeg
Austin Dispatch: Radio Editor
Big Spring Herald: Bob Whipkey
Brownsville Herald: Radio Editor
Dallas Dispatch: Charles Kelley
Dallas News: John Rosenfield, Victor Davis
Dallas Times-Herald: Douglas Hawley, Jimmy Lovell
Edinburg Review: Radio Editor
El Paso Herald-Post: Radio Editor
Fort Worth Press: Jack Gordon, Delbert Willis
Fort Worth Star-Telegram: Bill Potts, Mark Burroners
Gladewater Times: Radio Editor
Valley Morning Star (Harlingen): Radio Editor
Henderson Times: Radio Editor
Kilgore News: Radio Editor
Longview News: Radio Editor
Marshall News Messenger: Radio Editor
McAllen Monitor: Si Casady
Pampa News: Ted DeWeese
Paris News: Henry Moore
San Angelo Standard & Times: Radio Editor
San Antonio Express: A. W. Grant
San Antonio Light: Renwicke Carey
San Antonio News: Mary Louise Walliser
Sherman Democrat: Wayne Atkins
Temple Telegram: Carolyn Malina
Texarkana Gazette & News: J. Q. Mahaffey

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UTAH

Ogden Standard-Examiner: Glen Perrins
Price Sun Advocate: Hal McKnight
Salt Lake City Deseret News: Radio Editor
Salt Lake City Telegram: Radio Editor
Salt Lake City Tribune: L. D. Simmons

•

VERMONT

Burlington Free Press: Frank L. Freeman

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VIRGINIA

Charlottesville Movie News:
Lexington Gazette: Lewis Jones
Norfolk Ledger-Dispatch: Charles Hoofnagle
Norfolk Virginian-Pilot: Radio Editor
Orange News: Radio Editor
Richmond News - Leader: Elizabeth Copeland
Richmond Times - Dispatch: Norman Rowe
Roanoke Times: M. Carl Andrews
Roanoke World-News: Shields Johnson
Northern Virginia Daily (Strasburg): E. E. Keister
Waynesboro News - Virginian: C. E. Humphries

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WASHINGTON

Aberdeen World: Harlan Plumb
Centralia Tribune: Jean Gass
Chehalis Advocate: George Hayden
Everett Herald: Radio Editor
Everett Shopping News: (Miss) E. Alexander
Hoquiam Washingtonian: Elmer Holmberg
Kelso Kelsonian: J. Carlton Moore
Longview News: Mary Kerr
Olympia News: E. F. Hultgren
Olympia Olympian: Horace M. Lane
Seattle Post - Intelligeneer: Eddie Mitchell, Edith White
Seattle Star: Roy Ryerson
Seattle Times: Robert Heilman
Spokane Chronicle: Storey Buck
Spokane Press: Robert Clemens
Spokane Spokeman - Review: Byron Johnsrud
Tacoma News Tribune: Paul Anderson
Tacoma Times: Jane Mottau
Tenino Independent: Don Major
Nisqually Valley News (Yelm): Elmer Fristoe
Walla Walla Union Bulletin: H. Sherman Mitchell, R. W. Fisher
Yakima Independent: C. Jorgentson

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WEST VIRGINIA

Bluefield Sunset News: Harry Ball
Charleston Mail: A. R. Knapp
Clarksburg Telegram: Frank Carpenter
Fairmont Valley News Index: Bernard Gottlieb, C. M. Connell
Huntington Advertiser: Catherine Enslow
Greater Wheeling Home Talk: Lester Smith

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WISCONSIN

Wisconsin State Journal (Madison): **William L. Doudna**
Milwaukee Journal: **Edgar Thompson**
Milwaukee News & Sentinel: **Vivian Gardner**
Racine Journal-Times: **Kent Owens**
The Voice (South Milwaukee): **Radio Editor**
Stevens Point Journal: **James W. Hull**

•

WYOMING

Sheridan Advisor: **Francis Risher**
Sheridan News: **Archie Nash**
Sheridan Press: **L. L. MacBride**

•

TERRITORY OF HAWAII

Honolulu Advertiser: **Ray Coll**
Honolulu Star-Bulletin: **Kiley Allen**

•

ALBERTA

Calgary Albertan: **W. Campbell**
Calgary Herald: **Helen Fraser**
Broadcast Programs Magazine (Calgary): **J. R. Fraser**
Edmonton Bulletin: **Mr. De Prose**
Edmonton Journal: **Gordon McCallum**
Lethbridge Herald: **Agnes Freebairn**

•

BRITISH COLUMBIA

Nelson News: **Pat Megar**
Trail Times: **Weil McKelvic**
Vancouver News-Herald: **Jack Scott**
Vancouver Province: **Jack Stepler**
Vancouver Sun: **Don McKim, William Newell**
Canadian Listener (Vancouver): **Radio Editor**
Western Canada Radio News (Vancouver): **H. Reader**

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MANITOBA

Winnipeg Free Press: **H. E. Spencer**
Winnipeg Free Press Prairie Farmer: **Norma Elliott**
Winnipeg Tribune: **Denny Brown**

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NOVA SCOTIA

Amherst News: **R. M. Ross**
Halifax Chronicle: **Harold Hoganson**
New Glasgow News: **H. R. Sutherland**
Sydney Post-Record: **Radio Editor**
Truro News: **Radio Editor**

•

ONTARIO

Clinton News-Record: **G. E. Hall**
Kincardine News: **J. W. MacLeod**
North Bay Nugget: **E. Bunyan**
Ottawa Citizen: **Claude C. Hammerston**
Ottawa Droit: **Radio Editor**
Ottawa Journal Dailies: **Radio Editor**
St. Catharines Standard: **Don Smith**
Seaforth Huron Expositor: **K. M. McLean**
Sudbury Star: **C. H. Smith**
Teeswater News: **V. A. Statia**
Timmins Press: **Bill Wren**
Toronto Globe & Mail: **Charles Jenkins**
Toronto Star: **Jim Annan, Bob Turnbull**
Toronto Telegram: **Jim Hunter**
Marketing (Toronto): **Radio Editor**
Radio Mirror Weekly (Toronto): **Frank Chamberlain**

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PRINCE EDWARD ISLAND

Charlottetown Patriot: **Radio Editor**

•

QUEBEC

La Progres du Saguenay (Chicoutimi): **Radio Editor**
La Voix de l'Est (Granby): **Radio Editor**
Levis Quotidien: **Radio Editor**
Montreal Gazette: **Thomas Archer**
Montreal Herald: **Owen Channon**
Montreal Monitor: **Jack Hirshberg**
Montreal Standard: **Eddy Cannon**
Montreal Star: **David M. Legate**
Canada, Le (Montreal): **Benoit Lafleur**
Devoir, Le (Montreal): **Lucien Desbiens**
L'Illustration Nouvelle (Montreal): **Marc Thibault**
Montreal Jewish Eagle (Montreal): **Radio Editor**
McGill Daily (Montreal): **Elie Abel**
Patrie, La (Montreal): **Rosaire Carbonneau**
Petit Journal, Le (Montreal): **Robert Prevost**
Press, La (Montreal): **Romeo Leblanc**
Quartier Latin, Le (Montreal): **Andre Dussault**
Quebec Chronicle-Telegraph: **W. H. Hanson**
L'Action Catholique (Quebec): **Paul Du Berger**
L'Evenement (Quebec): **Radio Editor**
Journal, Le (Quebec): **Jean Marion**
Soleil, Le (Quebec): **Miss Denault**
Le Progres du Golfe (Rimouski): **Leopold Lamontagne**
Sherbrooke Record: **Radio Editor**
Nouvelliste, Le (Three Rivers): **Radio Editor**

•

SASKATCHEWAN

Moose Jaw Times-Herald: **Vic Mackie**
Moose Jaw Weekly News: **G. C. Russell**
Western Spotlight (Moose Jaw): **Gordon Brown**
Prince Albert Herald: **E. N. Davis**
Prince Albert Reminder: **J. Bussiere**
Regina Leader-Post: **Gee Johnson**
Regina Star: **Fes Fairley, Andy McDermott**
The Broadcast (Wakaw): **S. Smith**

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1938 IN HEADLINES

FROM

RADIO DAILY

Jan. 3—ARTA Starts New Drive. (Concentrating on Local Stations.)
Jan. 4—FCC May Ask License Fee.
Jan. 5—Hearst Radio Expanding Operations. (Newly Organized Division Known as International Radio Sales.)
Jan. 6—6 NBC Shows Renewed. (Cities Service, Sterling Products & American Home Products.)
Jan. 7—Congress Quizzes FCC.
Jan. 10—CBS Forms Adult Education Board.
Jan. 11—IRNA-AFM Plan Effective Jan. 17.
Jan. 12—MPPA to Distribute Record ET Royalties.
Jan. 13—Chicago May Lose Top Bands.
Jan. 14—Chase & Sanborn, Jack Benny Top Nationwide Radio Editors' Poll. (First RADIO DAILY Poll.)
Jan. 17—90 Percent of Affiliates Sign AFM Deal.
Jan. 18—CIO Boycott on Carter. (Threatens General Foods Products.)
Jan. 19—Average Sponsor Outlay Up 24.4 Percent. (NBC Analysis.)
Jan. 20—Ruthrauff & Ryan Tops CBS Billings.
Jan. 21—Zenith in New Campaign.
Jan. 24—NBC Daytime Revenue up 34 Percent in 1937.
Jan. 25—Blackett-Sample-Hummert Led Agencies on NBC.
Jan. 26—Agencies Spot Checkup. (Stations Resentment Threatens Spot Rate Rise.)
Jan. 27—Changes Plans on Radio Measure. (Senator Herring Would Increase FCC Powers.)
Jan. 28—Canadian Policy Attacked. (Raps Government Competition With Private Firms.)
Jan. 31—Radio Improving, Critics Declare. (RADIO DAILY's First Annual Critics' Forum.)

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Feb. 1—Chicago to Resume Recording.
Feb. 2—$4,297,600 CBS 1937 Net.
Feb. 3—Cantor on Camel March 28.
Feb. 4—Web Billings to be Soft-Pedalled.
Feb. 7—CBS Television Plans Are Delayed.
Feb. 8—Craven Opposes Government Operation.
Feb. 9—RCA Net for 1937 Estimated at 9 Million.
Feb. 10—Legislators Go For Baldwin Report. (Parting Blast on Leaving NAB.)
Feb. 11—Year-Round Advertisers Increase.
Feb. 14—250 Arrive for NAB Meet. (Annual Convention in Washington.)
Feb. 15—NAB Plan is Adopted. (Reorganization.)
Feb. 16—McNinch to Ask Probe. (Monopoly.)
Feb. 17—Proceed on NAB Plan. (Executive Committee Chosen, Ethridge Temporary Chairman.)
Feb. 18—Loucks is Put in Temporary Charge. (NAB.)
Feb. 21—8-Million Tax Seen in State Bill. (Proposed N. Y. Measure Placing Radio Under Public Service Commission.)
Feb. 23—Web Billings at New Top.
Feb. 24—McNinch Opposes Burdensome Tax.
Feb. 25—Loopholes Found in N. Y. Radio Bill.
Feb. 28—400 Stations in Used Car Drive.

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Mar. 1—WLW Hearing May 16. (Parley Scheduled on Limitation of Power.)
Mar. 2—AFM Redrafting Disk License.
Mar. 3—CBS Open Door to New Talent.
Mar. 4—Coast Stations Crippled by Flood.
Mar. 7—First Edition of RADIO ANNUAL Now in Distribution.
748 Stations in National Airmail Week.
Mar. 8—Crosley Stations Get Facsimile Equipment.
Mar. 9—AFM Asks Small Station Minimum.
Mar. 10—FCC Seeks Plan on Listener Kicks.
Mar. 11—General Mills Again Leads as Baseball Sponsor.
Mar. 14—No Tax This Session.
Mar. 15—Nets Bring 17 Trans-Atlantic Programs to Cover Hitler Coup
Mar. 16—NAPA's Petrillo Deal Very Much Unsettled.
Mar. 17—FCC Mulls Craven "Order." (Believes Adoption Will Stall Off Congressional Investigation.)
Mar. 18—Wants FCC Included in Probe.
Mar. 21—IRNA Contracts Okayed.
Mar. 22—Major Networks up 11 Percent.
Mar. 23—Wimbledon Contracts U. S. Webs.
Mar. 24—FCC May Probe in Fall.
Mar. 25—Petrillo Not Taking NAPA Offer.
Mar. 28—Indies Convening Today. (To Decide Action on AFM Demands as Musicians Use Disk Threat.)
Mar. 29—U. S. Programs "Cream" of Shows, CBC Admits.
Mar. 30—Indies Win AFM Respite.
Mar. 31—Ethridge Drafted by NAB.

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April 1—CBS Artist Bookings Show Sharp Increase.
April 4—U. S. Accounts Abroad Reveal 30 Percent Increase.
April 5—Los Angeles Dailies Toss Out Radio News, Columns.
April 6—Record March Billings.
April 7—FCC Denies Dodging Congress.
April 8—AFM Calls WDSU Strike.
April 11—AFL Sustains Musician Rights on Handling ET.
April 12—No Censor Say Sponsors.
April 13—CBS Uos Show-Building. (Special Staff Under Long-Term Contracts.)
April 14—FCC Rejects Congressional Probe.
April 15—Webs Nod to Co-op Biz.
April 18—NBC Bigger Pay Checks to Over 100 Employees.
April 19—Television Schedule Back on NBC on 5-Hour Basis.
April 20—Coast's Station Rep Situation Gets Hotter With Petry Entry.
April 21—The New WMCA.
CBS First-Quarter Profits Up; Re-elect Board at Annual Meet.
April 22—Syndicate Seeks Radio Holdings. (Western Newspaper Union Reported Lining Up 300 Non-Affiliated Outlets.)
April 25—AFM-Indies in Accord.
April 26—AP Kills News-Sale Vote. (First Board Defeat in Decade.)
April 27—Ether Takes ANPA Rap. (But Radio Conceded Better National Medium.)
April 28—Kellogg's Biggest Sports Set-up.
April 29—CBS-KNX New Studio Debut Gala Day in Web History.

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May 2—Minton Berates Dailies. (Senator Defends Radio.)
May 3—WMCA Sells 19-Hour Block.
May 4—FCC Hands Down Rules. (Also Okays 25 Clear-Channel 50 Kw. Stations.)
May 5—Radio Educational "Institute" Makes Awards; NBC Leads.
May 6—P. & G. in Program Shift.
May 9—NBC's First Quarter Shows 4.9 Percent Increase.
May 10—Will Seek New Delay on FCC Power Hearing. (NAB.)
May 11—Regional Men Organize. (Opposing Power Grants in Excess of 50 Kw.)
May 12—Statement of Joint Committee on Radio Research.
Form Ohio Sales Institute. (First Organization of Its Kind to Specialize in Radio Salesmanship Training.)
May 13—Schedule "A" for Indies.
May 16—Civic Group Renewing "Air Freedom" Efforts.
May 17—NAB Fights U. S. Outlet.
May 18—AFM Rebukes Petrillo.
May 19—Chavez Bill Hearings. (Proposal for $3,000,000 U. S. Outlet.)
May 20—Bayuk Cigar Goes Network With 21 Stations on Mutual.
May 23—CBS Reveals 121 Percent Radio Home Increase.
May 24—Chavez Bill Hearing Given Abrupt Ending.
May 25—Newspapers Still Militant.
May 26—Political Radio Budgets (Show All Parties Prefer The Ether To Newspapers).
May 27—More McFarlane Data. (Congressman Appears At House Committee Hearing With Connery And Wigglesworth Citing 'Facts And Figures'.)
How Show-Checking Device Being Installed For Surveys.
May 31—ARA Planning 'Action.' (American Radio Audience Wants To Horn In On NAB-McNinch Talks.)

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June 1—NBC Opening Tele To Public.
House May Hear FCC Testify; White And Wheeler Air Views.
June 2—McNinch Sets Line-Up (For Allocation Hearing).
ASCAP's 1941 Status Doubtful To Itself.
June 3—Payne Appears Before House Rules Committee With Customary Blast; McNinch Set To Carry Out FCC Probe.
Tele Receivers Go On Sale; Curious Public Takes Peek.
June 6—Network Billings Up 2.5 Percent.
June 7—Ethridge Asks Three-Year Licenses At FCC Allocation Hearing.
June 8—Craig Asks 500 Kw. Limit For Clear Channel Group.
Networks Worth $26,000,000 According To FCC's Study.
June 9—Payne Fails to 'Name' FCC Personnel; Probe Now Unlikely.
June 10—More Super-Power Data Supplied At FCC Allocation Hearing.
Anti-Chain Measure Given Slim Chance.
June 13—House Votes Air Probe.
June 14—Potent AFM Resolutions Would Void Networks' "Subsidiaries." Create Powerful Copyright Lobby, And Tie Up With AFRA.
Baird Tele Receiving Sets Will Be Sold To Theatres.
June 15—House Probe Defeated.
June 16—High Watters Testify.
NBC Gets 20 Fall Contracts For New And Renewed Shows.
June 17—Weber Calms Delegates, Preventing Drastic Move To Halt Web Service To New Orleans Outlets; Weber And Petrillo Make Up.
Senate Gives Okay To Havana Treaty.
June 20—End 'Channel' Testimony At FCC Super Power Hearing.
Rambeau Plan Takes; 12 Stations Pledged.
June 21—AFM Tackles Radio.
AFL Against 500 Kw.
NBC's Cut-In Rates Mostly Ironed Out.
June 22—Webs Or Stations Would Be Prevented From Cutting Advance Speech Copies In N. Y. 'Constitutional' Bills.
P. & G. Canadian Web Shows Will Use Native Live Talent.

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June 23—AFM Ban On Ad Records.
June 24—Ask Payne's Removal.
McNinch Plans Rules For Political Time.
Rural Survey Shows 85 Percent Own Receivers.
June 27—Kellogg Co. Account To Thompson Agency.
Power Hearing Wearies.
June 28—Educators Talk Radio; Play Up Value of Radio In Education.
June 29—ASCAP Loses In Tacoma; Federal Judges Find Washington State Anti-ASCAP Law Constitutional.
Canadian Listeners 66 Percent For U. S. Shows.
June 30—Transcription Men Agree with AFM To Try 3-Month Temporary ET Licenses As A Test Of Practicability.
Willebrandt Slaps FCC Rule; Sees Legislative Attitude.

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July 1—Canada Copyright Dud; Involved Method Revision Causes Measure To Be Tabled And Dropped In Lap Of State Department.
Tele Style Production Will Be Tried On Web.
July 5—Kansas Off 'Farm' Shows.
Mutual June Gross Shows 72 Percent Increase.
Miller Takes Charge; NAB's Labor Surveys.
July 6—Web Billings At Peak.
FCC Issues New Regulations For Political Broadcasting.
July 7—Dempsey Probe Counsel (In Chain Investigation).
July 8—Connery Farewell Blast (Praises Payne But Raps McNinch; Congressman McFarlane Wants Patent Licenses Made Compulsory).
Lever Bros. Again Tops List of 65 Clients On CBS Web.
July 11—Disk License Accepted (By ET Men And AFM).
July 12—Rules For FCC Lawyers; (Commission Proposes New Procedure Resulting From Recent Hearing On Segal-Smith Charges).
U. S. Interior Dept. To Enter Radio 'Biz.'
Movie Officials Get Made Following KECA 'Incident.'
July 13—Webs (NBC And CBS) Sign AFRA Pact.
July 14—Recess Operator Hearing (Upon Request Of Various Groups).
Standard Tele Rules Today By RMA-FCC.
July 15—Radio Steals The Show (In Coverage Of Hughes' Flight).
Zenith Gets Permit To Build Tele Station.
FCC Requests Written Data On Operator's Specific Ideas.
July 18—Miller On NAB Policy (Reveals Strong Stand On All Issues In First Formal Statement To Membership).
July 19—WLW Presents Its Case; (Station's Attorney Questions FCC Right To Look Into Rates, Etc.).
July 20—FCC-WLW Hot Joust.
Ask NLRB Conduct Hearing in AFRA-St. Louis Impasse.
July 21—AFM Tightens Reins (Recording Licenses Are Sent Out On Three-Month Trial).
Music Fee Squabble Hits Hotel Radios.
July 22—CBS Seeks Stage Writers.
Dormant Patents Indicated As First NEC Probe Move.
July 25—FHA Okays Radio Loans; (Money For Improvements Available Up To $10,000 On Long Credit).
July 26—Chicago Turns Bullish (As New And Potential Business Indicates Record Season).
NBC Requests FCC Okay ET's To Canada.
IRNA To Hold Convention; FCC Chain Probe In Mind.
July 27—White's Cairo Report (Lists "Important Decisions" Affecting Broadcasting In U. S. In Lengthy Document To Secretary Hull).
Philly Ponders Org To Handle Troubles.
Nashville Stations Unite For Election.
July 28—Kennedy's WLW Attack (Alleges "Little Fellow Squeeze" And Hints At Agency Threat).
Radio Scripters To Battle Stage Writers' Invasion.
News Agencies Probe Commentator News Sources.
July 29—Teachers Study Radio (Rockefeller Funds Again Financing 6-Week Courses With Workshops; See Wider Classroom Use).

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Aug. 1—WSMB Make AFM Deal.
U. S. Census Reports Huge Increase Of Farm Radios.
Aug. 2—Indies Win AFM Delay.
Major Webs Plan Extensive Work On Corrigan's Arrival.
Aug. 3—Network Billings Vary; (NBC And Mutual Break July Records But CBS Shows Drop Over Same Period Last Year).
Yankee Ball Club Burn-Up; Will Now Pass On Scripts.
Aug. 4—Early Football Deals (By Atlantic Refining-Socony).
Aug. 5—NAB Officials On Road; (Copyright Talk By Miller Scheduled).
RFC Will Consider Loans To Radio Biz.
Tire Sponsors Competing For 'Farm Hour Coat-Tails.
Aug. 8—AFRA's St. Louis Battle (NLRB Hearings Feature Announcers; Stations Want Two Unions).
New 'Farm' Receivers Developed By RCA.
Petrillo To Defend Chicago Radio From CIO
Aug. 9—Film Company In Tele Field (Third Pix Outfit Gets Affiliation As Paramount Buys Into DuMont; Warners' And RKO-Radio Set).
American Television Company Reveals Patent Important To Tele. Seeks To Coordinate Radio-Film Equipment.
Aug. 10—Build Olympics Air Fund (First $50,000 For Radio Is Given By Finland, As Other Countries Are Setting Contributions).
American Communications Association Starts Active Drive To Organize More Stations.

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Aug. 11—'Coast' Comics Eye N. Y. (Preferring Evening Audiences To Women And Children 'Matinees').
FCC Giving The Nod On Night Ball Games.

Aug. 12—Prepare New ASCAP Bill (Designed To 'Limit Activity' of ASCAP In N. Y. For January Legislature).

Aug. 15—Charter Texas Network.
Announcer (AFRA) Contract Is Signed by NBC.

Aug. 16—IRNA Leaders Set Plans (For Forthcoming FCC Chain Probe).
NLRB Ends AFRA Hearing (In St. Louis); Expect Decision Next Week.

Aug. 17—Mutual Closes Deal Adding Texas Group.
Strong IRNA Position; (Affiliates Vote To Continue As Unit Of NAB).
WLW Sets Program Changes; Many New Policies Planned.

Aug. 18—Resume NBC Tele Tues.
Survey Disks For 'Plagiarism' Evidence Against Commentators.

Aug. 19—ASCAP Says Door Is Open (Will Deal With NAB, IRNA Or Other Group Or Individual Authorized).
Tele Set Firms Again Plan Dept. Store Public Peeps.

Aug. 22—Miller Pledges 'Freedom' (NAB President Warns Wayward Outlets And Defends Government Regulation In First Public Speech).

Aug. 23—IRNA Meets CBS And NBC Execs.
Set Sales To Canada Show Sharp Increase.
Olympic Air Funds Increase To A 'Subscribed' $200,000.

Aug. 24—CBS New Biz—$8,690,000.
Tele In Germany Far Ahead Of All Others, Says Wilder.
RMA Statistics Aid Production Problem.

Aug. 25—NBC Denies ASCAP Move (Will Include NAB-IRNA In Any Contemplated Talk).
WQXR To Experiment With 'Tape' Methods.
Philco Gets Permit For A Tele Station.
Major Labor Parties Plan Air Fight Via 'Candidates'.

Aug. 26—IRNA In 'Mystery' Moves; (Network Officials Wonder).
WLW Creates Bureau For Farm Programs.
NBC In 'Frisco Complains To AFRA on KSFO's Breaks.

Aug. 29—NAB Wants 'United Front' (In Any ASCAP Discussion).

Aug. 30—Coast Dailies Still Mad; (Further Elimination of Air Columns Planned If Business Drive Fails).
Three Major League Clubs To Talk N. Y. Airing In Oct.

Aug. 31—AFM Delay For Indies (In Order To Close Pending Contracts).
NAB Files Protest On Movie 'Attitude.'

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Sept. 1—Readying Chain Probe.

Sept. 2—Falstaff Peels Bankroll (In A $250,000 Spot Appropriation).
NBC Books Over $10,000,000 In Accounts As Of Sept. 1.

Sept. 6—Network Billings Mixed.
NBC Nixes Sponsor Straw-Vote Series.

Sept. 7—'Future Bright'—McNinch.
Tele Receiver Kit Goes On Sale Today.

Sept. 8—Music Code's Washout; (FTC Rules No U. S. Law Against Paying Artist For Plugging Songs; Restraint of Trade Hinted).
Colleges Set Fall Sessions For Complete Radio Courses.

Sept. 9—IRNA Claims Progress (With Agreement With Webs Reached Before FCC 'Probes').
Actors Ask AFRA To Rush AAAA Membership Contract.

Sept. 12—Start NAB Movie Study (To Evolve Sound Basis for Better Cooperation).

Sept. 13—Tele Standards To FCC; (RMA Hopes To 'Stabilize' Industry If Transmission Changes Are Okayed By Government Experts).
New Recording Rules In Effect On Thursday.
Penn. Broadcasters Resolve Against Movies-AFM.

Sept. 14—ASCAP Members Renew; (Extend Their Present Pacts From 1940 To Dec. 31, 1950; Coast Writers First To Sign).
Southwest Theatres Start Air 'Invasion.'

Sept. 15—World Transcription Service Sets 27 Markets.
'Man-On-The-Street' In First Tele Test.
Election Schedules At $3,000,000 Mark.

Sept. 16—FCC Talk Probe Date.
Networks On 24-Hour Basis As European Crisis Holds.
Courses In Television Added By New York University.

Sept. 19—Foreign Accounts Shaky.
Try RCA Facsimile For Home Use.

Sept. 20—Remote Gadget Hearing; (Views Exchanged Between RMA And FCC On Low Frequency Devices In Attempt To Avoid Interference).
Sponsors In Baseball Rush For Next Season Avalanche.

Sept. 21—FCC Probe Date Oct. 24.
Networks And IRNA Agreed On First Negotiating Step.
Hugh Boice Resigns As CBS Sales Head.

Sept. 22—Storm Hits Key Outlets (Disrupting For First Time Both CBS And NBC Schedule In New York; Commercials Re-Routed).
Europe Not Leading In Tele Says Sarnoff Back In U. S.

Sept. 23—Indies Meet AFM Today.
Debate Billing 'Storm' Biz; NBC Can Claim 'Act Of God.'
Open CBS Institute As Aid To Teachers.

Sept. 26—Indies-AFM Close Deal.
Independent Station Organization On Permanent Basis.
Form Regional Network Of Seven New York Stations.

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Sept. 27—'War' Events Come First (With Hitler's Talk Cancelling Commercials As A Climax To A Heavy Week-End).
NBC Stations Sign For New Rep Policy.
New England Stations Aid On All Sides In Emergency.

Sept. 28—NAB Lauds Press And Radio For War Crisis Coverage.
Firestone's New Splurge; (Rubber Companies Battle For Rural Favor In National Coverage).
FCC Gives Stations Night Pigskin Okay.

Sept. 29—New Prestige For Radio; (Airing of News Before Commercials In European Crisis Is Hailed Throughout The Nation).
J. Walter Thompson Chicago Radio Dept. Moving Biz To N. Y.
Spot Servicing Job Offered To Agencies.

Sept. 30—Webs To Remain On Job (As War Possibilities Fade).
Southwest Papers And Radio Now Acting In Full Harmony.

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Oct. 3—Webs Set 'Series' Plans; Landis Ruling Bars KQV and WJBK.

Oct. 4—McNinch Starts Shakeup; Wants Three Employe Divisions Exempt From Civil Service.
Web Billings Again Mixed; CBS Off, MBS Reveals Gain.

Oct. 5—NBC Billings Up 4.5 Percent.
NBC Tele License Is Issued By FCC.
Chicago Tribune Defends WMAQ Against Wave-Length 'Lift.'

Oct. 6—'Series' Holds Limelight.
Civil Service Heads Refuse McNinch 'Exempt' Proposals.
Radio Will Sit In On Liquor Ad Talks.

Oct. 7—Revising Web Policies; (Thorough Study By NBC Of Its Rule Governing Programs To Result In New Regulations Soon).
Esso Reporter Paid Listing In Dailies On Trial Basis.
New Regional Net Formed In Canada.

Oct. 10—ET Outfit Now Worried; (Fear The New, Increased AFM Scale Will Force Higher ET Prices Unless Adjustment Is Made).
Blow Buying WINS From Hearst Organization.

Oct. 11—Supreme Court Opinions (Give ASCAP Favorable Edge In Both Florida And Washington Suits).
Chicago Hotels To Accept Air Service Charge.
Opinions On Civil Service Widens Rift In FCC Ranks.

Oct. 12—Webs Off The Deep End (Due To $1,250,000 Spent In Offering Listeners Complete European Crisis Coverage).
Paid Listing Now Acceptable In 237 Papers At Line Rate.

Oct. 13—Station Drive Continues; (NBC Blue Adding More Bonus Markets).
Foreign Nation Pacts For Future Coverage.

Oct. 14—Reverse Brooklyn Cases (U. S. Court Of Appeals Says FCC Erred And Latter Admits It).
To 'Coordinate' RCA Tele; RKO Theatres In The Plan.
Hampson Gary Ousted As FCC General Counsel.

Oct. 17—NBC Sets Blue Buildup; Special Network Discount Structure In Effect Nov. 1.
Federal Theatre's Raft Of 786 Air Scripts Available To Stations.
CBC Reveals Profit of $175,000 On Year.

Oct. 18—New FCC Probe Moves; (Fear The Wide Dissension In Ranks Leaves The Door Open Again Unless President Roosevelt Should Intervene).
NAB Issues Books As Aid To Members.
Huge Blue Network Audience 'Uncovered' By NBC's Survey.

Oct. 19—U. S. Rules Sponsor Is Artist Employer.
Right To Sue Won By SESAC In Philly.

Oct. 20—Radio Sits In On Copyright Confab Re Berne Convention.
Lohr Highly Optimistic For Final Quarter Of 1938.

Oct. 21—Tele Ready Says Sarnoff.
New Agency Service Sets Spotting Scale.
KYA Drops Accounts in "Quality" Move.

Oct. 24—See Rate Card Rise If Disk Costs Mount.
CBS Billings Breakdown Show Decreases In 9-Month Period.

Oct. 25—Webs Mull "Wage-Hours" Law.
Music Men Will Again Seek Means Of Cutting Air Plugs.

Oct. 26—CBS Policy Change May Broaden Base.
AGRAP Will Tackle Artist Bureau Ills.

Oct. 27—FCC Pardons WTCN In "Horizon" Case; 29 Others In The Clear.
WSAI Sticks To Sat. Music; Leaves Football To Others.

Oct. 28—Political Revenue Soars.
Brooklyn Cases Set For FCC Rehearing.

Oct. 31—Huge Talent Union Planned By Gilmore.
Optimistic On Spot Biz.
FCC Prodded By RMA To Hurry Tele Setup

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Nov. 1—Orson Welles' Show on CBS Provides Field Day For Dailies.
NBC Will Contest N. J. Restriction Law.

Nov. 2—See ASCAP 75 Percent Renewed.

Nov. 3—CBS Up 49.2 Percent Over Sept.
WLS Half-Interest Purchased By NBC.

Nov. 4—$10,000,000 Tele Setup Confirmed By Scophony.
Wages-Hours Law Remains A Bother.

Nov. 7—Tele Impetus Growing With NBC Trying Ultra-High Frequencies For Distance.

Nov. 8—NBC Oct. Billings Up 13 Percent.
Paramount Readies Tele Pix For Release Through DuMont.
"Flash" Tuned Down At McNinch Confab.

Nov. 9—Radio's Big Election Job Finds Outlets Devoting Full Time and Garnering 85 Percent of Political Ad Budgets.
RCA Tele Has 30,000 kc. Band; DuMont To Sell Transmitters.

Nov. 10—McNinch Resumes Purge.
Juvenile-Program Research Completed At Chicago U.

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Nov. 11—RCA's $20,000,000 Tele.
Recorded Music Wins Award From Illinois Press Women.

Nov. 14—Radio Strictly On Own.

Nov. 15—FCC Opens With Sarnoff (At Chain-Probe Hearings).

Nov. 16—Artist Bureau Testimony (Presents Gross And Net Figures Of NBC Artist Service At FCC Chain-Probe Hearings).
Cantor Again Head of AFRA; Complete Slate Is Elected.

Nov. 17—IRNA Polls Affiliates on Network Production Policies.
Power To Call Strike Voted to AFRA's National Board.

Nov. 18—Royal Takes The Stand (To Explain NBC Policies At FCC Chain-Probe).
CIO Mulls "Education" Setup For Layman Through Radio.

Nov. 21—IRNA Indicates An Offensive Policy For Affiliates.
AFRA To Press Pact With Ad Agency Organization.
World's Fair Tele Sets G. E. Backing.

Nov. 22—NBC To Sell Toscanini. (On Co-op Basis.)
WMCA Fails To Agree On Coughlin's Talk.

Nov. 23—FCC Probes NBC Program Policies.
Majority of Air Employees Unionized In Past Two Years.
Rockefeller Fund Gave Radio $153,820.

Nov. 25—Battle Looms Over WPG Purchase By Arde Bulova.
First Disk "Trade Showing" Planned By New ET Firm.
Prepared Statements At Chain Probe Decried By McNinch.

Nov. 28—WLW Omits Program Due To Its "Controversial" Nature.
Trammell Named NBC Executive Vice President.
Senator White Proposes A Six-Point Inquiry By Senate.

Nov. 29—Radio Is Chicago's Main Amusement As Shown By Educator's Report.
McNinch Sets Up New Practice Rules For Attorneys.

Nov. 30—William Morris Agency Joins Forces With DuMont-Paramount To Insure Supply of Tele Talent.

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Dec. 1—WPG Fight Waxes Hotter.
NAB and RMA Meet On Joint Promotion.

Dec. 2—Educators Laud Radio At School Broadcasting Confab.
Levy Leads Strong Protest Against Surprise Pa. Measure To Bar Airing Of Horse Races.

Dec. 5—Nov. Network Billings Up On NBC, CBS And Mutual.
Few Radio Squawks To Better Biz Bureau.

Dec. 6—NAB Committee Works On Program Standards For Industry "Self-Regulation."

Dec. 7—National Web Billings Passing Magazines.
Plan British Tele For Entire Country.

Dec. 8—Short Juvenile Revue Used To Prove Children Programs Are Not Detrimental.
Radio Not Exempted In Wages-Hours Act.

Dec. 9—Auto Financing Code Halting Manufacturer-Dealer Ad Buying.
CBS Will Make ETs Via New Record Co.

Dec. 12—AFRA Sets 4A Deadline.
Dempsey's New Setup For FCC Legal Dept.

Dec. 13—Sen. Wheeler Tells FCC Bar Probe Should Extend To Entire Industry And FCC.
Late-Hour Program Mostly In Black Ink.
1939 Sports Sponsors To Reach An All-Time High.

Dec. 14—NBC Attacks MBS Methods At FCC Chain Hearing.
NAB Board OKs 'Frisco Meet In July; Votes To Bar All Liquor Ads.
Brinkerhoff Buys NABS Disk Library.

Dec. 15—Hedges' Chain Probe Testimony Ends With FCC Counsel Finally Convinced That Networks Won't Prove Monopoly Charges Against Themselves.

Dec. 16—British Tele Here Soon; Activity May Start March 1 With Finances Assured, Says Head Of Scophony Ltd.

Dec. 19—NBC First-Quarter (1939) Boom Seen As Renewals Exceed 1938 Figures.
One-Cent Sale Finally Hits Radio.
CBS Issues First New England Rate Card.

Dec. 20—CBS Signs Its American Record Co. Deal.
Ascap "Will Change" Distribution Method.
Crosley Starts Work On (50Kw.) Short Wave Outlet.

Dec. 21—Open Letter By Dorothy Thompson On Coughlin Finds FCC Wary.
RCA To Concentrate On Tele Set Sales.
AFRA And Advertising Men Will Confer On "Code Of Fair Practice."

Dec. 22—NAB Defends Outlets Refusing "Controversial" Talks In Rebuff To Coughlin.

Dec. 23—WLW Hits "Power" Report Of Sub-Committee In Oral Hearing Before FCC.
NBC Signs Program Deal With Latin American Stations.

Dec. 27—RADIO DAILY Survey In Mid-West Sees Radio's Biggest Year In 1939.
Web Billings For 1938 Pass $70,000,000 Mark.
Grant Zworykin Basic Patent For Tele System.

Dec. 28—New Application Form For Stations Issued By FCC.

Dec. 29—Press-Radio Bureau Dropped By Networks.
AFRA-AAAA Showdown Reveals Agencies Want Sponsor Held As Employer Of All Talent.
Roosevelt Denies Plan To Reorganize FCC.

Dec. 30—FCC Absolves Examiner Hill Of Scandal Charges.
NAB Taking Aspect Of Big Trade Association.
Strotz Takes Over NBC-Chicago Post As Trammell Departs.

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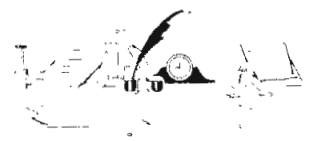

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The Human Element In a Sheet of Steel.

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- Confectionery and Brewing Industry.
- Drug Industry.
- Hotel and Travel Industry.
- Laundry Soaps and Cleansers Industry.
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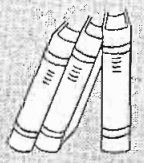

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BRyant 9-3550

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330 West 42nd St., New York, N. Y.
BRyant 9-0430

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To provide a common forum and a central medium for cooperative effort on behalf of all individuals and groups interested in advertising.

To elevate the standards of advertising practice and to combat any unfair competitive methods in its sale.

To help increase the effectiveness of advertising as an instrument of distribution, with its resulting benefits to business and the general public.

To determine and disseminate more accurate knowledge of the functions of advertising in business, and its social and economic values.

To aid in raising the standards of education and training for advertising practitioners.

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American Association of Advertising Agencies

420 Lexington Ave., New York, N. Y.
MOhawk 4-7982

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FUNCTIONS

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10 Bridge St., New York, N. Y.
BOwling Green 9-3007

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FUNCTIONS

This organization is an industrial union whose members are in the broadcasting industry. Union is affiliated with the C.I.O.

www.americanradiohistory.com

American Council on Education

744 Jackson Place, Washington, D. C.
NAtional 5691

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This council's purpose is to place the resources of the educational institutions of the United States more completely at the disposal of the national government and its departments. Its radio activities are confined to the holding of national conferences, the third of which is tentatively scheduled for early in 1939. The conferences are held to provide a national forum of educational and broadcasting interests for the furthering of education by radio.

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American Dramatists

6 E. 39th St., New York, N. Y.
AShland 4-5140

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FUNCTIONS

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American Federation of Actors

1560 Broadway, New York, N. Y.
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PEnnsylvania 6-2546

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2 West 45th St., New York, N. Y.
MUrray Hill 2-1157

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576 Fifth Ave., New York, N. Y.
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FUNCTIONS

AGMA is a union whose purpose is to bargain collectively on behalf of solo musical artists in the protection of their common interests It is not directly engaged in the radio industry and is affiliate of the American Federation of Radio Artists which has direct jurisdiction over broadcasting artists.

•

American Guild of Radio Announcers and Producers

13-26 142nd St., Melba, Long Island
INdependence 3-2633

OFFICERS

President	Roy S. Langham
Secretary-Treasurer ...	Roger Bower

FUNCTIONS

This organization is an independent labor union, industrial in character, representing announcers, producers, sound effects technicians, radio engineers, etc., at radio stations throughout the United States

•

American Marketing Association

1621 Millard St., Bethlehem, Pa.

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American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York, N Y
COlumbus 5-7464

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FUNCTIONS

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•

Associated Actors and Artistes of America

25 West 45th Street—Room 1604, New York City, N. Y.
Phone: BRyant 9-9237.

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FUNCTIONS

Associated Actors and Artistes of America, generally known as the Four A's, holds the international charter from American Federation of Labor covering theatrical entertainers. Actors' Equity, American Federation of Radio Artistes, Screen Actors Guild, Chorus Equity, etc., are granted charters via Four A's.

Association of National Advertisers, Inc.

330 West 42nd St., New York, N. Y.
BRyant 9-6330

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FUNCTIONS

The Association of National Advertisers is composed of the leading companies of the United States who use advertising. Its function is to represent them and further their interests as buyers of advertising.

•

Association of Radio Transcription Producers of Hollywood, Inc.

Hollywood Blvd. at Cosmo, Hollywood, Calif.
HOllywood 3545

OFFICERS

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DIRECTORS

Gerald King, C. P. MacGregor, R. U. McIntosh, Walter Biddick.

FUNCTIONS

This organization is a cooperative trade association of companies active in the transcription business in Hollywood. Membership is composed of: Allied Phonograph & Record Co.; Walter Biddick Co.; Radio Recorders; Radio Transcription Co. of America, Ltd.: C. P. MacGregor Sound Studios; R. U. McIntosh & Associates; Mertens & Price, Inc.; American Record Co.; Ray Morgan & Co.; Standard Radio, Inc.; Recordings, Inc.

•

Authors' Club, Inc., Hollywood

6525 Sunset Blvd., Hollywood, Calif.
HIllside 7497

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FUNCTIONS

The Authors Club operates the Writers' Registration Bureau, which offers a protective service on ideas of any kind. This service includes the filing of an idea in graphic form at its offices

•

Authors' Guild

6 E 39th St., New York, N Y
AShland 4-5141

OFFICERS

President . . . . . Hendrik William van Loon
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Authors' League

6 E. 39th St., New York, N. Y
AShland 4-5141

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FUNCTIONS

The Authors' League of America, Inc., is the national organization of authors, dramatists, screen writers and radio writers. It was organized in 1912 in order to procure adequate copyright legislation, both international and domestic; to protect the rights and property of all those who create copyrightable material of whatever kind or nature; to advise and assist all such in business matters relating to the disposal of their productions and to obtain for them prompt remuneration therefor; to disseminate information among them as to their just rights and remedies. Its membership is approximately 4,000.

•

Canadian Association of Broadcasters

Suite 1014, Metropolitan Bldg., Toronto, Ont., Canada
Elgin 5623

OFFICERS

President . . . . . Harry Sedgwick
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Secretary-Treasurer . . . . . T. Arthur Evans

FUNCTIONS

The Canadian Association of Broadcasters is a trade association comprising 57 privately owned radio stations.

Canadian Performing Right Society, Ltd.

1003 Royal Bank Bldg., Toronto, Canada

OFFICERS

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Catholic Actors Guild of America, Inc.

Hotel Astor, New York, N. Y.
CIrcle 6-5566

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FUNCTIONS

The Catholic Actors Guild is a charitable, benevolent and social organization for the people of the theatre, non-sectarian in scope.

•

Catholic Writers Guild of America, Inc.

128 W. 71st St., New York, N. Y.
ENdicott 2-0411

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Comite International de la Radioelectricite

39, Rue du General Foy, Paris, France
Laborde 25-28

OFFICERS

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FUNCTIONS

The purpose of this international organization is to codify the multiplicity of facts and interests into general regulations and to form a doctrine which can be used as a basis of international radio law. Membership is composed of all those interested in radio from the technical, social, and economic phases of business and to this end international congresses are held, a bibliography of international documents has been compiled, and a permanent board of international arbitration has been formed.

•

Educational Radio Division

United States Office of Education
Washington, D C

OFFICERS

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FUNCTIONS

The Educational Radio Division is attempting to make educational programs interesting to a larger majority of radio listeners. In doing this it conducts experimental demonstrations in the use of radio in the service of education.

•

Federal Communications Bar Association

National Press Bldg., Washington, D. C.

OFFICERS

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FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners.

•

Financial Advertisers' Association

231 South La Salle St., Chicago, Ill.
STate 5547

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FUNCTIONS

This organization is an international non-profit association of financial institutions for the betterment of public relations. In the accomplishment of this purpose, the association publishes a monthly publication in which a section is devoted to radio; permanent portfolios on the subject are maintained.

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Institute of Radio Engineers, Inc.

330 West 42nd St., New York, N. Y.
MEdallion 3-5661

OFFICERS

President.....R. A. Heising
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International Broadcasting Union

(Union Internationale de Radiodiffusion)

Palais Wilson, 52, rue des Paquis, Geneva Switzerland
Telephone: 29.055

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Assistant Director of Technical
Observation Station.....Prof. E. Divoire

TECHNICAL OBSERVATION STATION

32, Avenue Lancaster, Uccle 3 Brussels, Belgium.
Phone: 44.17.97.

FUNCTIONS

The International Broadcasting Union has been founded to establish relations between the various European and non-European organizations operating broadcasting services, to centralize the study of all questions of general interest arising from the development of broadcasting, and to promote the interest of the latter in every domain. On the technical side, the Union acts as expert for the European administrations in all questions relating to the application of the European Broadcasting Convention, which determines the distribution of wavelengths among the different European broadcasting stations. Its Brussels office checks the frequencies of broadcasting stations daily. In connection with its work the Union publishes monthly bulletins for its members as well as other information in the form of booklets and books on the subject of broadcasting service.

•

International Short Wave Club

923 Vine Street, East Liverpool, Ohio
1685-R Main

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FUNCTIONS

The purpose of the organization is to gather information, helpful hints, station schedules, etc., and send this to members of the organization. The club has members in 141 countries and possessions that act as news reporters.

•

The Lambs

130 W. 44th St., New York, N. Y.
BRyant 9-8020

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Market Research Council

444 Madison Ave., New York.
ELdorado 5-6400

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HOllywood 2164

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Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York, N. Y.
Circle 6-3084

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National Advisory Council on Radio in Education

60 E. 42nd St., New York, N. Y.
MUrray Hill 2-3420

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FUNCTIONS

The National Advisory Council on Radio in Education was organized to promote the more effective utilization of the art of broadcasting in the general field of American education. Its membership includes representatives in the field of education, government and industry as well as the general public.

National Association of Broadcasters

Normandy Bldg., 1627 "K" Street, N. W.,
Washington, D. C.
National 2080

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•

National Association of Educational Broadcasters

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Executive Secretary . . Frank Schooley
(WILL, Urbana, Illinois)

FUNCTIONS

To further the interests of educational broadcasting stations and educators broadcasting over commercial stations.

•

National Association of Performing Artists

630 Fifth Ave., New York, N. Y.
Circle 7-8194

OFFICERS

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Vice-President Meyer Davis
Vice-President . Paul Whiteman
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FUNCTIONS

The object of the Association is to protect the performances of its members and the prevention of their unauthorized use primarily by broadcast stations, coin-operated machines, etc.

●

National Committee on Education by Radio

Room 308, One Madison Ave., New York, N. Y.
LExington 2-7142

OFFICERS

Chairman ..... Arthur G. Crane
(Pres., University of Wyoming)
Vice-Chairman ..... H. J. Umberger
(Dir., Division of Extension, Kansas State College)
Secretary ..... S. Howard Evans

FUNCTIONS

Acts as spokesman in radio matters for organized education. Aids and encourages non-commercial radio stations. Promotes cooperation between educators and commercial broadcasters. Acts as clearing house for information about education by radio.

●

National Industrial Advertisers Association, Inc.

100 E. Ohio St., Chicago, Ill.
Superior 8140

OFFICERS

President ..... Stanley A. Knisely
(Republic Steel Co.)
Vice-President ..... Richard P. Dodds
(Truscon Steel Co.)
Vice-President ..... Charles McDonough
(Combustion Engineering Co.)
Vice-President ..... Theodore Martin
(Hercules Powder Co.)
Vice-President ..... Herbert V. Mercready
(Magnus Chemical Co.)
Vice-President ..... William D. Murphy
(Sloan Valve Co.)
Vice-President ..... Vincent R. Young
(Canadian General Electric Co.)
Secretary-Treasurer ..... A. E. Hohman
(Blaw-Knox Co.)
Past President ..... F. O. Wyse
(Bucyrus Erie Co.)
Headquarters Secretary ..... M. R. Webster

DIRECTORS

Roy D. Baldwin, Simonds Saw & Steel Co.; A. R. Keene, Pneumatic Scale Corp.; H. D. Payne, Chicago Molded Products Co.; H. H. Simmons, Crane Co.; Howard K. Kenyon, The Armco Culvert Mfrs. Assn.; W. D. Shannon, Allis-Chalmers Mfg. Co.; H. E. Van Petten, B. F. Goodrich Co.; Paul Teas, Paul Teas, Inc.; E. C. Howell, The Carboloy Co.; H. G. Doering, Truscon Laboratories; Terry Mitchell, Frick Co.; James G. Kuester, Read Machinery Co.; James M. Jewell, Reeves Pulley Co.: P. Newton Cook, P. R. Mallory & Co.; P. C. Ritchie, Waukesha Motor Co.; E. J. Goes, The Koehring Co.; F. A. McLean, Canadian Ingersoll-Rand Co.; H. E. Van Scoyoc, Canada Cement Co.; Harry M. Carroll, General Motors Corp., Hyatt Bearings Division; Kenneth W. Bailey, Thomas A. Edison, Inc.; Robert A. Wheeler, International Nickel Co.; Edward A. Phoenix, Johns-Manville Corp.; A. O. Witt, Schramm, Inc.; R. E. Lovekin, R. E. Lovekin Corp.; K. E. Kellenberger, Union Switch & Signal Co.; D. Clinton Grove, Blaw-Knox Co.; L. C. Blake, Curtis Pneumatic Machinery Corp.· Carl B. Dietrich, Wagner Electric Corp.; R. Louis Towne, Surface Combustion Corp.; Richard C. Carr, Meldrum & Fewsmith; G. A. Brace, Ferranti Electric, Ltd.; W. H. Evans, Minneapolis-Honeywell Regulator Co.; Paul L. Callahan, Truscon Steel Co.; Ralph S. Gildart, General Fireproofing Co.; E. V. Creagh, American Chain & Cable Co.; A. J. Brady, Timken Roller Bearing Co.

FUNCTIONS

This organization is a trade association devoting its efforts exclusively to the advancement of industrial advertising and marketing technique and practice.

●

National Research Council of Japan

Imperial Academy House, Ueno Park, Tokyo, Japan
Phone: Shitaya No. 43

OFFICERS

Chairman ..... H. Nagaoka
Secretary ..... H. Honda

●

National Variety Artists, Inc.

223 W. 46th St., New York, N. Y.
COlumbus 5-2638

OFFICERS

President ..... Louis Handin
First Vice-President ..... Al Edwards
Second Vice-President ..... Ernie Van
Treasurer ..... William Marble
Executive Secretary ..... Henry Chesterfield

DIRECTORS

Joe Verdi, Wilbur Held, Charles H. Preston, Mrs. George Primrose, Rose Crouch, Harry Brooks, Joe McInerney, Lester Rose.

●

Pacific Advertising Clubs Association

645 Rialto Bldg., San Francisco, Calif.
Ex. 7337

OFFICERS

President ..... Harold R. Deal
Senior Vice-President ..... Norton W. Mogge
Secretary-Treasurer ..... Charles Rupp
Executive Secretary ..... Florence Gardner

FUNCTIONS

This association is composed of advertising clubs in twenty-three cities on the Pacific coast from Phoenix, Arizona to Vancouver, British Columbia, including Ogden, Utah and Boise, Idaho. Its work is educational, advancing the interest and function of all phases of advertising. A convention is held annually.

●

The Proprietary Association

701 Otis Bldg., 810 Eighteenth St., N. W.,
Washington, D. C.

OFFICERS

President ..... George H. Miller
(The Musterole Co.)
Honorary Vice-President ..... Dr. V. Mott Pierce
First Vice-President ..... Charles S. Beardsley
(Miles Laboratories, Inc.)
Second Vice-President ..... Robert L. Lund
(Lambert Pharmacal Co.)
Third Vice-President ..... Alvin G. Brush
(American Home Products Corp.)
Secretary-Treasurer ..... Charles P. Tyrrell
(Syracuse Medicine Co.)
General Representative ..... Dr. F. J. Cullen
Counsel ..... Rogers, Ramsay & Hoge

FUNCTIONS

This organization is a trade association devoting its efforts to the mutual cooperation and advancement of its members who are manufacturers of packaged medicines, cosmetics and proprietary articles. Its Advisory Committee on Advertising reviews copy (including radio scripts) in the association's campaign of self-regulation of the industry in an effort to improve advertising standards and practices and to assist members of the industry in the preparation of copy that will be in compliance with the requirements of the law and to further assist wherever possible with other advertising problems. Members are furnished with digests of FTC Cease and Desist orders or Stipulations issued against advertising in the proprietary field.

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Radio Broadcast Engineers and Technicians, I.B.E.W. L.U. 913

Room 1611-12, 265 W. 14th St., New York, N. Y.
WAtkins 9-6709

OFFICERS

President . . . . . Louis J. Kleinklaus
Vice-President . . . . . Bernard J. Fuld
Recording Secretary . . . . . Paul G. Hale

FUNCTIONS

An American Federation of Labor organization to bargain collectively for Radio Broadcast Engineers & Technicians covered by a charter from the I.B.E.W. with full autonomy in the Broadcast field for Greater New York and Vicinity. Known as—RADIO BROADCAST ENGINEERS & TECHNICIANS I.B.E.W. LOCAL 913.

●

The Radio Club of America, Inc.

11 W. 42nd St., New York, N. Y.
LOngacre 5-6622

OFFICERS

President . . . . . John Miller
Vice-President . . . . . F. A. Klingenschmitt
Corresponding Secretary . . . . . Fred Miller
Recording Secretary . . . . . Keith Henney
Treasurer . . . . . Joseph Stantley

FUNCTIONS

Object of the club is the promotion of cooperation among those interested in scientific investigation and amateur operation in the art of radio communication.

●

Radio Manufacturers Association

1317 F Street, N. W., Washington, D. C.

OFFICERS

President . . . . . A. S. Wells
(Wells-Gardner & Co.)
Executive Vice-President-General Manager
Bond Geddes
Vice-President . . . . . James S. Knowlson
(Stewart-Warner Corp.)
Vice-President . . . . . B. G. Erskine
(Hygrade Sylvania Corp.)
Vice-President . . . . . Arthur Moss
(Solar Manufacturing Corp.)
Vice-President . . . . . J. McWilliams Stone
(Operadio Manufacturing Co.)
Treasurer . . . . . Leslie Muter
(The Muter Co.)
General Counsel . . . . . John W. Van Allen
(Buffalo, N. Y.)

DIRECTORS

Ben Abrams, Emerson Radio & Phonograph Corp.; Powel Crosley, Jr., The Crosley Radio Corp.; Octave Blake, Cornell-Dubilier Electric Co.; James C. Daley, Jefferson Electric Co.; B. G. Erskine, Hygrade Sylvania Corp.; Jerome J. Kahn, Standard Transformer Corp.; James S. Knowlson, Stewart-Warner Corp.; Philip C. Lenz, Lenz Electric Manufacturing Co.; E. F. McDonald, Jr., Zenith Radio Corp.; Arthur Moss, Solar Manufacturing Corp.; H. E. Osmun, Centralab; J. McWilliams Stone, Operadio Manufacturing Co.; G. W. Thompson, Noblitt-Sparks Industries, Inc.; P. S. Billings, Belmont Radio Corp.; P. V. Galvin, Galvin Manufacturing Corp.; David Sarnoff, RCA Manufacturing Co.; David T. Schultz, Rayethon Production Corp.; James M. Skinner, Philadelphia Storage Battery Co.; Harry G. Sparks, The Sparks-Withington Co.; Ernest Alschuler, Electric Research Laboratories, Inc.; W. R. G. Baker, General Electric Co.; Roy Burlew, Ken-Rad Tube & Lamp Corp.; A. H. Gardner, Colonial Radio Corp.; George A. Scoville, Stromberg-Carlson Tel. Mfg. Co.; A. S. Wells, Wells-Gardner & Co.

Honorary Directors: Hebert H. Frost, A. Atwater Kent, Paul B. Klugh

FUNCTIONS

RMA non-profit and cooperative, was organized in 1924 to promote all interests of the radio industry. The organization is divided as to interests into four groups: (1) the Set; (2) Tube; (3) Parts, Cabinet, and Accessory, (4) Amplifier and Sound Equipment.

RMA promotes sales, both domestic and export; opposes legislation detrimental to the interests of its members; directs industry standardization; informs members of new patents issued through a weekly bulletin; aids in improving merchandising practices; distributes credit information to members and assists members in collecting, investigation of fraud, etc.

●

Radio Manufacturers Association of Canada

159 Bay St., Toronto, Ont., Canada
Adelaide 1531

OFFICERS

President . . . . . A. L. Brown
(Northern Electric Co.)
Executive Secretary . . . . . K. H. Smith
Director of Engineering . . . R. A. Hackbusch
(Stromberg-Carlson Tel. Mfg. Co.)

FUNCTIONS

This association is a non-profit and cooperative organization founded in 1926 to promote all interests of radio industry. To accomplish this purpose it is divided into four groups: set division; parts, cabinet and accessory division; engineering division; and service division.

●

The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York, N. Y.
AShland 4-5141

OFFICERS

President . . . . . Kenneth Webb
First Vice-President . . . . . Knowles Entrikin
Second Vice-President . . . . . Katharine Seymour
Third Vice-President . . . . . Courtenay Savage
Secretary . . . . . Lilian Lauferty
Executive Secretary . . . . . Luise Sillcox

FUNCTIONS

The Guild is one of the Guilds of The Authors' League of America, Inc. The Guild is primarily a protective organization for writers in the radio field.

●

Society of European Stage Authors and Composers, Inc. (SESAC)

113 W. 42nd St., New York, N. Y.
BRyant 9-3223

OFFICERS

President . . . . . Paul Heinecke

FUNCTIONS

Licensing use of copyrighted music.

●

Society of Jewish Composers, Publishers and Song Writers

152 W. 42nd St., New York, N. Y.
LOngacre 5-9124

OFFICERS

President . . . . . Mr. Sholom Secunda
Vice-President . . . . . Rev. Pinchus Jassinowsky
Treasurer . . . . . Mr. Alexander Olshanetsky
Secretary . . . . . Mr. Henry Lefkowitch

FUNCTIONS

This association licenses public performance rights of music copyrighted by its members and on which they collect royalties. Association owns approximately 95 percent of the Jewish compositions.

●

University Broadcasting Council

230 N. Michigan Ave., Chicago, Illinois
CEntral 2015

OFFICERS

Director . . . . . Allen Miller

FUNCTIONS

The purpose of the Council is to promote education by radio. It is made of an affiliation of three universities in Chicago area; University of Chicago, Northwestern University and DePaul University; Chicago radio stations; and three major networks cooperating

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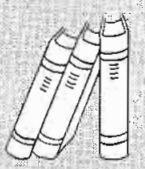
THE EDUCATIONAL AND CULTURAL SIDE

Knowledge

Knowledge is of two kinds. We know a subject ourselves or we know where we can find information upon it.

—Samuel Johnson



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NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

As of December 1st, 1938

Call	*Institution*	*Address*	*Director*
KFDY	S. Dak. State College	Brookings, S. D.	S. W. Jones
KFJM	Univ. of N. Dakota	Grand Forks, N. D.	D. R. Jenkins
KFKU	Univ. of Kansas	Lawrence, Kansas	Harold G. Ingham
KFUO	Concordia Theol. Semy.	St. Louis, Mo.	Herman H. Hohenstein
KOAC	Oregon State College	Corvallis, Oregon	Luke L. Roberts
KUSD	Univ. of S. Dakota	Vermillion, S. D.	R. E. Rawlins
KWSC	State College of Wash.	Pullman, Wash.	Kenneth E. Yeend
WBAA	Purdue University	Lafayette, Ind.	Gilbert D. Williams
WCAL	St. Olaf College	Northfield, Minn.	M. C. Jensen
WCAT	S. Dakota School of Mines	Rapid City, S. D.	C. M. Rowe
WESG	Cornell University	Ithaca, N. Y.	Wilmer S. Phillip
WHA	Univ. of Wisconsin	Madison, Wis.	H. B. McCarty
WHAZ	Rensselaer Poly.	Troy, New York	W. J. Williams
WILL	Univ. of Illinois	Urbana, Ill.	Jos. F. Wright
WNAD	Oklahoma University	Norman, Okla.	Homer Heck
WOI	Iowa State College	Ames, Iowa	W. I. Griffith
WOSU	Ohio State University	Columbus, Ohio	R. C. Higgy
WRUF	Univ. of Florida	Gainesville, Fla.	Garland Powell
WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon
WSUI	State Univ. of Iowa	Iowa City, Iowa	Carl Menzer
WTAW	Texas A. & M. College	College Station, Tex.	Eugene P. Humbert
WIXAL	World Wide Broadcasting Foundation	Boston, Mass.	Walter S. Lemmon
	Cleveland College	Cleveland, Ohio	Gazella P. Shepherd (Mrs.)
	University of Kentucky	Lexington, Ky.	Elmer G. Sulzer
	University of Michigan	Ann Arbor, Mich.	Waldo Abbot
	Western State College	Kalamazoo, Mich.	W. G. Marburger

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CONCRETE EXPERIMENTS IN EDUCATIONAL BROADCASTING

By

LYMAN BRYSON

Professor of Education, Teachers College, Columbia University;
Chairman of Columbia Broadcasting System
Adult Educational Board

WHEN the Adult Education Board of the Columbia Broadcasting System was organized in January, 1938, there was nobody who doubted that there was a large audience for education by radio. The programs of the major networks and the larger stations had already demonstrated that fact. The purpose of the new Board was to study the special uses to which the radio could be put, and to attempt to make improvements in the material offered.

After a year of experience it can confidently be said not only that the radio industry is interested in this field, but also that radio workers can devise ideas for programs that are both good broadcasting and significant education.

Experimental Programs

Four experimental programs on the Columbia Broadcasting System were set up under the direct guidance of the Adult Education Board. "Americans at Work," began in April and is still on the air after thirty-six broadcasts. This is a series of dramatic pictures of the things that men and women do, of their working lives and of their reasons for pride of workmanship. Not only the picturesque workers, such as tunnel diggers and firemen, have been presented. The labor that seems humdrum and routine has also been made vivid.

The second of the programs that is still continuing in its original form is the Sunday evening, dinner table conversation, "The People's Platform." This began in July and has been heard twenty-two times. It is entirely spontaneous and unrehearsed and is educationally important as a stimulus to the discussion of important public and social questions and also because it gives examples of vigorous but courteous differences of opinion.

Two experimental programs were given a trial period and then withdrawn so that further study might be made of their possibilities. "Living History," dramatizations with interpretative comment by eminent historians, was on the air twenty-two times. "Adventures in Science" ran through twenty-two broadcasts from May to September. It will be resumed in January in a slightly altered form.

Other Educational Examples

Nine other educational programs, not specifically guided by the Adult Education Board, have been presented for mature listeners during the year. "Of Men and Books," is a stimulating weekly review of current literature by Professor J. T. Frederick of Northwestern University. "Highways to Health," given in cooperation with the New York Academy of Medicine, and "Men Behind the Stars," in cooperation with the Hayden Planetarium, are both good examples of successful popularization. The new United States Department of Education program, "Americanse All—Immigrants All," which endeavors to depict the contributions of various nationalities to American culture, is of great social value. On "Europe Calling" world leaders have been brought to the microphone to discuss international affairs. "The Farmer Takes the Mike" has brought together farmers and agricultural leaders to discuss their mutual problems. "Headlines and Bylines," the Sunday evening series of news comment, has presented analyses of the news of the day and the week, and the "Columbia Workshop" has continued its noteworthy experiments in the production of dramas written specifically for radio. "Men Against Death," dramatizations of the books of Dr. Paul De Kruif, has pictured the battleground of medical research. This list does not include the

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regular broadcasts of the "American School of the Air," designed for children but listened to by great numbers of adults also.

Current Opportunities

The best comment on the present state of education on the air is given by the citation of these concrete experiments which have made their way in competition with broadcast entertainment. The fact that they are listened to by millions shows the educational opportunity that broadcasters have before them. They will all be changed from time to time, improved or supplanted by other and better ideas. In education, as in all other activities of the radio, what is being done today is only a promise of what can be done tomorrow.

RADIO SCRIPT EXCHANGE OF THE AMERICAN RED CROSS

In the spring of 1938, the American Red Cross announced a catalog of 46 educational radio scripts in its exchange at National Headquarters, Washington, D. C. This catalog was offered to users of the Educational Radio Script Exchange of the United States Department of the Interior, Office of Education, and many took advantage of the opportunity to obtain the Red Cross scripts which have a wide usefulness to schools, colleges, drama groups and social agencies.

Now the Red Cross, as of September 15, has issued a supplement to the main catalog, listing 13 additional radio plays. All have been tested in actual broadcast.

Those desiring copies of the supplement, which contains order blanks to be used in securing scripts, should write for "Supplement to ARC 1113."

For the main catalog, request "ARC 1113." There is no charge for catalog, supplement or scripts. Address all communications to:

Public Information Service American Red Cross Washington, D. C.

CBS Establishes First Radio Institute For Teachers

A Radio Institute for Teachers, designed to show educators how educational programs can be utilized as an aid to classroom teaching, was recently established by the Columbia Broadcasting System in connection with its "American School of the Air."

This is the first permanent body ever organized to demonstrate to educators the possibilities of radio in the schoolroom. The Institute started to function with the opening of the tenth season of the School Monday, October 10.

This Institute was formed as the result of the realization that one of the greatest barriers to a wider adoption of "School of the Air" broadcasts by teachers throughout the country was the lack of training in the utilization of these programs. The teachers who have used them are all self trained. These self trained experts will be invited to participate in the panel discussions that precede the audience discussion.

Two experiments, each hailed as a complete success by teachers, have been made along lines the Institute will use. The first was at Atlantic City last February where 3,000 superintendents of schools watched the demonstration, and the other was in New York in June when the National Education Association convention was in progress.

The NEA, with a membership of 750,000 teachers, and the Progressive Education Association, with 10,000 more, collaborated with "School of the Air" officials in the organization of the Institute.

Dr. William Bagley, of Columbia University, Chairman of the Board of Consultants of the "American School of the Air," was the chairman at the first meeting, October 10. A week later, October 17, Sterling Fisher, CBS's Director of Education and Talks, took over the chair. William N. Robson, who has gained nation-wide notice with his "Columbia Workshop" dramatizations, directed the dramatized portions of "Frontiers of Democracy."

Different groups of teachers and students are invited for the classroom discussions which follow the broadcasts each Monday.

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☆ Non-Commercial ☆ Educational Broadcast Stations

"The Commission regards the establishment of the Non-Commercial Educational Broadcast Stations," says Chairman McNinch, "as an important step in line with its established policy of encouraging education by radio, and it expresses the hope that the radio facilities now made available solely for this purpose will be used to the fullest extent for the general advancement of education."

After enactment of Section 307 (c) of the Communications Act of 1934, and in accordance with the requirements thereof, the Commission conducted extensive hearings on the question of the advisability of making a definite allocation of broadcast facilities to non-profit making activities. Upon the conclusion of these hearings, a report was made to the Congress on January 22, 1935. The Commission recommended therein "that at this time no fixed percentages of radio broadcast facilities be allocated by statute to particular types or kinds of non-profit radio programs, or to persons identified with particular types or kinds of non-profit activities." This report further proposed that a conference be held in Washington to perfect plans for closer cooperation between broadcasters and non-profit organizations.

A conference was held in Washington May 15, 1935. As a result of this conference the Federal Radio Education Committee was created by the Communications Commission in cooperation with other Governmental departments. Dr. John W. Studebaker, United States Commissioner of Education, accepted Chairmanship of the Committee. An outline of the work of the Federal Radio Education Committee headed by Doctor Studebaker will be found in the Commission's Third Annual Report to the Congress.

Thereafter and on June 15, 1936, there was held an informal engineering conference in Washington, for the purpose of discussing the allocation of radio facilities for all purposes. At this conference Doctor Studebaker presented a statement outlining the need for the establishment of a class of broadcast stations to be devoted to the advancement of education in connection with the country's school system.

As a result of the foregoing, the Commission announced that it had established a class of high frequency broadcast stations to be known as "non-commercial educational broadcast stations," to be licensed to organized non-profit educational agencies for the purpose of transmitting educational programs directed to specific schools in the system for use in connection with the regular courses as well as for routine and administrative material pertaining to the school system. This class of stations is also authorized to transmit educational and entertainment programs to the general public. In accordance with the rules governing these stations, the broadcast service to be rendered must be primarily of an educational character and no sponsored or commercial programs of any character may be broadcast.

Twenty-five channels in the ultra-high frequency band between 41,000 and 42,000 kilocycles are allocated for assignment to non-commercial educational broadcast stations. These channels will provide adequate facilities for service to every city and town. The power of the stations is 100 watts to 1000 watts. Thus satisfactory signals can be delivered to cities and small counties under favorable conditions. However, due to the propagation characteristics of the frequency, state wide coverage cannot be expected except in cases of the smallest states and under most favorable conditions. Rapid technical progress is being made in the development of the service on the ultra-high frequencies and it is reasonable to expect that in the near future there will be a marked improvement in the coverage obtainable.

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EDUCATION VIA RADIO

By

Professor KENNETH L. BARTLETT
Syracuse University

With a Foreword by

DR. JOHN W. STUDEBAKER
U. S. Commissioner of Education

Courtesy of

THE NATIONAL ASSOCIATION OF BROADCASTERS

FOREWORD

EVERY radio station should be the voice *of* the community as well as a voice directed *at* the community. The basis for that statement is to be found in the instruction of the law. And because this voice is inevitably a chorus composed of the voices of schools and charities, colleges and clubs, public services and sports, leaders and laymen; a chorus swelling with all the magnificent variety of free American life, I welcome this helpful working guide. I am sure that it will aid the many voices of our communities to become clearer and more understandable to listeners.

To educators and other citizens to whom it is addressed I say: be humble in the presence of a microphone. We must begin in the kindergarten of a long process of training and experience to master the new, difficult art of radio.

To radio station staff members I say be patient and helpful with the public servants, educators and citizens who come to you. Yours is the task of teacher and counselor.

As chairman of the Federal Radio Education Committee it has been my duty and pleasure to work for closer cooperation between broadcasters and educators. Therefore I am glad to recommend what follows as another practical guide to the goal toward which we all march side by side; that radio in the United States, under the present general conception of the "American system of broadcasting," shall ever broaden its service in "the public interest, convenience and necessity."

J. W. STUDEBAKER,
United States Commissioner of Education.

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Importance of American Radio Broadcasting

To some, the importance of broadcasting in the United States is best illustrated by the size of the radio audience. Reliable figures indicate that twenty-seven million families own approximately thirty-seven million radio receivers; that approximately seventy-five per cent of these are "on" every day; and that the average set operates 5.1 hours daily. A radio set has almost become a twentieth century necessity.

To others, and greater in significance than the mere size of the audience, is the fact that radio here, in contrast to radio in other nations, is *free*—free in the sense that, apart from the laws of libel and slander, and in matters of good taste, the individual can say what he pleases without government interference; free in that there is ample opportunity for the exchange of opposite ideas; free, too, in the sense that most sections of the country offer daily service, 18 hours a day, from one or more stations and this without tax on the listener. This bringing of men and events into the home by stations offering almost continuous service puts a greater premium on creative and critical effort than any single development since the invention of the printing press.

To still others, the importance of radio is not so much in the size of its audience, or even in the freedom of the people who use it, as in the mere nebulous factor of the response people have to what they hear. Here more than elsewhere is where the educative factor occurs. Thorough studies of the effect programs have on listeners are now being completed. Until those in charge have made their reports we must depend upon existing data.

We know, for example, that radio has become our favorite recreation. that it has "psychologically cemented" the family circle at a time when an evening at home for the whole family was almost unheard of; that most people would rather hear a speech than read one; that it is a source of discussion at the family table; that it has given the public school an unusual and striking supplementary teaching device and that through education-on-the-air the desire of all educators to have the educational process continued long after school days are over has been enhanced. It has changed our social environment, conditioned behavior, and has become a powerful factor in moulding public opinion. We know, too, that irrespective of whether educational groups use radio, radio will continue to have educational effect.

While radio has gone far in nineteen years, its educational programs have frequently lagged. This was partly because the medium was new and there were few interested in trial-and-error testing, and partly because educators and civic groups assumed that the old forms of presentation would be sufficient. Now we know that the best results are obtained when educators and civic groups combine their knowledge, background and traditions with the knowledge and background of the broadcaster. The radio station is aware that if its programs are to reflect local as well as national interests; to present all sides and not just one; to disseminate worthwhile information and not just entertainment; to mirror present tastes and develop others, it must work with the school and other civic groups. Progressive educators, too, are increasingly aware that if we are to touch those fifty million Americans whose education does not extend beyond the eighth grade and widen the influence of thought, they must take advantage of the audience radio can give.

In short, if radio is to serve, there must not only be a mutual understanding between the two, but we must recognize the general importance of radio in the past and present and its educational importance in the future.

What Educational and Public Service Organizations Can Contribute to Radio

One of the most obvious things that educational and public service organizations can contribute to radio is to offer worthwhile material that will reflect local and sectional interests. Every school and civic organization has material that is news-worthy and significant. The problem is to see it.

An individual who spends a lifetime at an occupation, acquires a knowledge and a philosophy that is worth listening to. Students digging up this information and adapting it to the air, not only learn the technique of broadcasting — which might be incidental to the educational process—but, more important, begin the process of integrating many different

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classroom subjects. Persons in charge of local Public Health Units, the Parent-Teachers' Association, Children's organizations, Y. W. and Y. M. C. A.'s, Community Chest Agencies, the Red Cross, Missions, Libraries, and all kinds of social service agencies have worthwhile information that is directly applicable to the community or district. Colleges and universities might offer educational radio fare at a more advanced level, such as the interpretation of world and local events, round-tables or forums for the discussion of public issues, explanation of the new things in science. Programs of this kind help locate talent and give it an opportunity it might not otherwise have. Such contributions, well handled, not only have intrinsic merit, but go far in giving stations a more varied offering. It helps balance serious entertainment with light entertainment; local interests with national offerings; amateur performance with professional. In fact, it makes local groups articulate and does for radio the things the weekly newspaper does for Journalism and the Little Theater does for Drama.

Educational groups might provide "Follow-ups" for their own and national programs. The educational program is only the start of the process. The effect occurs in the home and unless some method is provided for individuals to "follow-up" what they have heard, much of what has been done may be lost. Making books available in local libraries, or periodically arranging discussion groups to carry on where the programs left off, etc., are obviously things that can better be done by schools and organizations acting within their own community.

In many ways, the most important contribution the Educational Group can make to radio is to pave the way for the broader acceptance of the educational program. The President of the National Association of Broadcasters, Mr. Neville Miller, has said:

> "Radio is, after all, a mirror of the genius, of the talent and the thought of the American people. Its level can be no higher than the general level of education and culture in the country. It will never be any better as an educational medium than the educators who use it; it will never be any better as a vehicle of drama than the playwrights and actors of the theater; and it will never be any more intelligent as a forum on public affairs than the people who do our thinking on public affairs.
>
> "If we would increase and widen the cultural and educational effectiveness of radio, more than the allotment of time and the development of new program techniques are called for. We must, through the spread of education to all sections of our population, pave the way for the acceptance of such programs. Let me make the point clear: radio will continue to do its part to elevate the level of American taste; to popularize things cultural; to bring the questions of the day straight and instantly to the American fireside, *but radio cannot do the job alone.*"

It should be remembered that radio programs, by and large, have not generally had the advantage of *professional criticism.* Literature of all types and kinds has had its professional critics and classroom criticism. Standards have been developed. In radio this has not yet occurred on a broad and significant scale and the result has been that listeners seldom take the trouble to evaluate a program. It is either "good" or "bad" and dismissed as such. Every program is not built for the same audience. Purposes and types differ and until a listener has evaluated a program on the basis of the audience for whom it was intended, and the type of thing it purports to be, he has not judged it wisely. An occasional discussion of the better programs in the school, radio discussions by dramatic and literary groups and Parent-Teachers Associations and the like, is an effective method in developing standards and appreciation for the better programs. The providing of worthwhile material, educational "follow-ups" of national programs, locating talent and giving experience that might otherwise be lost, making schedules reflect civic interests, and paving the way for the broader acceptance of educational programs are only a few of the things that education and civic groups can contribute to the radio station.

What Can Radio Do for Education

The radio station offers to the educator its facilities and its audience, and in so doing, widens the scope of the educational institution's work. It breaks the barrier of the classroom and presents an auditorium of great though indeterminate size. It enables the school and civic group to have an opportunity to enter the home and present its material there.

Licensed to serve public interest, it makes an effort to give the public what it wants. In offering its facilities it attempts only to protect its audience from programs that are not interesting to the audience for whom they are intended. Built up over a long period of time, and

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from approximately fifteen thousand programs a year that presumably give the station a certain personality, that audience is the most valuable thing the station possesses. Without it the station could not exist, and so it is to be expected that the station will do everything in its power to protect that audience. This means offering its facilities to the worthy and rejecting those programs that are of questionable taste or those not carefully prepared.

In addition to the necessary equipment, stations also have specialists with years of radio programming experience who assist in putting the program on the air. These specialists are available for the asking. They will meet with your committee, advise, and take your program through rehearsal. They are the station's representatives in all matters of detail.

The Problem of Adapting Educational Material to the Air

Both the educational institution and the civic organization on the one hand and the radio station on the other have something to offer in making education a more important force in radio—and vice versa!

For those anxious to do something soon, a conference with the station will provide the necessary details that a sketchy outline of this nature cannot do. For those interested in investigating the possibilities of Education-by-Radio further, the many books in the field, college courses, plus experience in high school and university Radio-Workshops will provide the necessary trial-and-error demonstration.

One thing must not be lost sight of, however: present-day American radio, to the listener at least, is an entertainment medium. This does not necessarily mean that it is not educational to the listener. *It means that education must be interesting, provocative, and, therefore, though incidentally, entertaining. One significant difference between the sponsor's program of education is that the former is entertainment for entertainment's sake with the education an unnecessary, though desirable attribute, while the latter is primarily education with entertainment a necessary, though secondary attribute. Both must be entertaining. Both need not be educational. In that sense, radio is still to the listener an entertainment medium and programs should be planned with that in mind.*

For Those Who Would Inspire A Richer Community Life

THOSE who would inspire a richer community life; those who would develop a deeper understanding of the social and civic problems confronting their neighbors; those who would extend the frontiers of knowledge beyond the class room—the broadcasters of America welcome you to our studios and place in your hands the above that you may the better accomplish these worthy objectives through radio.

For in American Radio we have something beyond the opportunity of listening—*we have also the opportunity to be heard.*

If there were no other distinction between the American System of Broadcasting and that of other lands, this one distinction in itself is sufficiently significant. It is the distinguishing mark of our democracy, one which American Radio vigorously and wholesomely reflects.

Our thanks go out to Professor Bartlett for his very capable work, so that educational and public service institutions in hundreds of communities throughout the nation might have the technical information and assistance with which to achieve broader results from radio.

NEVILLE MILLER, *President,*
National Association of Broadcasters.

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COLLEGES AND UNIVERSITIES IN THE UNITED STATES OFFERING COURSES IN RADIO BROADCASTING

As of January 1st, 1939

With Names of Instructors and Credit Hours
Compiled by the Educational Radio Script Exchange, Radio Division, Office of Education, Washington, D. C.

On September 30, 1938, the Educational Radio Script Exchange, of the Office of Education, mailed a questionnaire to the 1,686 colleges and universities in the United States asking for information regarding specialized courses in the field of radio. Replies were received from 916 institutions. A total of 310 institutions reported at least one regular course in radio. In addition, 210 colleges and universities reported extra curricular activities involving some phase of radio, but such reports were not included in this summary. The survey also indicated that 237 colleges and universities were broadcasting over the facilities of 272 radio stations.

The following code should be used to interpret the listings in this survey, the courses being indicated by letters as follows: (A) General Course in Radio, (B) Radio Program Planning and Production, (C) Education by Radio, (D) Radio Script Writing, (E) Radio Announcing, (F) Radio Speech, (G) Radio Dramatics, (H) Radio Music, (I) Radio Station Management, (J) Radio Advertising, (K) Technical Courses in Radio, (L) Television, and (M) Radio Law.

Whenever credit hours were reported for any course, the number of hours will be found bracketed with the identifying letter of that particular course. For example, (D-2) (E) indicates a course in Radio Script Writing for which 2 credit hours are given and a course in Radio Announcing for which no credit hours were reported. The symbol (F and G-4) signifies that a course involving both Radio Speech and Radio Dramatics is offered with 4 hours of credit given. The symbol (K-varies) means that technical courses in radio are available for which credit hours vary. Included with each listing will be found the name of an instructor who is in charge of radio instruction. These persons should be consulted for further information.

College	*In Charge of Radio*
Abilene Christian College, Abilene, Tex. (D & F-3)	Mrs. A. B. Morris
Akron, University of, Akron, Ohio. (F-3).	.O. A. Hitchcock
Alabama University of, University, Ala. (A) (D) (E) (F) (K)..	Clyde B. Crawley
Alabama College, Montevallo, Ala. (A-2).	.Nora Landmark
Alabama Polytechnic Institute, Auburn, Ala. (A-2) (K-varies).	. Woodrow Darling
Adelphi College, Garden City, N. Y. (A).....	S. E. Frost, Jr.
Alliance Technical Institute, Cambridge Springs, Pa. (A-3)	.... F. Kowalko
Antioch College, Yellow Springs, Ohio. (K-6).	C. D. Barbulesco
Arizona, University of, Tucson, Ariz. (K)..	R. G. Picard
Arkansas, University of, Fayetteville, Ark. (K-3).	C. W. Janes
Armour Institute, 3300 Federal Street, Chicago, Ill. (K 4)..	. . . A. W. Sear
Asheville Normal and Teachers College, Asheville, N. C. (A).	...Hazel Gebbany
Augustana College, Rock Island, Ill. (A-3) (G)...	Theodor Le Vander
Augustana College, Sioux Falls, S. Dak. (F) (G)...	Hugo A. Carlson
Bard College, Annandale-on-Hudson, N. Y. (K & L-8).	. Harold Hughes
Baylor University, Waco, Tex. (A-3 1/3). ...	. . Sara Lowrey

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College	In Charge of Radio
Berry College, Mt. Berry, Ga. (K-2)	L. E. McAllister
Birmingham Southern College, Birmingham, Ala. (A-3)	Dr. M. F. Evans
Blue Ridge College, New Windsor, Md. (G)	Mme. Barry-Orlova
Bob Jones College, Cleveland, Tenn. (B-2)	Elizabeth Adams
Boston College, Chestnut Hill, Mass. (K-8)	Rev. John A. Tobin
Boston University College of Business Administration, Boston, Mass. (B-2) (D-2) (J-2)	Ralph L. Rogers
Bradley Polytechnic Institute, Peoria, Ill. (A-3) (F-2) (K-12 (1-12)	F. E. Duce
Branch Agricultural College, Cedar City, Utah. (E-5)	R. L. Halverson
Brigham Young University, Provo, Utah. (A) (D) (G) (I) (J)	Dr. T. Earl Pardoe
Bucknell University, Lewisburg, Pa. (K-3)	George A. Irland
Butler University, Indianapolis, Ind. (F-3) (K-6)	L. Gray Burdin
California, University of, Extension Division, Los Angeles, Calif. (B) (D) (G)	Margaret Wotten
California, Institute of Technology, Pasadena, Calif. (K-12)	S. S. Mackeown
California Polytechnic Junior College, San Luis Obispo, Calif. (A-3) (H-2) (K-6)	B. G. Eaton
Canisius College, Buffalo, N. Y. (A-2) (D-2)	Charles E. Brady
Capital University, Columbus, Ohio. (B-3)	Prof. W. C. Craig
Carnegie Institute of Technology, Pittsburgh, Pa. (K)	Charles Williamson
Carroll College, Waukesha, Wis. (F-3) (K)	V. P. Batha
Carson Newman College, Jefferson City, Tenn. (A-3)	Alex Chavis
Case School of Applied Science, Cleveland, Ohio. (K-3)	J. R. Martin
Catholic University, Washington, D. C. (D-1) (E-1) (G-1)	Rev. G. V. Hartke
C. C. N. Y. School of Technology, New York, N. Y. (A-3) (K-3)	Alexander H. Wing, Jr.
Centenary Junior College, Hackettstown, N. J. (A-1)	Ellen C. Crouch
Chicago, University of, Chicago, Ill. (A-3 1/3) (D-7) (F-3 1/3)	Charles Newton
Chicago Musical College, Chicago, Ill. (A) (B) (C) (D) (E) (G) (H)	Belle Forbes Cutter
Chicago School of Expression and Dramatic Art, Chicago, Ill. (A) (B) (D) (E) (G)	Helen C. Espie
Chicago Teachers College, Chicago, Ill. (C-2)	Luella Hoskins
Cincinnati, University of, Cincinnati, Ohio. (K-varies) (L-2)	W. C. Osterbrock
Cincinnati College of Music, Cincinnati, Ohio. (A-4) (B-4) (G) (H)	Uberto Neely
Cincinnati Conservatory of Music, Cincinnati, Ohio. (A) (D) (G)	Hubert Kockritz
Citadel, The, Charleston, S. C. (A-6)	N. F. Smith
Clarkston College, Potsdam, N. Y. (K-varies)	J. L. Stiles
Clemson College, Clemson, S. C. (K-2)	Prof. A. B. Credle
Coe College, Cedar Rapids, Iowa. (A-2) (F)	J. Dale Welsch
Colgate University, Hamilton, N. Y. (A-3)	C. L. Henshaw
College of St. Scholastica, Duluth, Minn. (A-1)	Sister Bernard
College of St. Teresa, Winona, Minn. (B) (G)	Sister M. Marcelline
College of Wooster, Wooster, Ohio. (A-4)	Earl W. Ford
Colorado College, Colorado Springs, Colo. (K-3)	Howard Olson
Colorado School of Mines, Golden, Colo. (K-6)	Myron G. Pawley, Raymond Dickinson
Colorado State College, Fort Collins, Colo. (A-3)	Frank P. Goeder, Ph.D.
Colorado State College of Education, Greeley, Colo. (A-4)	F. L. Herman
Columbia College of Drama and Radio, Chicago, Ill. (A) (B-2) (C) (D-2) (E-2) (F-2) (G-4)	Norman Alexandroff
Columbia University, New York, N. Y. (A-2) (D-3)	James C. Egbert
Compton Junior College, Compton, Calif. (K-5)	Jesse E. Hathaway
Connecticut State College, Storrs, Conn. (K-3)	Dr. R. B. Corbett
Cornell College, Mount Vernon, Iowa. (A-3) (B-3)	Albert Johnson
Cornell University, Ithaca, N. Y. (A-2) (K-4)	Chas. A. Taylor
Cornish School, The, Seattle, Wash. (A-3) (B-2) (D-2) (E-2) (F-2) (G-3) (J-3)	Donald MacLean
Creighton University, Omaha, Nebr. (B-3) (D-3)	Edwin Puls
Cummock Junior College, Los Angeles, Calif. (F)	Josephine Dillon
Dayton, University of, Dayton, Ohio. (A-3)	Prof. Louis Rose
Denison University, Granville, Ohio. (A-3)	Richard H. Howe
Denver, University of (School of Commerce), Denver, Colo. (B-2½) (D-2½) (F-2½)	Roscoe K. Stockton
Detroit, University of, Detroit, Mich. (A-2) (F)	E. A. McFaul
Doane College, Crete, Nebr. (A-2) (B) (G)	Dr. E. Russell Wightman
Drake University, Des Moines, Iowa (A-2) (B-2) (D-5) (G-2) (I-3) (J-2) Note: Drake offers a major in radio.	Edwin G. Barrett
Drexel Institute of Technology, Philadelphia, Pa. (K)	R. T. Zern
Dubuque, University of, Dubuque, Iowa. (A-4) (K-4)	R. G. Wilson
Duke University, Durham, N. C. (K-3)	W. J. Seeley
Duquesne University, Duquesne, Pa. (A-3)	Madeleine S. Foust
East Central Teachers College, Ada, Okla. (A-2)	D. J. Nabors
Eastern Washington College of Education, Cheney, Wash. (K-2)	James S. Lane

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College	In Charge of Radio
Elmira College, Elmira, N. Y. (F)	Geraldine Quinlon
Emerson College, Boston, Mass. (A) (D) (E) (G)	Arthur F. Edes
Emory University, Emory University, Ga. (A-5) (K)	J. B. Peebles
Emporia, College of, Emporia, Kans. (A-4)	R. F. Miller
Florida, University of, Gainesville, Fla. (F-3) (K-varies)	Garland Powell
Florida Agricultural and Mechanical, Tallahassee, Fla. (A-2) (K-4)	H. R. Orr
Florida Southern College, Lakeland, Fla. (A-1)	Miss Alma Johnson
Fort Hays Kansas State College, Hays, Kans. (A-3)	Harvey A. Zinszer
Frances Shimer College, Mount Carroll, Ill. (D-2) (G-3)	George E. Hoffman
Franklin University, YMCA, Columbus, Ohio. (A) (K)	E. E. Dysart
Friends University, Wichita, Kans. (B-2) (E-1) (G) (K-5)	Irene Vickers Baker
George Peabody Teachers College, Nashville, Tenn. (E-2)	A. L. Crabb
George Washington University, Washington, D. C. (A-3) (K)	Prof. W. Hayes Yeafer
Georgetown University, Washington, D. C. (A) (M-2)	P. J. Donovan
Georgia, University of, Athens, Ga. (D & E-5)	Prof. Edward C. Crouse
Georgia School of Technology, Atlanta, Ga. (A-3) (D & EF-3) (K-3)	Irving H. Gerks
Glendale Junior College, Glendale, Calif. (A-3) (F-2)	B. L. Griffing
Gonzaga University, Spokane, Wash. (K-4)	Richard A. Brown
Grove City College, Grove City, Pa. (A-4) (G) (H) (K-4)	Prof. R. A. Walters
Harding College, Searcy, Ark. (A-5) (H-3)	Leonard Kirk
Hardin-Simmons University, Abilene, Tex. (F-3)	Katherine Boyd
Harvard University, Cambridge, Mass. (K)	Dr. R. W. Hickman
Hastings College, Hastings, Nebr. (A-2) (F)	Charles J. Thurmond
Haverford College, Haverford, Pa. (A-3) (K-3)	J. D. Elder
Houston, University of, Houston, Tex. (K-3½)	Harvey W. Harris
Howard College, Birmingham, Ala. (K-2)	Paul D. Bales
Idaho, University of, Moscow, Idaho. (A-2) (K-varies)	Prof. R. H. Hull
Illinois, University of, Urbana, Ill. (K)	Josef F. Wright
Illinois State Normal University, Normal, Ill. (F-2)	Harvey F. Admire
Illinois Wesleyan University, Bloomington, Ill. (A-4)	Wilson B. Paul
Indiana State Teachers College, Terre Haute, Ind. (B-4) (D-4) (F)	Dr. Clarence M. Morgan
Indiana University, Bloomington, Ind. (A-3) (B-3) (C-3) (D-3)	Dr. Lee Norvelle
Iowa, State University of, Iowa City, Iowa. (A-3) (F-3) (G-3) (J-2) (K-3) (L-2)	Bruce E. Mahan
Iowa State College, Ames, Iowa. (D-3) (F-3) (K-4) (L-4)	W. L. Griffith
Iowa Wesleyan College, Mount Pleasant, Iowa. (A-3)	Roger M. Morrow
Ithaca College, Ithaca, N. Y. (D) (G-2)	Dr. Winn F. Zeller
John B. Stetson University, Le Land, Fla. (G-6) (H-6) (K-6)	Dr. Robert I. Allen
John Brown University, Siloam Springs, Ark. (A-3) (B-3) (I-3) (K-varies) (M-2)	Harold Fristoe
John Carroll University, Cleveland, Ohio. (B-3) (D-3) (E-3) (G-3)	Wm. A. D. Millson
Johns Hopkins University, Homewood, Baltimore, Md. (K-3)	Ferdinand Hamburger, Jr.
Juilliard School of Music, 130 Claremont Avenue, New York, N. Y. (A)	Robert A. Simon
Kanawha Junior College, Charleston, W. Va. (A-2)	Ann Ferguson
Kansas, University of, Lawrence, Kans. (G-2)	Harold G. Ingham
Kansas State College, Manhattan, Kans. (A-3) (B-2) (D-2) (F-2) (H-2) (J-3) (K-4)	H. B. Summers
Kansas State Teachers College, Emporia, Kans. (A-2)	S. Winston Cram
Kent State University, Kent, Ohio. (A-3)	G. Harry Wright
Kentucky, University of, Lexington, Ky. (K-3)	Elmer G. Sulzer
Lafayette College, Easton, Pa. (A-3) (K & L-6)	C. H. Page
La Grange College, La Grange, Ga. (F-3)	Mae Kirkland
Lamon School of Music, Denver, Colo. (A-2) (B-2) (E) (G-2)	James Lehman
Lehigh University, Bethlehem, Pa. (K-varies)	Assoc. Prof. H. C. Knutson
Lenoir Rhyne College, Hickory, N. C. (A-3)	Karl Z. Morgan
Lincoln University, Jefferson City, Mo. (A)	Albert A. Kildare
Little Rock Junior College, Little Rock, Ark. (G) (H-1)	Dell Park McDermott
Long Beach Junior College, Long Beach, Calif. (F-6)	Miss Edith Hitchcock
Louisiana Polytechnic Institute, Ruston, La. (C) (K)	D. R. Armstrong
Louisiana State University, University, La. (A-3) (D-3) (F-3) (I-3) (K-3)	Ralph W. Steetle
Louisville Municipal College, Louisville, Ky. (K-4)	Donald A. Edward
Loyola University, Los Angeles, Calif. (A-2) (D-2) (G-1) (J-1)	Martin H. Work
McMurray College, Abilene, Tex. (B-3)	Harold G. Burman
Mac Phail School of Music, Minneapolis, Minn. (A & F-4) (H-4)	Don Tuttle
Macalester College, St. Paul, Minn. (K-4)	R. B. Hastings
Madison College, Madison College, Tenn. (A-4) (K-4)	Bayard D. Goodge
Maine, University of, Orone, Maine. (F-2) (K-2)	W. J. Creamer
Manhattan College, New York, N. Y. (K-6)	J. Francis Reintjes

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College	In Charge of Radio
Marin Junior College, Kentfield, Calif. (K-2)	C. E. Cherry
Marjorie Webster School, The, Rock Creek Park, Washington, D. C. (B-3) (D-3) (G-3)	Miss Florence McCracken
Marquette University, Milwaukee, Wis. (A-2) (F-2) (K-3)	Wm. R. Duffey
Marshall College, Huntington, W. Va. (A-3)	Dr. Frank A. Gilbert
Maryland, University of, College Park, Md. (A-2)	Dr. Ray Ehrensberger
Massachusetts Institute of Technology, Cambridge, Mass. (K-varies)	Prof. Edward L. Bowles
Massachusetts State College, Amherst, Mass. (K)	Francis C. Pray
Miami University, Oxford, Ohio. (D-3) (F) (G)	A. Loren Gates
Michigan, University of, Ann Arbor, Mich. (A-2) (C-2) (D-2) (E) (G-2) (J-4) (K-12) (L-2).	Prof. Waldo Abbott
Michigan College of Mining and Technology, Houghton, Mich. (K-6) (I-3) (L)	G. W. Swenson
Michigan State College, East Lansing, Mich. (K-2) (E-3) (F-5) (G-3) (K-2)	Robert J. Coleman
Milton College, Milton, Wis. (K-4)	C. F. Oakley
Minnesota, University of, Minneapolis, Minn. (F-3) (K-3)	E. W. Ziebarth
Mississippi College, Clinton, Miss. (A-3)	Prof. Henry A. Carlock
Mississippi State College, State College, Miss. (A-3) (M-3) (K-6)	Horace M. Trent
Missouri, University of, Columbia, Mo. (A-4) (K-4)	Prof. C. M. Wallis
Missouri Valley College, Marshall, Mo. (K-3)	Dwight M. Pasek
Modesto Junior College, Modesto, Calif. (A-2)	Leonard I. Bartlett
Montana State College, Bozeman, Mont. (K-3)	Prof. C. F. Bowman
Moore School of Electrical Engineering, Philadelphia, Pa. (B-2) (D & F-4)	Knox McIlwain
Moravian College, Bethlehem, Pa. (A-3)	Cyril N. Hoyler
Mt. Holyoke College, South Hadley, Mass. (K & L-3)	Rogers D. Rusk
Mount Mary College, Milwaukee. Wis. (A-1) (B-2) (F)	S. M. Louis Downey
Muhlenburg College, Allentown, Pa. (A-4) (K)	Dr. Carl W. Boyer
Mundelein College, Chicago, Ill. (D-2)	Miss Louise Litten
Murray State Teachers College, Murray, Ky. (K-4)	Charles Hire
Muskingum College, New Concord, Ohio. (A-2)	W. H. Ewing
National University, Washington, D. C. (M-4)	Howard S. LeRoy
Nebraska, University of, Lincoln, Nebr. (K-4)	Ferris W. Norris
Nebraska State Teachers College, Wayne, Nebr. (A-4)	Prof. J. E. Brock
Nebraska Wesleyan University, Lincoln, Nebr. (A-3) (B-3)	J. C. Jensen
Nevada, University of, Reno, Nev. (K-3)	Assoc. Prof. I. J. Sandorf
New Mexico, University of, Albuquerque, N. Mex. (B-3) (D) (G-3) (H-3) (K-4)	Dr. Herbert L. Jones
New River State College, Montgomery, W. Va. (A-3 (L-3) (M-3)	Ritter F. Maxwell
New Rochelle, College of, New Rochelle, N. Y. (D-4)	Margaret C. Richard
N. Y. State School of Agriculture, Alfred, N. Y. (K-6)	G. F. Craig
New York University, New York, N. Y. (A) (B) (D) (I) (K) (L)	Paul A. McGhee
North Dakota State School of Science, Wahpeton, N. Dak. (K)	Wm. J. Duvall
Northeastern University, Boston, Mass. (K)	Wm. C. White
Northern Illinois State Teachers College, DeKalb, Ill. (A-4)	H. W. Gould
North Texas State Teachers College, Denton, Tex. (A-3)	Mrs. Olive M. Johnson
Northwestern University, Evanston, Ill. (A-2) (B & G-2) (D & E-2) (J)	Albert R. Crews
Norwich University, Northfield, Vt. (K-3)	D. E. Howes
Notre Dame, University of, Notre Dame, Ind. (B) (C) (D-3) (E) (G) (H) (I) (K-3)	Rev. Eugene Burke
Oglethorpe University, Oglethorpe, Ga. (A-4)	J. W. Comer
Ohio, University of, Athens, Ohio. (A-3) (B-3) (D-3) (G) (F) (K-4)	Vincent Jukes, D. B. Green
Ohio State University, Columbus, Ohio. (B-3) (C-3) (D-3) (F-3) (H-3) (I-2) (J-3) (K-4)	W. L. Everitt, H. W. Bibber
Ohio Wesleyan University, Delaware, Ohio. (A-2)	R. C. Hunter
Oklahoma, University of, Norman, Okla. (B-2) (D-2) (F-2) (G-3) (J-2) (K-varies)	H. H. Leake
Oklahoma College for Women, Chickasha, Okla. (F)	B. H. Mayall
Oklahoma Agricultural and Mechanical College, Stillwater, Okla. (K-3)	Benj. A. Fisher
Omaha, University of, Omaha, Nebr. (A-1) (D) (G)	Lucile Ruby
Oregon, University of, Eugene, Ore. (A-3)	Mr. Luke Roberts
Oregon Inst. of Technology, Portland, Ore. (A) (E-2) (K-varies) (M)	C. D. Newman
Oregon State Agricultural College, Corvallis, Ore. (F) (G-2)	C. B. Mitchell
Pacific, College of the, Stockton, Calif. (A-1) (B-2) (F-2)	John C. Crabbe
Pacific Union College, Angwin, Calif. (B-2)	Charles E. Weniger
Pasadena Junior College, Pasadena, Calif. (A-3) (B-3)	N. Vincent Parsons
Paterson, The College of, Paterson, N. J. (D-3)	Carl N. Walton
Phoenix Junior College, Phoenix, Ariz. (A-4) (B-2) (K-2)	Donald F. Stone
Pittsburgh, University of, Pittsburgh, Pa. (K-2)	Prof. H. E. Dyche
Polytechnic Institute of Brooklyn, 99 Livingston Street, Brooklyn, N. Y. (K-5)	Frank E. Canavaciol

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College	In Charge of Radio
Presbyterian College, Clinton, S. C. (B-6) (D-3) (F-3)	Prof. John H. Thatcher
Purdue University, Lafayette, Ind. (A-3) (K-3) (L)	Dr. C. F. Harding
Redlands, University of, Redlands, Calif. (A-2) (K-4)	Prof. Lynn W. Jones
Reed College, Portland, Ore. (A) (D) (E) (G)	Laurence C. Rodgers
Rensselaer Polytechnic Institute, Troy, N. Y. (K-3)	Wynant J. Williams
Rhode Island State College, Kingston, R. I. (K-3)	Wesley B. Hall
Rice, Institute, Houston, Tex. (K-8)	S. H. Van Wambeck
Robert E. Lee Institute, Goose Creek, Tex. (K)	E. L. Langston
Rochester, University of, Rochester, N. Y. (A-3)	Chas. H. Dawson
Rollins College, Winter Park, Fla. (E) (G)	Prof. Harry H. Pierce
Rosary College, River Forest, Ill. (A-2) (D-2) (E-1) (G-1)	Sister Mary Peter
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PRIVATE SCHOOLS

(Offering Miscellaneous Instruction)

Bliss Electrical School, Takoma Park, Md.
Capitol Radio Institute, 3308 14th Street NW, Washington, D. C.
Coyne Electrical School, 500 So. Paulina Street, Chicago, Ill.
First National Television, Inc., 1320 Main Street, Kansas City, Mo.
Frank Wiggins Trade High School, 1646 Olive Street, Los Angeles, Calif.
International Correspondence Schools, 100 Wyoming Avenue, Scranton, Pa.
Massachusetts Radio and Telegraph School, 18 Boylston Street, Boston, Mass.
Modern School of Dramatics, 1767 Broadway, New York, N. Y., Columbus 7043, William Luftig.
Motion Picture Engineering Institute, 4128 Beverly Boulevard, Hollywood, Calif. Federal 7588.
National Academy of Broadcasting, 2017 S Street NW, Washington, D. C. Alice Keith.
National Radio Institute, 16th and U Streets NW, Washington, D. C.
New Wayburn's Dancing, Singing and Dramatic School, 625 Madison Avenue, New York, N. Y., Wickersham 2-4300.
Pestalozi Froebel Teachers College, 410 South Michigan Avenue, Chicago, Ill.
Radio Institute of America, 160 W. 73rd Street, New York, N. Y. Director: Frank Nagler.
R. C. A. Institutes, 75 Varick Street, New York, N. Y. W. A. Aufenanger.
Spokane Telegraph School, 102 N. Monroe Street, Spokane, Wash. C. E. Frazier, Mgr.
Utilities Engineering Institute 404 N. Wells Street, Chicago, Ill.

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☆ RADIO GLOSSARY ☆

A WORKBOOK OF TERMS USED IN THE PRODUCTION OF RADIO PROGRAMS

Students and other non-professional groups who are turning in increasing numbers to the production of radio programs find themselves dealing with a new art and a new industry. Like other new arts and industries, radio is building its own language to meet its needs. The glossary is offered as a tentative compilation with the knowledge that terms vary in different parts of the country.

U. S. Dept. of the Interior, Office of Education, Washington

I. CONTINUITY

The radio programs you hear begin with an idea which is created by a—

•

SCRIPT WRITER

One who prepares the text or dialogue with the accompanying directions for sound effects, musical cues, and transitions for a radio production. He is sometimes called a—

•

CONTINUITY WRITER

Because in the period before dramatization became popular the chief activity of a radio writer was to keep the program continuously on the air with reading material to fill in the time between musical numbers.

•

CREDIT WRITER

One who writes the advertising material for a commercial program.

•

SCRIPT

Or "continuity" is the text of a program looking not unlike the pages of a play, since it lists the speakers or actors and the lines they speak, as well as suggestions to the director and cast. Script applies usually to radio plays whereas—

•

CONTINUITY

Usually applies to text prepared to be read by an announcer only, such as introductions of musical numbers, introductions of speakers, commercial announcements, etc.

•

CREDIT

Also known as "plug". This is the material designed to acquaint the listener with an advertiser's product. It may be given by the announcer or by actors.

•

SHOW

The entire program which is to be broadcast.

•

SUSTAINING SHOW

A program on which time is not purchased by a commercial company. Since broadcasting companies must maintain service throughout the time span agreed upon, that time which is not sold must be filled with "sustaining" programs.

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COMMERCIAL

A program paid for by an advertiser. This includes payment for time on the air as well as for the talent and script.

•

NETWORK SHOW

A program released simultaneously over two or more stations which are connected by telephone wire.

•

LOCAL

A program released only through a single station.

•

THEME

The same music, sound, or talk which opens and identifies a program from day to day or week to week.

•

TAG LINE

The final speech of a scene or play exploding the joke, or the climax speech resolving the scene or play to its conclusion.

•

GAG

A joke or comedy situation. A gag-show is a program made up of a succession of jokes or alleged jokes.

•

TIE-IN ANNOUNCEMENT

A commercial announcement given by the local station announcer immediately after a prearranged cue given on the network. For example, the network program may conclude one minute early, whereupon the local announcers in the stations carrying the network program will then consume the remaining minutes with a commercial announcement dealing with the product advertised on the network program and stating details such as where this product may be purchased locally.

•

TRANSITION

Or moving from one scene to another. This may be done by an announcement describing the new scene to follow, by music, by fading out of the microphone, or a short period of silence.

•

ACROSS THE BOARD

A program scheduled five days a week at the same time.

BRIDGE

Sound effects or music used to link dramatic episodes.

II. PRODUCTION

PRODUCTION DIRECTOR

This person is responsible for every detail of the program including the announcer, engineer, actors, musicians, and sound men. He builds and shapes the program by bringing all these factors into harmony. He may make corrections and any revision he deems desirable in the script whenever he feels such are necessary for an improved program. On his shoulders rests the complete responsibility for the quality of the program.

•

CAST

As a noun, the people who appear on the program not including musicians.

As a verb, the process of selecting those who are to take the speaking parts.

•

AUDITION

A studio test of talent or a show or both prior to a broadcast to determine whether that talent, show or both should be broadcast.

•

M C

Master of ceremonies.

•

JUVENILE

An actor whose voice carries an age quality of 17 to 24.

•

INGENUE

An actress whose voice carries an age quality of 16 to 24. She should have a sweet sympathetic youthful vocal quality.

•

LEAD

An actor or actress whose voice carries an age quality of 25 to 35. The voice should be clear, definite, heavier in quality than the juvenile or ingenue and should have a quality of authority.

•

CHARACTER

An actor or actress with an older voice, 35 to 60, who can do dialects or who has eccentricity of speech and characterization.

•

CHARACTER JUVENILE

(17 to 24) male voice in dialect or having peculiar vocal quality.

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CHARACTER INGENUE

(16 to 24) female voice in dialect or having peculiar vocal quality.

•

BIT

A small part in the cast which usually consists of a few short speeches.

•

PICK UP YOUR CUE

A command by the production director to an actor to begin speaking his lines immediately after the last word of the preceding speaker's last sentence.

•

CUE

A signal, either verbal or by sign.

•

AD LIB

Impromptu speaking

•

READ-Y

A quality of unnaturalness by an actor speaker giving the listener the feeling that he is reading rather than talking.

•

SNEAK IT IN

A command by the production director to the sound man or orchestra conductor to begin the sound effect or music very quietly and gradually increase the volume.

•

FLUFF OR BEARD

Any word or phrase accidentally mispronounced or in any way distorted resulting in an imperfect reading.

•

IN THE MUD

A lifeless delivery with very uninteresting quality resulting from a speaker's or actor's improper pitch and lack of nuance. Also the sound heard when the voice is spoken into a closed microphone and picked up faintly on a live microphone at a distance.

•

SCHMALZ IT

A command by the production director to the orchestra conductor to have the music played in a sentimental style.

•

ONE AND ONE

One verse and one chorus of a musical number.

CUT

A deletion of material whether spoken or musical in order to fit the prescribed time. It is also a term used by the production director in the form of a command to the engineer to close all microphones so that nothing more can go out on the air.

•

CLEAN IT UP

A command by the production director to the orchestra conductor to rehearse a musical number until it is perfectly rendered, or to a dramatic cast to remove all hesitancies or defects in the delivery of lines.

•

PACE

Or speed of delivery. A variation of pace is used to express a variation of thought.

•

LIGHT AND SHADE

Variations from calmness to tenseness, softness to shouting, which keep a production from dull sameness.

•

ACCENT

Or change of emphasis in a sentence or group of sentences. This is necessary for shade of meaning, relief from monotony, and for quality of speech.

•

CLEARING MUSIC

Determining whether the station has a license to perform the musical number or numbers proposed to be played or sung on the air.

•

TIGHT

A program which in rehearsal times a few seconds over the allotted time and should either be cut or played rapidly, provided the material permits the rapid treatment.

•

DRESS

A program rehearsed for the last time exactly as it is to be broadcast.

•

STAND-BY

A command by the production man to the cast to be ready to go within a few seconds.

Also, a program whether dramatic, musical, or straight talk which is relied upon as an emer-

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TAKE IT AWAY
Cue to begin a program given by a production director to engineer who relays it via direct telephone wire to an engineer at the program's point of origin.

•

DROOLING
Padding a program with talk in order to fill the allotted time.

•

DEAD SPOT
Also known as "white space" or period of silence when a program is supposed to be on the air.

•

CUSHION
When a program runs shorter on the air than it did during rehearsal, identifying theme melody is used as a "cushion" to fill in the extra time. Sometimes an extra paragraph of credit is used instead of theme.

•

ON THE NOSE
A program which, while on the air, appears to be on time to the second.

•

ON THE HEAD
A program which concluded on the exact second.

•

ACROSS-MIKE
This term is applied when sound is directed across the face of the microphone.

•

BACKGROUND
Music or sound effects used behind or under dialogue or song.

•

BITE IT OFF
A direction to stop the music in a radio program.

•

CROSS-FADE
Where one set of sound, music or otherwise, is being faded out while simultaneously other sound is being faded in. A technique commonly used to make transitions between dramatic scenes.

•

FUZZY
A term usually applied to vocal sounds which are not clear.

•

HOLD IT DOWN
A command to the engineer at controls to reduce volume.

MONITORING
Means listening to a production for the purpose of studying it. Monitoring is very important in determining the proper levels for sound effects.

•

BLANKOUT
To reduce volume of the microphone and then turn it completely off.

•

BLASTING
A distortion of sound caused by overloading the microphone, speaker, or other transmitting equipment.

•

BRING IT UP
A direction to increase volume.

•

LOG
A record required by law of every minute during which a station broadcasts.

•

DEFINITION
Clarity of transmission. It is that characteristic of a good production which enables the listener to distinguish between actors in a drama or to identify various musical units in an orchestra.

III. SOUND

SOUND MAN
One who creates, either by recorded effects or by manual effects the sounds required by the script.

•

PANCAKE TURNER
One who operates a sound effect machine for the purpose of playing recorded music on the air.

•

PLATTER
Musical records played on a sound effect machine.

•

ELECTRICAL TRANSCRIPTION
Sound transferred to a 16-inch disk, which revolves at a speed of 33⅓ revolutions per minute, made for broadcast purposes and having high fidelity.

•

PHONOGRAPH RECORD
Sound transferred to a shellac composition disk of 10 or 12 inches diameter which does not have as high fidelity as an electrical transcription and is manufactured chiefly for home use. It revolves at a speed of 78 revolutions per minute.

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IV. ENGINEERING

CONTROL ROOM
A small room usually enclosed in glass from which the engineer and production man control the program.

•

V. I.
Or "volume indicator"—a delicate instrument containing a needle which indicates the volume of sound, enabling the engineer to determine whether the "level" is too high or too low.

•

P. A.
Public Address system consisting of a microphone, amplifier, and loudspeaker. Certain types of microphone require a pre-amplifier in addition to an amplifier.

•

GAIN
The increase in volume of sound obtained in the amplifier.

•

RIDING GAIN
Controlling the amount of increase or volume of sound. The engineer does this with the aid of a volume indicator.

•

PEAKS
High points in the variation of sound which are the natural result of changes of pitch, accent, and explosions of certain consonants and vowel sounds causing the volume indicator to fluctuate in accordance with the volume of those respective sounds.

•

GIMME A COUPLE OF PEAKS
A request by the engineer via telephone line to an engineer at a remote point before the broadcast asking the remote engineer to speak into his microphone in order to determine whether the lines are clear. The phonetic yardstick used by the engineer in testing lines is "Woof" spoken explosively.

•

LEVEL—OR VOICE LEVEL
A test of a speaker's voice for tone and volume to determine proper distance from the microphone for best listening qualities.

•

BALANCE
Blending different kinds of sounds to achieve proper volume relationships such as musical background for a dramatic sequence. If the music is so loud that the dramatic dialogue is lost, a poor "balance" results. Also, the arrangement of musical groups to obtain a natural blending of tone.

CUT A PLATTER
Means to make a recording.

•

DAMPEN THE STUDIO
To increase absorption of sound by using such portable sound absorbance equipment as monks cloth screens, drapes and rugs or by bringing more people into the studio.

•

LIVEN THE STUDIO
By taking sound absorbing materials out of the studio, pushing back curtains exposing window and wall surfaces, and by setting up sound reflecting screens.

•

DEAD END
The part of the radio studio which has the greatest sound absorption.

•

LIVE END
The part of the studio giving the greatest sound reflecting qualities.

•

DUBBING
Refers to the process of transposing recorded material from one record on to a new record.

•

REMOTE CONTROL
Refers to the engineering aspect of controlling a program produced outside the regular studio and relayed by shortwave or wire to the studio.

•

"NEMO"
A term frequently used by radio engineers to designate any program broadcast by a radio station which does not originate in their local studios.

•

KEY STATION
The station where a network program is produced.

•

HAM
An amateur radio transmitter operator.

•

LEG
A branch or link of stations in a network.

•

A PIPED PROGRAM
A program which has been transmitted over wires.

•

PICK UP
Acoustical value of program. Also location of microphones in relation to program elements. The origination point of a broadcast. Also a device containing an electromechanical member which vibrates when in contact with a moving phonograph record, a modulated

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electric current for the purpose of making the record audible from a loudspeaker. Primary apparatus used to convert sound to electrical energy.

•

ECHO CHAMBER

A small room with resounding walls, used to give a hollow effect to certain dramatic scenes. The studio output is run into the echo chamber on a loud-speaker and picked up again on another microphone thus giving the boomy echo effect. Latest developments are rendering the echo chamber obsolete. The echo effect is produced in modern studios by running the studio output through a mechanism which delays part of the sound, then feeds it back into the main line. The result is a distorted hollow effect.

•

MIKE

Short for microphone—an electrical device for translating sound vibrations into tiny electrical impulses which can be then transmitted over a wire or through space to a remote receiving station and there translated back into the original sound.

•

CARBON MIKE

Microphone which accomplishes the translation of sound into electrical impulses by the use of small carbon grains contained between two thin metal plates, called diaphragms, which are vibrated by the sound. It is no longer used for broadcast purposes in most studios because of its tendency to produce an annoying hiss.

•

CONDENSER MIKE

Microphone which accomplishes what the carbon mike does without the use of carbon granules by using the two diaphragms as the plates of what is known as an electrical condenser. The vibration of the plates caused by the sound correspondingly varies the electric current in the condenser and amplifier. This microphone is less sensitive than most other types and therefore requires a small amplifier within a few feet of the microphone itself and is usually built into the microphone casing or into the base of its mounting stand. There are many standard cases for this type of microphone and the various names sometimes given to it are usually descriptive of the case—the mike itself being fundamentally the same. A few examples are: camera mike, bullet mike, and desk condenser. These mikes are still used in some studios although they are gradually being replaced by the "velocity" or "ribbon" mikes.

•

VELOCITY OR RIBBON MIKE

Derives its name "ribbon" from the fact that it translates the sound into electrical impulses by means of a suspended metal ribbon which vibrates in accordance with the sound between the poles of a permanent magnet. This mike is so directional in its response that sounds coming from the sides of the microphone are only faintly heard over the loudspeaker, if at all. Actors can perform "fades" very easily on a ribbon mike by merely shifting their position from in front of the mike to the side.

•

DYNAMIC MIKE

Microphone which obtains its name from the dynamic loudspeaker, the principle of which is just the reverse of the dynamic microphone. Whereas the dynamic speaker transmits the impulses in a moving coil of wire which is in a magnetic field, to a diaphragm which in turn translates these impulses into corresponding sound vibrations understandable by the human ear, the dynamic mike receives the sound vibration upon the diaphragm and translates these into electrical impulses in the moving coil. Although this microphone was being generally replaced by the velocity mike, it is now finding favor again in many studios in a new, improved form called the—

•

BALL MIKE

(or any other name by which it may be called, as, eight-ball, billiard, etc.) which is essentially a dynamic microphone about the size and shape of a billiard ball. This microphone is non-directional and sounds are therefore picked up with equal intensity from any angle, thus allowing a large cast to work around a single mike.

•

BRUSH MIKE

A very rugged type of microphone which looks like the frame of a metal hairbrush. Its small size and dependable ruggedness combined with high fidelity make it an excellent mike for portable and outdoor radio pickups or public address systems.

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Sign Language of Radio Studios

Radio not only has its own verbal language, but it also has a silent language which came into being out of necessity.

During the broadcast the director is usually found in the control booth where he can watch his actors through a glass panel, and, at the same time, hear the production as it is heard by the radio audience. No matter how carefully a show is rehearsed, the director must be able to communicate with the actors when the program is on the air. For example, by observing his time notes in minutes and half minutes marked on his script, the director can tell at any moment whether his program needs to be slowed down, speeded up, or whether it is "on the nose". If the program is running too slowly, he will communicate with a sign meaning "actors pick up the tempo".

The following list explains the sign language most commonly used in radio studios: (If you intend to use these signals in broadcasting it would be well to check them with the studio director, for some directors use signals other than those listed below.)

Message—Sign

Increase volume Move hands up, palms up.

Decrease volume -Move hands down, palms down.

Begin your speech Direct point at actor.

"Stretch it out"--Draw hands apart slowly as in stretching a rubber band.

Speed up- Turn hand, with index finger extended, clockwise rapidly.

Message—Sign

Move away from "Mike" Move hand away from face.

Move toward "Mike"—Move hand toward face.

Cut Draw index finger across throat, "Cut-throat" motion.

Avoid the provisional cut Tap head.

Watch me for cue Point to eye.

Give the network cue--Show clenched fist to announcer.

Fade-out- Lower hands slowly, palms down. Turn clenched fist slowly.

O. K.—Form circle with thumb and forefinger. Other fingers extended.

Is program running according to planned time schedule? Touch nose—quizzically. (studio sign)

The production is proceeding as planned Touch nose.

How is the balance?—Touch ear with forefinger, balance with both hands, palms down. (studio sign)

Start the theme melody- Form letter "T" with forefingers. (Music Director usually uses baton and fingers.)

Take the first ending and repeat the chorus—Hold one finger vertically.

Take the second ending and conclude - Hold two fingers vertically.

Repeat—Same as above.

Play entire arrangement--Lower hands, palms vertically.

Conclude with the chorus—Clench fist during selection.

Play the chord--Clench fist during program.

Play predetermined fanfare Salute.

Start at the beginning of musical number—Point up.

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FOREIGN

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Regulations; International Broadcast Stations

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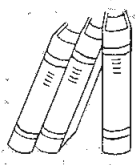
World Markets Survey



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INTERNATIONAL BROADCAST STATIONS

IN THE UNITED STATES

The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. Frequencies are assigned according to international agreement between 6000 and 26000 kc. No charge may be made for transmission of such programs although the use of commercial programs broadcast simultaneously with standard broadcast stations is permitted. Purpose of this type of station is for experimentation and research for the improvement of international broadcast service.

Licensee and Location	*Call Letters*	*Frequency (Kc)*	*Power*
Chicago Federation of Labor York Township, Ill.	W9XAA	6030, 11830, 17780	500 w
Columbia Broadcasting System, Inc. Near Wayne, N. J..	W2XE	6120, 6170, 9650, 11830, 15270, 17830, 21570	10 kw
The Crosley Radio Corp. Mason, Ohio	W8XAL	6060, 9590, 11870, 15270 17760, 21650	10 kw C.P. 50 kw
General Electric Company South Schenectady, N. Y.	W2XAD	9550, 15330, 21500	25 kw C.P. 100 kw
General Electric Company South Schenectady, N. Y.	W2XAF	9530	40 kw C.P. 100 kw
General Electric Company Near Belmont, Calif.	W6XBE	9530, 15330	20 kw (C.P. only)
Isle of Dreams Broadcasting Corp. Miami Beach, Florida	W4XB	6040	5 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	W3XL	6100, 17780	35 kw
National Broadcasting Co., Inc. Bound Brook, N. J.	W3XAL	9670, 21630	35 kw
WCAU Broadcasting Company Newtown Square, Pa.	W3XAU	6060, 9590, 15270, 21520, 25725	10 kw
Westinghouse Electric & Mfg. Co. Millis, Mass.	W1XK	9570	10 kw
Westinghouse Electric & Mfg. Co. Saxonburg, Pa.	W8XK	6140, 9570, 11870, 15210, 17780, 21540	40 kw
World Wide Broadcasting Corp. Boston, Mass.	W1XAL	6040, 11730, 11790, 15250, 21460, 15130	20 kw

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INTERNATIONAL BROADCAST STATIONS

Digest of Regulations Governing Their Establishment and Operation, as of January 1st, 1939, Together with Available Groups of Frequencies.

The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. Frequencies for these stations are allocated from bands assigned (between 6,000 and 26,600 kilocycles) for broadcasting by Article 7, General Radio Regulations, annexed to the International Telecommunication Convention, Madrid, 1932.

A license for an international broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the international broadcast service.

2. That the station will render an international broadcast service.

3. That the program production and experimentation will be conducted by qualified persons.

4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.

5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

Provisions for Commercial Program Transmission

(a) A licensee of an international broadcast station shall not make any charge directly or indirectly for the transmission of programs, but may transmit the programs of a regular broadcast station or network, including commercial programs, if the call letter designation when identifying the international broadcast station is given on its assigned frequency only and the statement is made over the international broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast. In case of the rebroadcast of the program of any broadcast station, Rule 177 applies.

(b) No licensee of any other broadcast station or network shall make any additional charge, directly or indirectly for the simultaneous transmissions of programs by the international broadcast station, nor shall commercial accounts be solicited by a licensee of another broadcast station or network or by others acting in their behalf upon representation that the commercial program will also be transmitted by an international broadcast station.

(c) Station identification and program announcements shall be made with international significance suited for the foreign nation or nations for which the ser-

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vice is primarily intended or in which the reception is believed to be best on account of the frequency, season, hour of operation, etc.

Frequencies Allotted

(a) The following groups of frequencies are allocated for assignment to international broadcast stations on an experimental basis:

Group A	*Group B*	*Group C*	*Group D*
6020 kc	9510 kc	11,710 kc	15,110 kc
6040	9530	11,750	15,150
6060	9570	11,770	15,150
6080	9590	11,790	15,190
6100		11,810	15,210
6140		11,830	15,230
		11,850	
		11,870	
		11,890	

Group E	*Group F*	*Group G*	*Group H*
15,250 kc	17,760 kc	21,460 kc	25,625 kc
15,270	17,780	21,480	25,650
15,290	17,800	21,520	25,675
15,310		21,540	25,725
15,330			25,750
			25,800
			25,825
			25,850
			25,875

Separate Licenses

(b) A separate license and call letter designation will be issued for each frequency except that where frequencies in two or more groups are required to maintain a particular international broadcast service to certain foreign country or countries, one frequency from each of the groups required may be authorized by one license and one call letter designation. In such cases these frequencies shall be used consecutively during a day as required and they shall not be used simultaneously either on the same transmitter or different transmitters.

(c) Not more than one frequency in any group in subsection (a) of this rule will be assigned to a station.

(d) An applicant shall select the frequency which it is believed is best suited to the experiments to be conducted, for reception in the foreign country or countries for which the service is intended, and for a minimum of interference to other international broadcast stations.

(e) Applicants shall file a separate application for each frequency or frequencies requested in different groups as provided in subsection (h) of this rule.

Power Requirements

(a) No international broadcast station will be licensed for a power output rating less than 5 kilowatts.

(b) While conducting apparatus experiments and in case adequate signal is delivered in the foreign country being served, the operating power output may be less than 5 kilowatts.

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. The number of hours operated on each frequency.

2. A list of programs transmitted of special international interest.

3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.

4. Research and experiments being carried on to improve transmission and to develop international broadcast and the frequency assigned.

5. All developments or major changes in equipment.

6. Any other pertinent developments.

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THE DEPARTMENT of COMMERCE
and its
ACTIVITIES REGARDING RADIO

By
JOHN H. PAYNE
Chief, Electrical Division
Washington, D. C.

THE Bureau of Foreign and Domestic Commerce has as it main objective comprehensive service to American industry, principally along the line of business promotion. Because of the nature of this activity, it is frequently possible to supply information in regard to other phases of the radio industry, such as engineering, statistics, applications, etc., which may be asked either by students or laymen outside of industry.

Emphasis is placed on foreign business inasmuch as this is where the greatest service can be rendered. American companies, obviously, do not need assistance in their domestic business to the same extent that it can be of use in their foreign activities.

Radio assumes a leading position in the Electrical Division's activities, since it is the largest item or group of items classified as a unit, in our exports. Recently, it has represented 25 to 30 per cent of the total exports of all electrical commodities from the United States to the rest of the world.

The Bureau serves industry through three rather distinct organizations—first, its 25 District and 53 Cooperative Offices located throughout the United States, through which it has facilities for intimate contact with all American individuals or businesses wishing to avail themselves of its services; second, through 34 Foreign Offices located in the capitals of the more important countries of the world, making close foreign contacts on behalf of American industry; third, a highly specialized headquarters organization in Washington, providing experienced people in each phase of industry and in several commercial services.

For an exporter, a District or Cooperative Office can perform such services as these: indicate where there is a market for American goods; explain how best to enter a market; specify the terms on which goods are ordinarily sold in a particular market; provide data as to the competition to be encountered from foreign sources; furnish lists of buyers in the principal markets of the world; and render many other services.

The Foreign Offices form a vital element in the Bureau's service. They constantly provide data on all the significant economic, commercial, and financial developments of the various countries. They report on the general business situation in a specific foreign market—the competition between American goods and the products of other countries—the import duties and restrictions that may be imposed—sales methods and credit terms—and the foreign-exchange situation, when pertinent. They conduct surveys covering specific commodities in definite foreign markets, and provide a variety of other current special data.

While the Industrial Divisions in Washington render specialized services to specific industries, there are in the Bureau seven divisions giving intensive study to various distinctive phases of foreign business characteristics. In response to inquiries from industry, they can supply information not otherwise obtainable on some of the highly specialized aspects of foreign trade.

These Divisions include:

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Commercial Intelligence—compiles lists of foreign buyers or sellers. There are 32,000 such lists now available to American business. The Division maintains a "World Trade Directory" report giving commercial information on approximately 650,000 foreign buyers or sellers. Information on credit and collection conditions, and credit payment terms in foreign countries, through the "Credit Situation Abroad" service.

Commercial Laws distributes information on the laws of all countries which relate to commerce and industry, including laws for transacting business, organization, commercial acts, and taxation, property problems (trade-marks, patents, copyrights, unfair competition, etc.), foreign insurance, factory, labor, and social-security laws affecting the cost of doing business abroad.

Finance—collects information regarding foreign banks and banking affairs, foreign monetary and exchange conditions, foreign trade financing in general, and related subjects. Is a prime source of statistics on (a) the balance of international payments of the United States; (b) foreign securities publicly offered in the United States; (c) American investments abroad; (d) foreign investments in the United States; and (e) data on related subjects such as war debts, etc.

Foreign Tariffs—current detailed records of customs tariffs, quotas, trade regulations, and commercial policy of all foreign countries, reports to American firms changes in this important field. Information on trade agreements concluded with foreign countries, and on all other phases of foreign customs requirements.

Foreign Trade Statistics gathers, compiles, and disseminates statistics on American imports and exports. Also contributes to numerous general statistical studies sponsored by the Industrial Divisions to meet the indicated requirements of individual industries.

Regional Information—furnishes general information about economic conditions aboard. A high degree of specialization is attained in this Division through placing the work under the supervision of regional specialists in charge of the European, Far Eastern, Latin American, and Russian Sections.

Transportation — collects and analyzes data from both foreign and domestic sources on such subjects as ocean shipping, packing and packaging, tourism, materials handling, inland waterways, railway and motor transport, communications and postal services, warehousing, bills of lading, industrial traffic management, etc.

The Bureau maintains twelve Industrial Divisions, staffed by experts conversant with the details of each industry. These divisions bring the Bureau into direct touch with producers and exporters, making possible the establishment of mutually helpful relationships. For each industry, there is provided a specialized service, satisfying some of its peculiar and characteristic needs for statistical and other information. Essential information and data are collected under competent supervision, and is disseminated to the many trades in the most efficient ways that can be devised. Most of the material is provided by representatives of the Departments of Commerce and State stationed in foreign countries; the information covers a wide field of industrial and trade activities and is released to business in periodical and special bulletins.

The Electrical Division, one of the twelve similar industrial divisions, renders broad commercial services to the American electrical and radio industries. Its Radio Section serves the manufacturers of broadcasting and receiving equipment, as well as the broadcasting operators. Wide distribution of U. S. A. short wave programs has been established in cooperation with the Radio Manufacturers Association, whereby a compilation of all beamed American short wave programs is made available to publishers throughout the world.

The Division concentrates on obtaining and offering data which industry lacks the means of securing through its own endeavors. With respect to radio, the Division collects information regarding the widely varying conditions in other nations, in order to be able to inform American industry of world developments, prospective markets, needed adaptations, and other related matters.

Radio surveys have been made to develop the effectiveness of American short wave broadcasting throughout the world. Both its good qualities and its limitations as brought out in these surveys are passed on to the American short wave operators for their guidance.

Criticism from the radio or other electrical industries is solicited by the Division, in order that it may improve and make its services more useful to all interested in using them.

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EXPORT MARKET ☆ SURVEY ☆

• *An International Digest* •

The comprehensive survey of the foreign radio market, immediately following, was prepared with the assistance of the far-flung Foreign Offices of the Departments of Commerce and State. Statistical information in each instance reflects the latest available data.

ARGENTINA

General—There are about 1,250,041 receiving sets in Argentina, approximately half of which are in the near vicinity of Buenos Aires. Several years ago the annual sales were about 150,000 sets a year, but for the past two years this volume has increased to 200,000. The selling season begins to decline in December, and rises again in March or April. The basic type of set which accounts for most of the sales at present is the 5-tube medium and short wave table model with horizontal cabinet, and with 8-inch speaker. The AC-DC set is now preferred to the exclusively AC set. Local electric service is 220 volts. Design and number of tubes generally follow American practices.

Under the provisions of the Cairo Conferenee (1938) Argentina may employ the tropieal frequencies between 2,300 and 2,500 kilocycles (130 to 120 meters) for broadcasting, coneurrently with mobile services.

Sources of Supply—The U. S. furnishes about 55 per cent of the radio sets imported, in point of value, and about 80 per cent of the tubes. The seeond supplier is Philips in both cases, with 35 and 20 per cent, approximately. Germany and the United Kingdom furnish some material of all classes, but holds no important percentage of the total business.

Domestic Production—An overwhelming percentage of the sets sold in Argentina are assembled locally. The component parts may be either imported or made in the country. Some of the well-known American makes are assembled largely from domestic parts; for others most of the parts have been imported.

Tariffs and Restrictions—The Argentine import tariff schedule is applied equally on shipments from all countries, aside from a few exceptions whieh do not include radio. Speeific rates and classifications may be obtained from the foreign tariffs division of the Bureau of Foreign and Domestic Commerce on application. There is an Argentine sales tax of 1.25 per cent on the wholesale invoice value. There are no other outstanding restrictions as to imports or sales except the matter of exchange control.

Television—No developments.

Amateurs—The most recent issue of the "Guia Radio," published in Buenos Aires, shows 705 amateurs licensed.

Facsimile—Buenos Aires is connected with New York, London and Berlin by direct circuits for facsimile transmission. There is no internal service in the Republic. Facsimile transmission is increasing, news photos accounting for most of the business.

Short Wave Argentina is definitely short-wave minded, and at least 80 per cent of the sets now being sold include the 6-15 megacycle band in addition to the regular broadcast band. There is considerable interest in both the American and European short wave stations. Of the European transmitters, the German and British have the best reception, followed by the Italian, French, Dutch, and Russian stations. Most of the important European transmitters now use Spanish-speaking announcers.

Within the past year short wave reeeption of 2 or 3 American short wave stations has improved considerably, although there is still a tendeney for German and other powerful European transmitters to blanket the American programs.

Advertising—At present, praetically all Argentine stations are supported by advertising. Some advertisers use this medium exclusively.

The basic evening rates charged by the prineipal Buenos Aires stations range from 200 to 500 pesos per half hour, depending on the time, frequeney, and nature of the program. An additional 150 to 300 pesos per evening half-hour is charged by the two principal chains to include their affiliate stations.

Transciptions—A few of the leading radio stations have transcription libraries. Two Buenos Aires stations which have their own transcription machines record from programs during the daytime and transmit from records at night. Arrangements for broadcasting transcriptions are made direetly with the stations or through agents. Most stations will accept transcriptions from advertisers, although the present use is largely restricted to theme songs, music, and spots for provincial stations.

Regulations—Argentine radio broadcasting is under the jurisdiction of the Director General of Posts and Telegraphs. The basic radio law, dated May 3, 1933, and slightly modified by subsequent regulations, eovers naval, news, broadcasting, experimental, and amateur transmissions.

Sets in use—1,250,041.

Stations 48.

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AUSTRALIA

General On June 30 there were 1,157,911 listeners' licenses in force, an increase of 113,843 over a year previous. As one license entitles the holder to operate as many sets as he wishes, it is estimated that the actual number of sets is at least 1,250,000. Dealers estimate that 1938 sales will reach a total of 250,000.

Types of Sets- By far the largest demand is for sets of 5 tubes. Short wave sets are growing in popularity.

Sources of Supply Owing to high import duties there is no importation of receiving sets in commercial quantities, except that a few are brought in from New Zealand, under preferential tariff rates. The insignificant number that come in from the United States are those brought in by manufacturers as samples. The big demand for tubes for factory equipment is now met largely by the two tube factories operating in Australia. For the tubes which are still imported, the United States remains the principal supplier. All classes of radio equipment are now manufactured in Australia, Amalgamated Wireless (Asia) Ltd. having the dominant position.

Patents - The radio trade in Australia is dominated by Amalgamated Wireless. This company was originated in 1913, owns the perpetual right to use and exploit the Marconi patents in Australia, and in addition holds the Australian rights for some of the most important American patents relating to radio apparatus.

Virtually all worthwhile patents relating to receiving sets are controlled by a pool known as Australian Radio Technical Services and Patents, Ltd., at 47 York St., Sydney.

Television -While there have as yet been no television transmissions, the subject is being closely followed by the Postmaster General's Department and Amalgamated Wireless.

Facsimile Facilities exist for facsimile transmissions between Australia and London and Australia and Canada through the service of the Beam Wireless system, operated by Amalgamated Wireless.

Short Wave Australia was the first British Dominion to establish a regular overseas broadcast service to the world, on September 5, 1937. This service is operated by Amalgamated Wireless and its purpose is to keep overseas countries informed of the resources and tourist attractions of the Commonwealth. This world wide short wave service is operated from VK2ME, Sydney, VK3ME, Melbourne, and VK6ME, Perth.

Airways Radio -Two radio navigation systems have been adopted, a radio range system on the routes from Adelaide to Brisbane via Melbourne and Sydney, and between Melbourne and Hobart.

Broadcasting The broadcasting set up in Australia combines the features of both the English and American systems, in that there are some stations operated by the Government and others owned privately as a separate class. The former are known as "National Stations" while the latter are called "Commercial Stations."

At the end of June, 1938, there were 24 National stations. They are owned by the Postmaster-General's Department and are operated by the Australian Broadcasting Commission. These stations derive their income from the license fee paid by receiving set owners. The listener's license fee is 21 shillings a year, 9 shillings is retained by the Postmaster General's Department which is responsible for the maintenance of the equipment, while the remaining 12 shillings go to the Commission to provide programs, rent, and other costs.

At the end of June, 1938, there were 94 Commercial stations, which receive no part of the listener's licensee fee but depend solely on the broadcast of advertisements or sponsored programs for their revenue. As a rule these stations are owned and operated independently, but there are several so called networks.

Advertising -All of the Commercial stations broadcast advertising. This may be in the form of a sponsored program, or a brief announcement between program items. Radio is now recognized as an important advertising medium in Australia.

Transcriptions Transcriptions are widely used for broadcast programs in Australia. Some transcriptions are now made in Australia, but the United States remains among the principal sources of supply. Several companies in Australia are now engaged in the importation of transcriptions from the United States for distribution to broadcasting stations in Australia.

Sets in use—1,250,000

Stations 118

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BAHAMAS

General It is estimated that 1,200 sets are in use, although a license is required dealers believe that the licenses issued represent but a limited part of the total, and the license figures therefore do not represent the situation. Annual sales are not known.

Sources of Supply Practically all sets in sale are imported from the U. S. There is no commercial importation from Europe.

Patents Patents have not been used to interfere with sales of American radio.

Short Wave Because of atmospheric interference, which maintains throughout the year, and the interest in reception of British Empire programs, short waves are required by buyers.

Broadcasting During 1937 a low power broadcasting station was opened at Nassau, and a short wave auxiliary is planned. The station is operated by the Government on 640 kilocycles (492 meters) with 400 watts.

Sets in use- 1,200

Stations –1.

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BERMUDA

General At present 5,047 receiving sets are licensed for use in Bermuda. This figure is undoubtedly in excess of the number of sets actually in operation since when a receiver is discarded there is no obligation to report the matter and have the license cancelled. Annual sales average approximately 700. Although a satisfactory demand exists for the console or cabinet type radio, as might be expected in a country of modest financial resources, the sales of table instruments predominate.

Sources of Supply While U. S. sets prevail, as American products are to hold their dominance in this market it is important that improved models be made available from time to time and in particular that the apparatus be **especially designed for sea air and sub-tropical conditions** such as those existant in Bermuda and other humid areas. There is now a Dutch export set on the market which is said admirably to resist the dampness of Bermuda, as concerns the metal and the wood in the cabinet. Both portions have been specially treated with local conditions in view.

Patents No patent claims have interfered with U. S. selling.

Tariffs and Restrictions American and other foreign receivers, parts and tubes pay an import tariff of 25 per cent ad valorem, against a British Empire preferential duty of 10 per cent. This discrepancy has thus far been successfully overcome by the popularity of American equipment. There are no exchange restrictions, import quotas or other restrictions.

Amateurs There are but two or three amateurs. They have been no developments in facsimile and police radio.

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Short Wave—Short wave reception is, on the whole, much more satisfactory than broadcast frequencies, although the medium band reception from the United States and nearby Latin-American stations is excellent when static is at a minimum. Nearly all foreign countries as far as eastern Europe are audible on the short wave.

Sets in use—3,047.

Stations—none.

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BELGIUM

General—On March 1 the total number of sets in use in Belgium was 1,002,045, an increase of 119,497 over the same date in 1937. Belgium should offer a substantial market for radio sets for many years, but under present conditions the prospects for expanding the sales of imported receiving sets do not appear promising. The European long wave band is required by most purchasers in order to receive the Luxemburg station as well as the long wave broadcasts from England, France, the Netherlands, and Russia.

Sources of Supply—Among the foreign receiving sets more commonly sold in Belgium are: His Master's Voice and Ecko (British), Telefunken, Point Bleu, Seibt, Saba, Nova, Loewe, Lorenz, and Strassfurt (German), Philips (also made in Belgium), and Stokvis (Dutch), and eight American makes.

Tariffs and Trade Restrictions—There are no restrictions on the importation, sale, or ownership of receiving sets or parts, except the import duty. Under the terms of the agreement concluded between the United States and Belgium in 1935, there was a reduction in the rate of duty on complete sets and the supplement tax per tube socket was reduced about 15 per cent. The import duty on complete sets at present is 17 francs per kilogram on the chassis and cabinet, plus 8.50 francs per tube socket and 1.45 francs per tube.

Television—Extensive experiments and research have been conducted by the Philips Corporation for the development of television in recent years, and as a result demonstrations were begun in their studios in Brussels in January, 1938, in the presence of Belgian and foreign government officials. The previews disclosed that considerable success has been achieved in their developments. Projections were made on a screen of unpolished glass 16x20 inches and transmitted a distance of 50 feet from the first to the second floor of the building. The transmitters operated at a very high frequency of 43,208 kilocycles for vision and 39,708 kilocycles for sound.

Short Waves—Short wave broadcasts are very popular in Belgium and such programs from France, Italy, England, Germany, Spain, Sweden and the United States are sought with eagerness, though the difference in time renders the short-wave broadcasts from the United States very inconvenient and only the radio enthusiast derives much benefit from the better American programs. When there is no serious interference, good reception may be obtained on ordinary short-wave radio receivers from the principal stations in the United States after 1 p.m. Greenwich time in winter, and after 4 p.m. in summer. A few other American stations are also heard, but the reception is often unsatisfactory.

Advertising—Since the unofficial stations must depend solely on revenue produeing propaganda for their operating income, a more diligent effort is being made to popularize radio advertising in Belgium, but the advertising eampaigns have so far been of local character and the rates charged for this service are quite nominal.

Sets in use—1,002,045.

Stations—9.

BRAZIL

General—There is at present a good market for radio sets and a fair one for accessories and public address equipment. During the last 2 or 3 years fairly high powered broadcasting stations were constructed and a marked improvement was effected in the quality of the programs broadcast, with the result that the interest of owners and listeners has become aroused and sales of sets and equipment have increased considerably as compared with previous years. Nevertheless, the demand is not so large as might be expected from a territory of this size and population, being adversely affected by low average earning power. Total annual sales may not exceed 750,000 sets, although no official statisties are available. Sets in use are estimated at about 450,000.

Sources of Supply—Philips (Netherlands) continues to be the most serious competitor to American radio manufacturers in this market.

The fact that Philips receivers are offering increasing competition to American radios cannot be attributed altogether to the more favorable sales terms offered by the former. Local distributors of American radios freely admit that while Philips sets are not as selective as our receivers and lack their superior tone qualities, the latter are better adapted for use in this climate.

Patents—Patent claims have not interfered with the sale of radio equipment.

Tariffs and Trade Restrictions—Radio sets and accessories and parts (exeepting tubes) fall under Article No. 1583 of the Brazilian tariff, with duty payable according to the weight of the unit. Present exchange regulations provide that drafts covering imports ean be paid on due date for immediate remittance abroad by presenting the following documents for approval: Consular invoice, eommercial invoiec, certified by a Chamber of Commerce and Brazilian Consul, and Brazilian eustoms clearance certificate.

Television—No developments.

Facsimile—No developments.

Short Waves—Short wave reception is very popular in Brazil. About 10 per cent of the sets in use are able to receive the United States and Europe regularly, although United States stations are largely under the disability of interference from European stations, with directed waves. American broadcasts, however, are not entirely satisfactory to Brazilians, because of language difficulties.

Advertising—The use of radio as a medium for advertising has increased eonsiderably in reeent years. This development may be attributed largely to the substantial upswing in receiver sales which has afforded wider listener coverage, as well as to the improved quality of programs available. Estimates as to the coverage available through this medium vary widely. It is believed, however, that the 420,000 radio sets currently in nse in the eountry serve a total of between 1,800,000 and 2,500.000 listeners, a majority of whom fall into the higher ineome groups. One major deterrent to the more widespread use of radio advertising in this country has been the lack of a network which might afford national coverage and the relatively limited radius within which any particular station or groups of stations may be heard. Aside from a lack of power, certain peculiar interferenees are found here with reader reception poor within relatively restricted areas. These conditions are accentuated considerably during the warm months (November to March) when exeessive humidity increases atmospheric noises.

Radio advertising rates vary widely.

Sets in use—460,000.

Stations—65.

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BRITISH INDIA

General Importations into India of radio receiving sets and apparatus have been continually increasing during the past several years and a fairly good demand for ordinary sets can be considered to exist. There are, however, various factors which militate against the increased use of radios. One of the chief factors at present is poor quality of broadcasting. At least 50,000 sets are in operation, it is estimated.

Sources of Supply British manufacturers are apparently paying more attention to the Indian market. They have successfully introduced short wave receivers and it is expected that the development of a short wave broadcasting system in India will react favorably on sales of British equipment which, of course, enjoys a preferential duty.

In the North West (Karachi area) the major market is held by instruments of American manufacture but they are encountering keen competition from Philips, which are now estimated to hold about 30 per cent of the sales volume. It is reported that the chief reason for the popularity of Philips sets is because of the good results obtained with their AC DC sets.

Tariffs and Restrictions Radio apparatus of all kinds, including tubes, is dutiable at 50 per cent ad valorem. A 10 per cent preference is given to manufacturers of the United Kingdom, but this has been of very little, if any, assistance to British exporters. This high duty naturally enhances the cost of radios and is a particularly severe handicap in a country where its purchasing power is as low as it is in India.

Short Wave Interest in short wave is extensive. Programs are received from most of the important world-class stations, although American stations seldom come in well. The Government is giving special attention to short waves as a means of more readily covering India with broadcasting service.

Under the All India Radio's short wave expansion program, demand for sets covering 13 to 100 meters is bound to increase materially during 1939. Only a few American sets are available at present with this range and it is reported that the prices asked for these sets are almost prohibitive. However, one satisfactory American receiver has been introduced and although it sells at a high price the importing firm is highly optimistic as to its future in this market, pointing out that they have high-class clientele who are prospects for just this type of set.

Broadcasting The principal broadcasting stations in India are owned and operated by the Government India under the Posts and Telegraphs Department, the operating authority being known as "All India Radio" (formerly the Indian State Broadcasting Service).

It is believed that several private broadcasting services with amateur licenses give purely local programs of phonograph records, etc., in various localities.

The Government of India has authorized an expenditure of 1,000,000 rupees on broadcasting and this sum has already been allocated to expenditure on different projects. Installation of the stations decided upon is progressing rapidly.

Advertising There are no sponsored programs at present on the air in India. This form of advertising was tried out, but met with very little success, and has been practically discontinued, although facilities are still available.

Regulations Amateur transmitting licenses are granted only to subjects of British India or Indian States. Radio dealers have to operate under 3 licenses from the Government, each costing 10 rupees; one for operating radio, the second is dealer's license, and the third for demonstration of sets in prospective buyers' houses.

The law forbids the sale of a radio set unless the purchaser can produce a license which has been purchased from Government authorities.

Sets in use—30,000.

Stations 8.

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BULGARIA

General The market for radio sets has been improving, with a 40 per cent increase in imports in 1937, which, in turn, were 70 per cent larger than 1935 imports. The imports during the first quarter of 1938 show an increase of 14 per cent over the imports for the same period in 1937. Improvements in broadcasting facilities have developed much greater interest in radio, and adequate service has been extended to much new territory. The completion of the new 100 kilowatt national broadcasting station has greatly encouraged the market for radio sets in this country.

The most popular sets are table model, 5 or 6 tubes, with short and medium wave bands, with or without the long wave. Only a small number of sets without the short wave feature are now being offered. Console sets are usually too expensive for this market because of the high customs duty based on weight.

Sources of Supply There are about 10 different makes of radios on the Sofia market. Of these more than half are of American origin, while the rest are from Germany, Austria, Netherlands, Italy, France, Hungary, United Kingdom and Bulgaria. Of the European radios sold the most important are Philips, Telefunken, Kortin, Blau Punkt, Saba and Standard. American imports of radio sets in Bulgaria in 1937 were only 8 per cent of the total imports, while Germany had the leading place with 49 per cent. The loss of American leadership was due principally to a change in the customs tariff effected in 1936.

Patents—No patent interference with the sale of American sets and tubes has been experienced.

Tariffs and Restrictions Bulgarian radio import business is now financed entirely by arranging "compensation" or barter transactions, as import permits, under which normal trade could be carried on, are not used for these products. Importers who are not prepared to handle the compensation export trade usually arrange with other business men for the transfer of credits, but the premiums charged for these transactions amount to about 35 per cent for business with the United States at the present time. Merchandise should not be exported to Bulgaria on credit under present conditions, since residents of this country, even if willing and financially able to meet their obligations, are not permitted to transfer their funds abroad, except along the lines indicated above.

Short Wave There is a definite interest in short wave reception, although the subject is not given a great deal of attention. Nearly all sets sold have the short wave feature. European short wave programs are usually obtainable on the middle or long wave bands, but broadcasts from other continents are received on the better sets usually in a satisfactory manner. The 19 and 25 meters short wave band usually give the best reception in this country.

Advertising Although there is some income from radio advertising, the policy has been a moderate one, and radio advertising has not over-burdened the regular broadcasting program. Most of the commercial advertisements are offered with music or some kind of entertainment, and only a small number are in the form of advertising copy. Only 10 minutes of the daily program are devoted to radio advertising (5 minutes at noon and 5 minutes in the evening).

Number of sets 35,000.

Stations 3

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CANADA

General—At the end of the fiscal year, March 31, 1,104,207 receiving licenses were outstanding.

It is estimated that 76 per cent of all Canadian families own receivers. The fall and winter seasons are the principal selling periods for sets. New models are usually announced late in the summer. In the last 4 years 41 per cent of annual sales to dealers have been made dnring the last quarter and 32 per cent in the third quarter.

Principal factors which handicap radio sales include the relatively high cost of receivers in Canada as compared with prices in the United States, lack of local broadcasting services in some areas, and the language handicap in Quebec where most of the listeners prefer French language programs.

Types of Sets—Thc design of sets sold conforms to that in the American market. The most popular sets arc of 5 tubes, AC. Consoles of this class acconnt for 7.5 per cent of the total sales, and mantel models 10.5 per cent. AC 6-tube consoles account for 7.2 per cent of the total and 8-tube consoles for 7.3 per cent. Up to 6-tube battery sets amounted to 24.8 per cent. Four-tube AC sets have lost in favor to the larger chassis, but this size still leads in the battery set market. All types and sizes have appreciable sale, however.

Domestic Production—Twelve companies manufacture radio receivers in Canada and because of patent control and electrical inspection requirements, these firms dominate the market.

Patents—Since 1927 the more important Canadian radio patents have been under the control of a patent eorporation known as Canadian Radio Patents Limited. This corporation, at 159 Bay Street, Toronto, originally took over for licensing purposes numerous patents formerly held by individnal concerns. It has since acquired patents and rights on its own account and has rights uuder foreign patents as well.

Tariffs and Restrictions—Canadian tariff information is subject to change and should bc verified in advance of doing bnsiness in Canada. Complete current information can be obtained on inquiry of the Bureau of Foreign and Domestic Commerce. Radio receivers and most component parts, including tubes, are dutiable under Tariff Item 445d which provides free entry under the British preferential rate, 25 per cent ad valorem under the intermediate rate, and 30 per cent under the general tariff.

Television—This development is definitely in the experimental stage in the Dominion and its early practical application is discounted. Television presents a diffieult geographie problem in Canada and as yet no concern has been inclined to provide television broadcasts because of the indeterminate nature of technical developments and the lack of a concentrated population area large enough to warrant the installation expense.

Short Wave—Canadian broadcasting on the short wave bands is chiefly confined to commercial and police work, aside from a few stations which release standard band programs on the short wave and the Broadcasting Corporation's regular stations which provide free messenger service to remote northern areas, not covered by eommereial line wire service.

Broadcasting—Under the Canadian Radio Broadcasting Act, 1936, the Canadian Broadcasting Corporation on November 2, 1936, took over Government operation of the national broadcasting serviee and the control of all radio programs from the former Canadian Broadcasting Commission. Technical control of broadcasting stations reverted to the Department of Transport under the Radiotelegraph Act. The Government-owned corporation is headed by a board of 9 honorary governors and a general manager in charge of operations. The legislation charges the corporation to carry on broadcasting in Canada and authorizes it to establish, maintain and operate stations, to acquire or make operating agreements with private stations, produce programs, and otherwise fnnction as a government broadcasting agency. The legislation envisages gradual extension of public ownership of radio in Canada and enlargement of coverage consistent with Federal finances. The principal difference between the Corporation and the Canadian Radio Broadcasting Commission which it replaced is that under the Commission authority to act in matters of policy and administration were combined in one body, whereas in the Canadian Broadcasting Corporation the board of governors will deal with qnestions of policy and administrative matters will be conducted separately. Broadcasting is considered a business controlled by a public service type of corporation (Government-owned) rather than an activity nnder an administrative governmental organization. The Corporation reports to Parliament through the Minister of Transport. Operations are financed by license fees for receiving and broadcasting sets and by revenue from commercial radio business. Further, the Act provides that by order-in-council up to $500,000 may be borrowed from the government for the extension or improvement of broadcasting facilities. In addition, working capital not to exceed $100,000 may be advanced by order-in-council.

In March 1934 a Parliamentary inquiry into the operations of the Radio Commission suggested "that, pending nationalization of all stations, greater cooperation should be established between privately-owned stations and the Commission," and that for the present the legislation which established the Commission be extended. A second Parliamentary committee of inqniry, appointed in 1936, was the basis of legislation which established broadcasting under control of a government-owned corporation. In 1938 a House of Commons committee reported favorably upon the results secured under the operation of the Canadian Broadcasting Corporation.

Licenses for broadcasting are issued by the Department of Transport after the application bas been referred to the Corporation for recommendation. The new radio law also specifies that the Minister of Transport will receive recommendations from the Broadeasting Corporation in connection with new private licenses, change of channel, location or power.

Programs—Effort has also been made to build up Canadian radio talent and develop creative program writers. Canadian programs on exchange with United States stations have become increasingly popular and highly satisfactory exchange relationships exist between the Corporation and United States broadcasting systems.

Canadian broadeasting cannot hope to escape keen competition for listeners' attention from United States stations which are readily picked up in most areas of the Dominion. In meeting this competition programs are prepared to incorporate viewpoints and preferences in agreement with Canadian ideas and ideals. Effort is also made to avoid the more objectionable advertising features of commercially-sponsored broadcasting.

Advertising—Station time is usually sold through advertising agencies and rates vary according to the time of broadcasting and the eoverage offered by individual stations. The advertising content of any program is limited to 10 per cent of the program period and specific regulations cover permissible material in advertising continuities.

Transcriptions—The use of transcriptions is generally prohibited between 7:30 and 1:00 p.m., but at other hours they are extensively employed by broadcasting stations.

Special recording apparatus of the Marconi-Stille type has been installed in the Broadcasting Corporation's station at Ottawa for recording important events for rebroadcasting at later dates. Speeial short wave receiving apparatus is located at Ottawa for recording or standard band release of overseas programs.

Accordiug to law, an annual license (fee $2.50)

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must be obtained each fiscal year (April 1 to March 31) for radio receivers. One license is good for only one receiver in a single household; a separate license being necessary for each additional set in a household and also for an automobile set operated by the householder. No rebate is provided for sets destroyed or retired from use but a license may be transferred to cover a new set bought during the year. Tourists temporarily in Canada are not taxed on their automobile radios. Receiving station licenses are issued to blind persons free of charge.

Sets in use—1,104,207.

Stations—87.

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CHILE

General—The Chilean market is largely dominated by American manufacturers whose standard practice is to appoint a distributor in Chile, who in turn appoints local retail dealers throughout the Republic. It is estimated that the total number of receiving sets in operation in Chile at the beginning of 1938 was between 75,000 and 80,000. This represents a steady increase from 1935, when the number was estimated at approximately 50,000 sets.

Sources of Supply—The United States supplied 97 per cent (by value) of Chilean imports of receivers and sets in 1934; 88 per cent in 1935, and 89 per cent in 1936; 88, 96 and 100 per cent, respectively, of the transmission apparatus and 59, 70 and 81 per cent, respectively, of the radio tubes.

Manufacture—A large American radio manufacturer established a branch assembly and manufacturing plant late in 1936. Production in 1937 is estimated at 8,000 sets, mostly 4 and 5 tube models. Outside of this one manufacturer, no industry may be said to exist, although a few sets are locally assembled by radio dealers.

Patents and Trade Marks—There is no patent interference with the manufacture or sale of American sets and tubes in Chile. Sufficient protection both for patents and trade marks is available under Chilean law. The law is specific and providing that the manufacturer is careful to comply with it, there is little danger of infraction.

Television—There have been no developments.

Short Wave—Two stations, CB15 and CB960, both in Santiago, are short wave and another is in the course of construction. Atmospheric changes, the barrier of the Andes, and other factors strongly affect the receiving of short wave programs. The 49 meter band is oftentimes too noisy for stations outside of South America, while the 31 meter band is very crowded. The best American station in the latter group formerly lost much by the London and Berlin broadcasts, but considerable improvement was noticed in both the case of Schenectady and Pittsburgh during the early months of 1938.

Broadcasting—There are 60 broadcasting stations in Chile, of which 59 are in operation, 6 under construction, and 1 under reconstruction. The foregoing represents an increase of 8 stations during 1937. Five stations are listed at 5,0000 watts and 1 at 10,000 watts.

Programs—Phonograph records are still depended upon to a great extent for programs. This type of entertainment is accepted with good grace by the Chilean public, as it definitely prefers good music from records to poor music executed by mediocre talent. Occasional lectures, skits and daily news broadcasts about complete the picture.

Advertising—Radio advertising is still in its initial stages in Chile and has yet to be placed on a sound commercial basis. Rates are definitely subject to bargaining.

Transcriptions—The use of transcriptions is practically unknown in Chile, although one station made an arrangement to use the library service of an American broadcasting system some months ago.

Regulations—Broadcasting stations are divided into two categories. Those of the first category must have a power equal to or greater than 1,000 watts and must have wave lengths included between 300 and 545 meters, those in the same zone to be separated by a frequency of not less than 20 kilocycles. Those of the second category must have a power of not less than 100 watts and are to have wave lengths between 200 and 300 meters, 220 meters being reserved for movable maritime services.

Sets in use—80,000.

Stations—57.

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COSTA RICA

General—Radio reception is best in Costa Rica during the dry season, as considerable atmospheric disturbances are generated during the period. Reception is generally inferior along the hot, low coastal regions, but uniformly satisfactory anywhere in the Central Plateau region. Principal world stations are distinctly heard under normal conditions. In 1936 1,740 sets were sold in Costa Rica, and the 1937 total was about 2,000. The total number of sets in use is estimated by the Government Department of Radios at 10,000, and by local dealers at 12,000 to 15,000.

Sources of Supply—About 90 per cent of the sets imported are from the United States. Foreign competition is represented principally by the Dutch Philips and German Telefunken sets. The Telefunken agent is said to be preparing a strong sales drive during the coming year. Both European lines range higher in price than American.

Patents—There is no patent interference with sales.

Tariffs and Restrictions—The basic duty on radio sets and apparatus is 1 colon per gross kilogram, plus a 4 per cent consular surcharge on this duty and an additional tax of 2½ centavos per gross kilogram. There is also a general surtax of 2 per cent or 5 per cent of import duty according to the port of entry. There are no import quotas, and exchange is freely obtainable.

Short Wave—Three commercial stations in Costa Rica broadcast on short waves. All receiving sets should be equipped for short wave since foreign stations cannot be heard on the broadcast band. Reception from all principal world stations is generally good in late afternoon and evening during the dry season. In the wet season atmospheric interference is met with. During the forenoon the best reception is heard at about 18 m.c., in the afternoon 15 m.c., and at night, 9 and 12 m.c.

Programs—All stations operate by agreement between the hours of 6 a.m. and 1 p.m. and from 7 p.m. to 11 p.m.

Programs are almost entirely phonograph discs of dance and folk music, with miscellaneous advertising talks interspersed. The Spanish language is invariably used. American dance music and theme music is very popular, especially when first heard at moving picture theatres.

Advertising—A great deal of advertising is done by all the stations listed.

A flat rate of $10.00 (U. S. currency) for regular commercial advertising, to be repeated "several times each day," the exact number of times not stated.

Number of sets—10,000.

Stations—30.

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CUBA

General—The importation of radio products is handled almost entirely through the Port of Habana, which is easily the most important center of demand. It is estimated that during the sugar-grinding season from January to May, 60 to 75 per cent of the entire sales of sets are made in Habana as against 25 to 40 per cent in the interior centers. During the so-called "dead season," sales in the latter drop to about 15 to 20 per cent of the total. The more important interior centers of demand are Santiago de Cuba, Camaguey, Santa Clara, and Cienfuegos. Manufacturers in the United States as a rule appoint an importing distributor in Habana, with exclusive franchise.

Demand for Sets—Various estimates of the number of sets in use range from 100,000 to as high as 250,000 sets. Inasmuch as manufacturers in the United States have supplied most of the radio sets and components shipped to Cuba, United States exports are a reasonably accurate measure of the market. The 1937 sales are considered to have approximated 41,000 new sets. The largest volume of sales, probably 75 per cent of the total, is composed of table-model all-wave sets of 5 to 7 tubes.

Sources of Supply—U. S. manufacturers supply most of the radio products sold in Cuba. According to Cuban export statistics, of a total of 1,208,372 pesos worth of radio apparatus shipped to the Island, American sources provided 1,165,082 pesos worth. The only trade of any importance from other countries consists of sets from the Netherlands.

Patents—There is no patent interference with the sale of American sets and tubes.

Short Wave—Short wave sets are so popular in Cuba that there is no demand whatever for sets with broadcast wave only. Reception of short wave broadcasts from the United States and European countries is only partially satisfactory, extreme fading being the principal difficulty.

In general the quality of American radio programs and their superiority over domestic broadcasts are well recognized. It is believed, however, that the majority of listeners prefer to tune in on their local stations and that re-broadcasts in Cuba of foreign programs have very much more chance of being listened to, than have the same programs by direct tuning. That announcement rebroadcast locally are in Spanish, and that tuning is easier, with less interference and fading are the principal reasons. There has been a notable reduction in interference between American and European stations.

Broadcasting—A reallocation of November 1, 1938, under a decree of October 24, greatly revises the frequencies on which Cuban stations are operating. The power designation, "100-200 watts" is not explained as to whether stations are to be assigned a specific power rating at a later date or are to broadcast with the reduced power at night.

Programs—Operators of Cuban stations claim that Cubans prefer local stations to foreign, and that there is a strong liking for so-called "typical music" such as rumbas and other native forms. Many American programs, especially musical, are well liked, especially if obtainable through Cuban stations. Increasing facilities for such rebroadcasts are being made available by American systems. This is considered an important factor in improving the general character of programs.

Advertising—Broadcast time charges range from $5 to $50 an hour. Considerable use is made of 35-word announcements, generally broadcast at program breaks and especially just preceding popular programs. Announcements may consume as much as 15 minutes time before the new program starts. Rates are subject to discounts for contracts. In general, rates are so low that large volume is necessary for stations to operate profitably. There is only a comparatively small amount of use of transcriptions.

Sets in use—200,000.

Stations—82.

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DENMARK

General—Most Danish radio manufacturers are also wholesalers and it is estimated that about 50 per cent of the production is sold direct by the manufacturers to the retailers, while the other 50 per cent is sold through wholesalers. There are approximately 1,000 retailers, of whom some 50 to 100 are important and are estimated to account for 50 per cent of the sales.

A total of 746,864 sets were registered as of June 31, 1938, as compared with 686,640 on the same date of the preceding year, a gain of some 60,000 sets, or about 9 per cent. Total sales are estimated by the trade to approximate 90,000 sets a year. Most of the sales are for the replacement of old sets.

Sources of Supply—The domestic industry, comprising 9 manufacturers of importance, of whom 7 are Danish and 2 branch plants (Philips and Telefunken) satisfy practically the entire demand. The only imported set of any importance is the Italian Marconi. Only chassis are imported, cabinets being made locally. Makes enjoying the best sale are Philips, To-R, Telefunken, B. & O., Telavox, Neutrofon, Superfon, Tik, Unica, and Marconi. Very few, if any, American sets are sold in this market. Prospects were very good for American sets until the establishment of governmental control over imports, since which practically no permits have been issued for American sets.

Patents—Tube patents are controlled by Philips, and the local office is active in asserting rights possessed or claimed.

Tariffs and Restrictions—The duty rate on radios and loudspeakers as well as parts and accessories is 20 per cent ad valorem. Imported sets with tubes pay in addition 1.50 crowns for each tube. Tubes imported alone are also assessed 1.50 crowns each.

Imports of nearly all kinds of merchandise are controlled by the official Foreign Exchange Control Board, import licenses issued by the board being required before goods are permitted entry. Because of the pressure exercised by the two countries that are the largest purchasers of Danish exports, Germany and the United Kingdom, Denmark is compelled to import from these countries to the greatest possible extent. As a consequence import permits are granted rather freely for goods originating in those countries. This operates to the disadvantage of American trade.

Short Wave—Short wave reception is popular locally and practically all sets sold during the past two years are equipped to receive on short wave. Best reception is on the 19 and 25 meter bands. Local short wave broadcasting has been limited to a single wave of 31.51 meters, and has been the subject of considerable criticism, owing to poor reception, especially in the United States. Experiments are being made in revising the aerial and in use of 19.78 and 16.90 meter waves.

Advertising—Prohibited.

Regulations—The government, on account of the monopoly, does not permit others to broadcast. Regulations governing amateurs are given in a ministerial decree of March 27, 1935. Receiving licenses costing 10 crowns per year are required.

Sets in use—751,744.

Stations—3.

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DOMINICAN REPUBLIC

General It is estimated that there are between 4,000 and 4,500 sets in use. Import statistics give the only accurate indication of annual sales. The demand is increasing from year to year, especially for small sets capable of receiving Cuba and Puerto Rico. With increasingly better programs from local stations, use of these small and inexpensive sets will be greater among the class of people in the lower income brackets. Radio sets generally in demand are of 5 and 6 tubes, and priced generally between $59 and $75.

Sources of Supply Radio sets, tubes, and parts come principally from the United States. Since there is no domestic production, import statistics are a satisfactory guide as to the sources.

Patents No interference with sales.

Tariffs and Restrictions By the law of Internal Revenue No. 854 of March 13, 1935, a sales, use, and consumption tax of 30 per cent ad valorem is imposed on radio sets imported into the Dominican Republic. No sales or exchange restrictions exist. There is a charge of 50 cents imposed annually on owners and operators of receiving sets.

Short Waves Radio sets now imported are usually all-wave. A majority of the people prefer foreign programs. The stations holding most interest for Dominicans are: Schenectady, Pittsburgh, Boston, London, Berlin, and Habana. In general wave lengths of 13, 14, and 19 meters are more favorable during the day from November to April. At night all year 25, 31, and 49 meters are favorable, especially during the winter.

Programs Programs of Dominican stations are general in nature, but have not been highly developed artistically.

Advertising Advertising rates are subject to alteration according to the type and length of programs which may be accepted.

Transcriptions Transcribed programs are being used by 2 or 3 American firms at the present time. Difficulties encountered here have been limitations as to time allotment. The American firms using transcribed programs prefer evening hours, but this is not the most advantageous time because reception in the evening is more likely to be of foreign stations. In general Dominican stations are anxious to make contact with prospective advertisers by transcriptions. Turntables are all 33 r.p.m.

Sets in use—4,500.

Stations 28

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ECUADOR

General Sets in use are estimated at about 6,000. Of this number, about 2,750 are in Guayaquil, and most of the remainder in Quito. Total sales for the year 1937 are estimated to have been about $44,000. As stocks are not maintained to any extent, sales approximate importations. The type of set most popular in Ecuador is a 6 to 8 tube table model retailing at from 1,300 to 1,500 sucres ($99 to $102).

Sources of Supply The United States occupies a dominating position in the Ecuadorian radio market and is now supplying about 75 per cent of the receivers and 90 per cent of the parts and accessories imported. Twelve American set manufacturers are at present actively represented in this market by distributor agents and several additional makes are represented less actively. Sales of the leading American make constitute about 60 per cent of the total set business.

Patents No sales interference has arisen.

Tariffs and Restrictions Radio receivers, parts, accessories, and radio merchandise in general are classified under Article 1158 of the recently revised Ecuadoran customs tariff and are subject to an import duty of 10 per cent ad valorem. Merchandise from the United States under this classification enjoys a preferential reduction of 50 per cent of the amount of the basic duty, under the terms of a modus vivendi. Similar merchandise from Germany, Brazil, Belgium, Chile, Czechoslovakia, Netherlands, and France also receiving the same preferential tariff reduction.

Short Wave Short wave reception has been growing in popularity and at present six Ecuadoran stations broadcast on these bands. Foreign stations most frequently heard are Colombian, German, British, American, Peruvian, and French, respectively.

Broadcasting All broadcasting stations in Ecuador are independent. Most are commercial, although two stations, in Quito and Guayaquil, are concerned primarily with missionary activities conducted by means of radio.

Programs—No material improvements has been manifest in the quality of programs broadcast from Ecuadoran stations, which programs consist largely of recorded music broken by intervals of advertising. Although to the American mind these programs are almost totally devoid of interest, they are well accepted locally.

Advertising—The demand for time for radio advertising is growing rapidly in Ecuador, but rates remain far below those customary in the United States.

Regulations Decree No. 106 of May 12, 1937, provides that non commercial stations broadcasting publicity for Ecuador are exempt from a tax generally applied on transmitters, amounting to 1 sucre per watt, imposed by Article 29 of the Stamp Tax Law of February 13, 1936.

Sets in use 6,000

Stations 24

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EGYPT

General In the 12 months ended June 1, 1937 63,815 receiving licenses were issued in Egypt. Dealers estimate that 5 to 10 per cent of the sets used are unlicensed, indicating a probable 70,000 sets in use. Estimates indicate that about 65 per cent of the licensees are Egyptian.

Sources of Supply The most serious competition to American Equipment is Philips, followed by British, German and Hungarian makes. Some progress was made by a Belgian make (Radio Bell) recently introduced on account of its close resemblance to American models.

Apart from a few expensive sets and radio parts purchased by Egyptian State Broadcasting, the United Kingdom occupies the third place as radio supplier, largely because of sales to the British troops stationed in Egypt and to British residents. A favorable trend towards buying British products has also developed among Egyptian prospects due to the efforts of British exporters who are giving more consideration to the possibilities offered by this market since the ratification of the Anglo-Egyptian treaty.

Patents—The patent situation has not offered any difficulty in the sale of American radio equipment.

Tariffs and Trade Restrictions Under paragraph 785 of the Egyptian Tariff, wireless telephone and telegraph apparatus is assessed 12 per cent ad valorem, on substantially the c.i.f. value. A quay tax of 1-10 of the duty is added, as well as an import tax of 3 per cent ad valorem.

Radios individually imported are treated as ordinary merchandise with the exception that the customs authorities keep a record of the destination of the radio as check upon the payment of the annual license fees.

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Short Wave—The "British Empire Program," as well as several European and American stations stimulate the demand for short wave sets which is steadily increasing.

Broadcasting—Egyptian State Broadcasting, through the Marconi Wireless Telegraph Company Ltd. of London, now operates all broadcasting. The Marconi Company has a 10-year monopolistic concession, to operate as agents for the Egyptian government, receiving 60 per cent of the listener's license fees. The main studios are in Cairo in a specially constructed building.

Advertising—None.

Regulations—The Marconi concession constitutes the regulations governing broadcasting. Dealers are required to report all sales of radio with the identity of the purchasers. An annual receiving set tax is applied, amounting to 80 piastres ($4) plus 5 piastres (25c) per tube. Antagonism to this taxation is general.

Sets in use—70,000.

Stations—5.

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FRANCE

General—On Sept. 30, 1938, 4,548,293 receiving licenses were outstanding, representing an increase of 621,391 during the preceding 15 months. The increase has continued, according to estimates, but no authoritative estimate exists as to the number of sets now in use. The French are inclined to consider radio more of a luxury than a necessity, which somewhat retards the market, but the general rate of sales is good. There is a distinct winter peak.

Sources of Supply—Radio imports are chiefly from the United States and the Netherlands, with some competition from Germany and the United Kingdom. The French industry accepts the fact that American design and technical practices are about 2 years ahead of the best they have been able to do in France, and adjusts its production, both as to price class and quantity, accordingly. The French radio industry is fairly large. Its principal drawback is its inability to finance frequent changes of equipment that would permit producing competitive sets in the more profitable classes.

Tariffs and Restrictions—Radio sets when imported into France pay an ad valorem duty of 22.6 per cent, plus the 8 per cent tax levied on all finished products entering France, and are subject to an import quota, the annual allotment to the United States being 4,000 metric quintals. Tubes are also under quota, the annual allotment to the United States being 429 metric quintals; the import duty levied being 12.30 per cent ad valorem, plus the 8 per cent tax levied on finished products.

Television—France is one of the leading countries in television experiment, and experimental transmissions have been made since April, 1935. The transmitter has been in the Eiffel Tower since November of that year, and has just been replaced by improved equipment. The antenna projects above the flagpole on top of the tower. The transmitter has a peak power of 30,000 watts, fully modulated, at the feeder of the antenna and is capable of transmitting television images having a definition of 400 lines. The transmitter is connected with studios in the Post Office building and in the Exposition, through coaxial cable.

Broadcasting—French broadcasting stations are of two categories, government and private. The Government stations are operated by the Ministry of Posts, Telegraphs, and Telephones, and are supported by the proceeds of license fees, while the private stations are operated on a basis somewhat similar to that in the United States.

Advertising—The Government stations do not broadcast advertising. However, advertising constitutes the principal means of revenue for the private stations, in which they have been sufficiently successful that income from this source is now subject to a special tax. Chain broadcasting has been started by only one group, "Radio Information," made up of Radio Mediterrannee, Poste de l'Isle de France, Radio Toulouse, Radio Bordeaux Sud Este and Radio Enghien, the two last being interconnected.

There are two methods of advertising, "communique publicitaire" and "concerts patronecs." The former consists of series of advertising transcriptions, usually involving musical interludes. The second classification refers to sponsored programs, which are in almost every case of 15-minute length. Besides the usual French advertising, there is a growing industry in English publicity, especially for trans-channel reception. The most popular hours for this are 8 to 9 a.m., 12 to 2 p.m., and after 5 p.m. The largest users of radio advertising are manufacturers and dealers in foods, household equipment, and similar products.

Sets in Use—3,916,902.

Stations—26.

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FRENCH MOROCCO

General—According to the Protectorate's Department of Posts, Telegraphs, and Telephones, there were 34,240 licensed sets in use in French Morocco at the beginning of 1938, an increase of 1/6 over the 29,448 sets at the beginning of the preceding year. Local dealers estimate sales during 1937 at 5,000 to 5,500 sets, most of which, according to them, consisted of small-powered sets of European manufacture. Prior to the devaluations of 1937 and 1938, American makes led the market, but at present the leading make is Philips, with French makes as close competitors. The chief demand is for small and inexpensive sets, which is being met principally by the Dutch and French manufacture.

According to dealers, the most popular types of radios are: European 5 and 6 tube sets, American 7 to 9 tube, all-wave table models.

Sources of Supply—The principal sources of supply of radio equipment are at present, in order of importance, the Netherlands, France, and Germany.

Patents—No interference with radio sales.

Tariffs and Restrictions—There are no sales taxes, import, sales, or exchange restrictions.

Short Wave—Standard broadcast wave lengths are more frequently listened to in French Morocco than short waves, inasmuch as the local station and most French stations on the middle band are receivable. The short wavelengths most used are 6, 9, 12, and 16 megacycle bands.

Broadcasting—The only station in French Morocco is Radio-Marco, at Rabat, operated by the Protectorate government. The wavelength is 499 meters and frequency 601 k.c., the nominal power, seldom fully used, being 25,000 wats. The government has restricted all broadcasting service to this station.

Advertising—Advertising was discontinued July 1, 1938.

Regulations—The Protectorate government maintains a monopoly on broadcasting and does not permit the importation of radio transmitting equipment except for licensed amateurs. There are no restrictions governing the importation, sale, ownership, licensing, and use of receiving equipment except an annual license fee of 50 francs.

Sets in use—34,320.

Stations—1.

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GERMANY

General -Listeners are increasing at the rate of about 1,030,000 a year, a rate that has maintained since 1934. Domestic sales from 1934 to 1937 totalled, respectively, 1,750,000, 1,440,000, 1,310,000, and 1,360,000 sets. Total production in each year exceeded sales by about 100,000. The number of sets in use in Austria as of July 1, 1938, was about 670,030, approximately 92 per 1,000 population, while in the "old" Reich in May, 1938, there were sets in 55 per cent of the homes. The average annual increase in registrations from 1928 to 1932 was 418,000, and 1933 to 1937 980,000. The largest sales come in the fourth quarter, though for the Volksempfaenger the heaviest sale is in December. The increases in registrations continues until about Easter.

Sources of Supply– There is no market in Germany for imported radio equipment. Patent exchange agreements reserve the German market for German manufacturers. Under prevailing import and exchange regulations it is impossible for an American exporter to sell in Germany.

As a result of a patent dispute, however, an agreement was reached between Telefunken, the principal patent holder in Germany, and Philips of the Netherlands, whereby the latter was licensed to do business in Germany. By the same agreement, Philips allows a certain amount of German participation in the Dutch market, including East and West Indian possessions.

Domestic Production– The number of German radio manufacturers has been limited by decree of the Minister of Economics to 28 companies. After the incorporation of Austria the total was increased to 33 with the inclusion of 5 Austrian manufacturers. A cartel regulates prices and discounts. Of the entire production 97.5 per cent by number and 89 per cent by value is accounted for by domestic sale.

Patents– German radio patents are controlled by Telefunken which also holds the rights in several other European countries. The company's position in Germany appears to be unassailable.

Tariffs and Restrictions– In general imports from the United States are restricted to those products considered essential, which cannot be obtained locally or from countries having clearing agreements with Germany. Permits from the foreign exchange control authorities for all imports and for all exchange transactions, are required.

Television– Germany was one of the first, and for a long time one of the foremost countries in the world to bring television to its people. For several years there has been one central sender and one relief station handling programs three times a week and a number of other transmitters are planned. Although announced some time ago, however, these have not yet been built. The station in operation uses intermediate film, 441 lines, 25 frames per second. Direct scanning is also sometimes used. A speed truck operating in Berlin picks up events and transmits them by either method, principally by film. Accompanying sound is recorded on steel tape by the magnetic method.

Television patents are under the same control as those for other radio apparatus.

Some manufacturers claim to produce television receivers at less than 500 marks, but purchase of such receivers is difficult. The Post Office is in charge of television developments and is making constant experiments. Although extensive progress has been claimed, little of this has been reflected in either private receivers or transmissions indicating that the reported progress is probably more in the field of military development.

Public television service in Berlin was announced for October, 1938, but has been postponed indefinitely, because of labor shortage and other considerations.

At the recent Radio Show, table television sets were exhibited with a frame size of 17 x 20 cm., which are intended as supplementary apparatus to regular radio receivers. Small television sets have been developed which incorporate both television and sound or sound only. The frames in these are very small. There are also receivers projecting pictures on a screen by means of the Braun'sche tube, giving 40 x 50 cm. views. So far regular production of television sets has not been undertaken.

Facsimile– German facsimile service is carried on by cable within Europe and by radio with oversea countries. There are direct wireless connections between Nauen, the German facsimile station, and New York, Buenos Aires, and Bangkok. Siemens and Halske have developed a box set for newspaper reporters to enable them to send pictures from any postoffice wherever they are. This apparatus was tried out for the first time at the winter Olympic Games at Garmisch Partenkirchen. German newspapers and commercial circles are already making great use of the facsimile service, particularly for transmission within Europe.

Short Wave– Interest in short wave reception is high, and most important world stations may be received. The Zeesen transmitters, located north of Berlin, are among the most ambitious installations in the world for this purpose, and have a world wide coverage through their several directional beams.

Broadcasting– Broadcasting is under Government control, and all stations belong to the Post Office Department. The Government owned corporation Reichsrundfunk Gesellschaft, under the Ministry of Public Enlightenment and Propaganda, operates the stations. The short waves transmitters total 11.

Programs– Since the programs are prepared by a Government agency, strict censorship is applied.

Advertising– None.

Transcriptions– There is a considerable use of various types of recordings, but all those used are made within the broadcasting organizations.

Regulations– The operation of both receiving sets and of broadcasting equipment, with the exception of military radio, is under the control of the Government through the Ministry of Posts.

Sets in use– 11,000,000

Stations– 35

#

GREECE

General– Athens and Piraeus being the principal sales areas for radios in Greece, it is customary to cover the entire country by means of an exclusive distributor located in Athens. Official statistics are not available, but about 35,000 sets of all types are now estimated in use throughout the country. Of these, no less than 70 per cent are believed to be in the Athens Piraeus area.

The type of radio now in general demand in Greece is all wave, covering frequencies from 22 megacycles to 130 kilocycles.

Sources of Supply– Fully 75 per cent of the radios sold in Greece are of American manufacture and all the better known American makes are represented. Among the foreign makes sold, Philips and Telefunken are the only sets worth mentioning, sales of all other makes being negligible. American sets enjoy a high reputation.

Patents– No interference with sales has occurred from patent claims.

Tariffs and Restrictions– Radio receiving sets and parts are subject to an ad valorem import duty of 20 per cent, calculated on the certified c.i.f. cost price. In addition there are various import surtaxes totalling 75 per cent of the basic duty and a 3 per cent excise tax calculated on the landed cost plus duties.

Amateurs– The possession and use of radio transmitting equipment by private individuals was recently prohibited in Greece. At present there are only 3 amateur radio transmitters in service, these being covered by special license. Their call letters are SV1KE, SV1CA, and SV1NK. All

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operate on the 14 megacycle band and are located in Athens.

Short Wave—Short wave reception is becoming increasingly popular in Greece on account of the satisfactory results obtained during the daytime from European stations. Short waves are an essential feature of almost all the sets sold in Greece at present. American short wave stations are heard only on the larger sets.

Programs from London, especially news bulletins are of keen interest to a large number of listeners, and PCJ in the Netherlands is also popular. The best results are obtained on the 12, 15, 16, and 22 megacycle bands.

Broadcasting—After numerous delays and last minute postponements the Athens broadcasting station began to function about the middle of June, 1938. The station has a 15,000-watt Telefunken transmitter which operates on a frequency of 601 kc, 499 meters wavelength. The station has no call letters, but uses a characteristic of pastoral flute with goat bells in the background.

Advertising—Very little advertising has been done through the Athens station so far and the management of the station confesses to a complete lack of organization in this respect.

Regulations—Owners are required to register their sets with the Ministry of Communications as soon as purchased and to notify the same Ministry of any changes in ownership.

With the opening of the local broadcasting station radio owners have been called upon to pay the receiving licensee fee provided for by law, but never enforced.

Sets in use—23,000.

Stations—1.

#

GUATEMALA

General—While sales in 1937 were considered very satisfactory and showed some gain in the total number of units, the increase was much less marked than in previous years.

The tax figure of 11,842 tax-paid sets is believed to be 10 to 20 per cent below the actual number. Of these, 8,718 were in the Province of Guatemala.

Types of Sets—Owing to inadequate local broadcasting, small middle-band sets have not had any appreciable demand until the present year. The inauguration of the powerful government-operated station in October, 1937, has helped to stimulate this trade somewhat. Practically all radio users demand all-wave sets with a minimum of 5 or 6 tubes. The principal sales are of 8 and 10 tube sets.

It is estimated that from 80 to 90 per cent of the sales are table models.

Sources of Supply—The United States is by far the largest supplier of practically all types of radio equipment imported into Guatemala. At least 90 per cent of the broadcasting equipment, tubes, parts, and accessories, including antennas, amplifiers, etc., are from the United States.

Patents—Patents in no way interfere with the sale of American sets or tubes.

Tariffs and Restrictions—Radio apparatus is assessed in the Guatemalan Tariff under the general grouping including telegraph, telephone, and television apparatus.

Amateurs—Amateurs are somewhat restrained by the necessity of obtaining a government permit to import transmitting apparatus, and only two are operating. Both are members of the technical staff of the government broadcasting station TGW, and transmit under the calls TG9AA and TG9AB.

Facsimile—Up to the present there has been no facsimile transmission of pictures and maps. Newspapers depend upon airmail for rapid transmission of photographs.

Short Waves—The only short wave broadcasting in Guatemala is that of the government stations, TGWA, TGS, TG2X, TG2 and TGQA. Another short wave station is under construction and will be operated on the 49-meter band as TGWB.

Reception of short-wave broadcasting from the more powerful stations in all parts of the world are generally heard satisfactorily in Guatemala.

Programs—Programs for the most part include musical numbers, though there has been an increase in the use of news and educational features. Musical numbers are supplied by local bands and marimba orchestras, and transcriptions are also used.

Advertising—All of the broadcasting stations with the exception of TGC accept advertising.

Transcriptions—Only ordinary phonograph records have thus far been used in Guatemala. The new broadcasting station will, however, use electrical transcriptions.

Regulations—In addition to the regulations covering acceptance of advertising, the law establishing government station TGW provides for receiving licenses and notification of change in ownership of receiver, applications and notices to be on 10-cent stamped paper, and that licenses are to be issued by Station TGW as the government licensing agency. Other provisions deal with broadcasting operations of TGW.

Sets in use—11,842.

Stations—10.

#

HAITI

General—It is estimated that 2,500 sets are in use in Haiti. The principal requirements of the Haitian market are for all-wave sets, both the climate and scarcity of local broadcasting giving short wave reception extra value.

Sources of Supply—Most of the receiving sets and tubes are imported from the U. S. The only foreign makers represented are Philips and Telefunken, which are reported to have sold 2 and 20 sets, respectively, during the past year.

Patents—Patents have not interfered with sales of radio apparatus.

Tariffs and Restrictions—Radio receiving appliances, equipment, and parts are classified under paragraph 11033 of the Haitian customs tariff and pay duty of 30 per cent ad valorem, plus a surtax of 5 per cent of the duty. The trade agreement between Haiti and the United States provides that whenever the Haitian budget calls for expenditures of $8,000,000 or more, the rate on this item is to be reduced to 15 per cent ad valorem. It does not appear that this will occur in the near future.

Short Wave—Much interest is shown in foreign broadcasting, and as French is the official language of Haiti, programs from Paris are preferred by many. Reception of American and European stations is good. Some interference is caused by European stations.

Programs—Programs consist principally of phonograph records. Occasionally music is furnished by local talent.

Advertising—Advertising is accepted by HH2S, HH3W, and HHW. Announcements are made between the playing of phonograph records.

Transcriptions—Transcriptions are not used to any great extent because of the cost. Phonograph dealers exchange the use of records for ad time or mention of the source of the record.

Regulations—The Haitian radio law provides: All forms of radio under the Department of Public Works; broadcasting stations must be licensed after approval by the Department of the Interior; operator must be licensed; receiving license fee 1 gourde per tube per year for private and 1.50 gourdes per tube per year in public places; broadcasting license fee 0.50 gourdes per watt

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of output up to 800 watts, 0.75 gourdes over 500; operator license fee 15 gourdes per year, amateur license fee 5 gourdes per year, temporary amateur 3 gourdes per year. Secret code among amateurs is prohibited.
Sets in use—5,500.
Stations—18.

#

HONDURAS

General—No official figures are available, but estimates by local dealers, however, place the number at between 15,000 and 16,000. Approximately 95 per cent of the receiving sets sold in this market are table models.

Sources of Supply—So far as transmitting equipment is concerned, only American products are to be found in this market. It is not thought that equipment from other countries has ever been imported for sale. In other branches there has been a small amount of competition, but none seriously limiting American sales.

Patents—There is no difficulty with regard to patents.

Tariff and Restrictions—The Honduran Customs Tariff under item 2199 stipulates a duty of 0.78 lempira (38 cents) per gross kilogram on radio sets imported into the country. In addition to this there must be paid a surcharge amounting to about 10 per cent of the duty, as well as certain other small taxes amounting to fractions of a cent each.

Short Wave—Sets without a short wave range are of very little value in Honduras. Radio dealers estimate that approximately 95 per cent of the programs received in this country come over short wave.

Broadcasting—There are 3 broadcasting stations in Honduras.

Advertising—All radio stations in the country broadcast advertising, which is believed to be the sole source of revenue for the station operators. There are no listeners licenses. Most of the advertisements broadcast consist of commercial announcements interspersed between musical numbers.

Sets in use—15,000.
Stations—3.

#

HONG KONG

General—On July 31, 1938, there were 9,500 receiving licenses in force. The demand is increasing. Radio is becoming more and more popular in Chinese tea houses, in shops and in the home.

The demand from South China has been negligible since the outbreak of the Sino-Japanese hostilities. There have been heavy purchases by the Chinese Government but such sales have no bearing on the general market situations.

In 1937, only 55 per cent, by value, of Hong Kong's imports of radio apparatus and tubes were re-exported to South China and other nearby countries, as compared with approximately 80 per cent in 1936.

Sources of Supply—In 1937, the United States assumed a dominant position as a supplier of radio equipment to Hong Kong, furnishing 75 per cent of the total value of imports in this category. It was followed by the United Kingdom with a share of 13 per cent, Holland with 5 per cent, Japan with 3 per cent, and Germany with 1 per cent.

Patents—No patent action has affected the sale of American apparatus.

Tariffs and Trade Restrictions—No duty is assessed on radios or parts thereof imported into Hong Kong. No other restrictions exist.

Amateurs—The number of amateur transmitting stations has decreased since the beginning of 1936, and in August, 1938, there were only 14 amateur licenses in force. The demand from this source for equipment continues insignificant.

Short Waves—Short wave reception is popular, and purchasers prefer this feature to be included in their sets. American programs are seldom received because of distance and lack of beam transmission, together with atmospheric interference.

Broadcasting—The broadcasting service in Hong Kong is maintained by the Government. There are no private broadcasting stations, and everything pertaining to radio traffic is Government controlled.

Transcriptions—Transcriptions play a large part in the local radio programs. All records are purchased from dealers.

Regulations—A broadcast receiving license costs 12 dollars per year, while a dealer's license costs 50 dollars. All radio receiving sets are subject to inspection at any time on order of the Postmaster General, and the license may be cancelled at his discretion. Dealers are required to keep all stocks at a specified place, and are responsible for any misuse of merchandise. They are required to maintain a register of sales.

Sets in use—9,500.
Stations—3.

#

HUNGARY

General—About 365,000 sets are in use. There are about 540 radio dealers, but only about 50 are important. Six Budapest wholesalers handle about all of the trade.

Types of Sets—According to official records, on December 31, 1936, there were in use in Hungary 73,543 crystal sets, 11,754 1-tube, 132,259 2-tube, 107,081 3-tube, 27,072 4-tube, 9,759 5-tube, and 3,957 6-tube and larger. About 8% per cent of the tube sets are socket power. Crystal and 1-tube sets are rapidly decreasing, while larger sets are increasing in use. The low purchasing power of the public limits the demand to low and medium priced sets.

Sources of Supply—The domestic industry supplies practically all the receiving sets and tubes used in Hungary, except auto sets and military transmitters, both of which come from Germany.

Patents—There has been no interference from patents in the sale of American radio goods.

Tariffs and Restrictions—The import duty on radio sets is 800 gold crowns per 220 pounds.

Television—No developments.
Facsimile—No developments.

Short Wave—The better grades of sets manufactured in Hungary have both the short and long wave bands, in addition to the broadcast. Results appear to be good on all short wave bands including the 49 and 15.

Broadcasting—Broadcasting is a Government monopoly, supervised by the Royal Hungarian Postal Department. The service is under lease to the Hungarian Telephone News Service and Radio Company.

There are two experimental short wave stations at Szekesfehervar operating with 6,000 watts.

In addition there are 59 other transmitters, 6 being on airplanes, 7 on steamers and 16 in public service and in scientific institutions.

Programs—Budapest broadcasts daily from 6:45 a.m. to 12:10 a.m., and Budapest II from 5 to 10 p.m. The relay stations usually take programs from 1, but occasionally from II. HAS3 is on the air Sundays from 8 to 1 p.m., and HAT4

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Wednesdays and Thursdays 1 to 2 a.m. and Saturdays and Sundays 12 to 1 a.m.

Advertising—No advertising is broadcast.

Regulations—Regulations are now being prepared by the Royal Hungarian Postal Department.

Sets in use—400,000.

Stations—7.

#

IRELAND

General—There is a good demand for radio sets in Ireland, and the market is steadily expanding. The greatest demand occurs between December and March. In addition to the usual seasonal effects, this period finds the agricultural community, which forms fully two-thirds of the population of the country, in possession of the greatest amount of cash.

According to official figures, there were 112,000 licensed receiving sets in the country December 31, 1937, compared with 104,000 a year previously. No accurate information is available as to the number of sets sold annually, but it is estimated to be in the neighborhood of 30,000.

Sources of Supply—The majority of the sets sold are British, the Netherlands and the United States each furnishing about 10 per cent of the imports.

Patents—No patent activities have interfered with radio sales.

Tariffs and Restrictions—A duty of 50 per cent ad valorem is imposed on all radio sets imported into Ireland. Parts and Accessories are dutiable at 25 per cent ad valorem, with the exception of cabinets, which are assessed at 50 per cent. There is no preferential rate for British products.

Amateurs—The total number of licensed amateurs is about 35.

Short Wave—There is no Irish short wave broadcasting. American and European short wave stations are received regularly.

Broadcasting—Broadcasting is a Government monopoly, under the Department of Posts and Telegraphs.

Programs—All programs are originated at the Dublin studios and transmitted simultaneously by all three stations. The local programs are designed to have a distinctive flavor. Broadcasts to schools are given for one-half hour daily, except Saturdays, Sundays, and holidays.

Advertising—Sponsored programs have been tried out, but the Government does not encourage them.

Transcriptions—Records are broadcast approximately 11 hours weekly. Advertising transcriptions are not used.

Regulations—The stations being Government-owned, no regulations have been adopted for their operation, other than the international and European conventions to which Ireland is signatory. Receiving licenses are required, costing 10 shillings annually.

Sets in use—112,000.

Stations—3.

#

ITALY

General—The number of radio subscribers in Italy at present is about 900,000. The number of sets sold during 1937 is estimated to be about 180,000. Sales during 1938 are expected to reach 200,000 sets. Sales are particularly of a seasonal character, being at the highest point in winter and at the lowest in summer. The type of set having the largest sale is the superheterodyne having 5 tubes.

Sources of Supply—The domestic industry provides now for the entire requirements of radio sets and material. The total import quota of tubes for 1938 is set at 131,576 units of which the United States is allotted 70,000, or 53.2 per cent of the total.

Patents—Some of the more important Italian firms have patent agreements with American, German, Dutch and other companies. The question is not at present active.

Tariffs and Trade Restrictions—Imports of radio sets and tubes are subject to license by the Ministry of Communications. When the import license has been obtained the Ministry for Foreign Trade and Exchange grants the necessary foreign exchange.

Television—Rome and Milan will soon have television transmitting stations with 441 lines of analysis or 28 whole pictures. These stations will be manufactured in Italy as regards the transmitter, while the analyser will be imported. However, an Italian company has been devoting itself for years to the problem of television and has its own systems and patents also as concerns the analysis of the picture.

Amateurs—There is in Italy an association of radio amateurs—ARI. However, as licenses for amateur transmitting are obtainable with great difficulty, their number is very small.

Facsimile—For the wire transmission of photographs 5 plants are installed for newspapers, all supplied by foreign firms. So far the domestic industry has not manufactured equipments for this application.

Short Wave—The interest in short wave transmission has been considerable so that the type of set most in demand, the 5-tube superheterodyne, has the three bands for long, medium and short waves, and the higher price sets have the short waves divided into two or more bands.

Advertising—Advertising has been eliminated in broadcasting. In the case of sponsored programs only the name of the sponsor is announced.

Regulations—Under the decree law of February 8, 1923, radio stations and broadcasting services are a Government monopoly in Italy and colonies. The Government can grant concessions and issue licenses to private companies and public bodies for erecting and operating wireless stations. As indicated above, the broadcasting service has been leased under decree law of 1927, to the E.I.A.R. The direction and supervision of the service is vested in the Ministry of Communications.

Private owners of radio receiving sets are required to pay a fixed annual subscription to the broadcasting company at the rate of 81 lire per annum if paid at the beginning of the year or 85 lire if paid in advance in two semi-annual installments.

Sets in use—900,000.

Stations—30.

#

JAMAICA

General—The demand for radio equipment has been moderate, but it would appear that the market is gradually becoming saturated and will decline in the near future to one almost entirely of replacement. The low purchasing power of a large majority of the population restricts potential users and these are largely supplied. A further adverse factor is the poor reception of overseas broadcasts during the summer months. The sales of radio sets are slightly better during the Christmas season than at other periods of the year but, owing to the slight variation in the climate, there is little fluctuation in business at other seasons.

Atmospheric disturbances in the Carribean Sea and the topography of the country affect radio reception to some extent at all periods of the year, but from March until October it is almost impossible to achieve long wave reception. According

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to the Superintendent of Telegraphs there were 3,340 receiving set licenses, including 880 original applications, in effect at the beginning of 1938.

Advertising—There are one daily morning paper and one weekly paper published in Jamaica, and dealers advertise in these periodicals at irregular intervals. They also advertise at the better class picture houses.

Sources of Supply—Over 80 per cent of the sets imported are of American manufacture and the United Kingdom supplies about 15 per cent. The imports of tubes are not separately classified but the United States supplies at least 85 per cent of all parts imported, while less than 10 per cent are from the United States.

Patents—There are no patent laws or regulations affecting the sale of American or other foreign products.

Tariffs and Restrictions—With the exception of an important tariff, there are no exchange or other legislative restrictions affecting the market for radio equipment and parts.

Short Wave—Only short wave sets are in demand as long wave reception is unsatisfactory for nine months of the year.

Sets in use—3,340.

Stations—None.

#

JAPAN

General—Japan is at present operating on a full wartime basis of economy, with the Government exercising rigid control over all phases of finance, industry and trade. Imports are being curtailed in order to combat the unfavorable trade balance and to maintain the value of the yen on world money markets. Import licenses are required for receiving sets and equipments. Owing to the well-developed state of the domestic radio manufacturing industry, which is on an export basis, imports during the closing months of 1937 and during the early months of 1938 showed a decided shrinkage. It is believed that total arrivals during 1938 will be considerably below the levels of recent years. The number of licensed radio receiving sets at the last count was 3,402,489.

Opportunities for the sale of American radio receiving sets are extremely limited, owing to the current trade and exchange restrictions, the import duty of 40 per cent ad valorem on the c.i.f. price and the general low-price characteristic of the market.

The Japanese radio manufacturing industry is expected to meet with growing business. The number of sets sold in the domestic market is expected to increase in greater rate for many years to come, due to increase in number and power of broadcasting stations and greater popularity of radio among the masses. Further, the improvement in production is expected to cause continued expansion of exports not only to Asiatic countries but also to the Occident.

Patents—Imitation is a strong feature of Japanese manufacturing, and any imported article should be fully covered by Japanese patents before being placed on sale. Otherwise, it is most certain that as soon as popularity is attained, direct imitations will appear, often with trade marks and cartons in striking mimicry of the original produced and sold at prices far below any at which American goods can be imported.

Tariffs and Restrictions—Radio receiving sets and equipment are dutiable under Japanese Import Tariff Item No. 559 at 40 per cent ad valorem, the duty being assessed on the c.i.f. valuation. Effective October 11, 1937, importers of such apparatus are required to secure import permits from the Finance Ministry for all purchases from abroad exceeding 100 yen in value. This regulation went into force as the result of the promulgation on that date of the Emergency Trade Control Law. While not altogether in the nature of an import prohibition, it has had the effect of limiting imports to products not yet made locally to an extent sufficient to fill domestic needs and then only in curtailed amounts.

Television—A considerable amount of experimental work has been done with television in Japan. Public tests have been conducted during the past several years, the most important of which were held in February 1938. Developments are now being directed by the Japan Broadcasting Corporation at a special laboratory erected for that purpose at Kinuta, on the outskirts of Tokyo. According to Dr. Kenjiro Takayanagi, leading television researcher in Japan and director of the new laboratory, temporary television broadcasts will be started in July 1938, for the express purpose of being sure that regular television service will be available by 1940 when the Olympic Games are scheduled to be held in Tokyo.

The Japan Broadcasting Corporation has constructed a television set that will be made available to the public at the rate of 1,000 yen, equal to $290 each. Further research may bring this price down to 500 yen a set. At this level, it is estimated that about 10,000 sets will be sold, but no greater number is envisaged unless a drastic price reduction is achieved.

Short-Wave Reception—Short-wave reception in Japan is prohibited, the few sets operated being owned by Government officials or foreign diplomats. Satisfactory reception from the United States is reported to be impossible, owing to the fact that the power broadcasting stations are all on the Atlantic seaboard of the United States and also because of climatic and other interference. It is possible that a powerful station on the Pacific coast could be heard in the Orient with some degree of regularity and satisfaction. There is no market for short wave sets in Japan and the popular American all wave sets find no appeal here since the short wave reception bands must be rendered unfit for use.

Broadcasting—Broadcasting in Japan Proper is under the control of a single organization, the Broadcasting Corporation of Japan (Nippon Hoso Kyokai), a semi-official concern closely supervised by the Department of Communications. Programs are subject to strict censorship and nothing that might harm the interests of the country and its people is allowed to go on the air. Advertising of all sorts is prohibited. Political speeches cannot be included in the daily program. Even election campaign speeches and Diet proceedings cannot be broadcast.

Advertising by Radio—No advertising of any description is broadcast by Japanese radio stations.

Transcriptions—Arrangements for transcriptions are usually made locally, both for American and for European music and other material. Two American companies have branch plants in Japan and these firms supply transcriptions to the Japan Broadcasting Corporation. Payment is made for the right to broadcast such material.

Regulations—The original Japanese broadcasting regulations were adopted by ordinance of December 21, 1925, but since amended on a number of occasions.

Sets in use—3,759,047.

Stations—39.

#

LUXEMBURG

General—Responsible dealers are of the opinion that the Luxemburg market is now "saturated," in the sense that practically all persons able or willing to buy radio sets have done so, and future sales must be based on replacements and extra sets, for the most part. The best estimates place

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the number of receiving sets now in use at more than 30,000. This is more than one set to every ten of the population. Very large families are the rule in Luxemburg, and in certain regions reception is difficult or of no entertainment value, because of high tension cables, machinery, or other circumstances. Sales have been falling off for months, and at present are mostly replacements. It is believed that under present conditions 35,000 sets would represent the maximum which could be used in this country, and that figure has almost, if not quite, been reached. The most popular selling sets in Luxemburg at present are large table types.

Sources of Supply—Germany, Belgium, and France, in the order named, are the chief countries of supply. Except for a few sets assembled to order by a couple of amateur dealers, there is no local manufacture of radio receiving sets.

Patents—There is no patent interference with the sale of American sets and tubes.

Tariffs and Restrictions—The Grand Duchy of Luxemburg is a member of the Belgo-Luxemburg Economic Union and the customs duties on all imports are the same for both countries. A reduction in the duty on radio tubes and parts imported from America was secured in the trade agreement between the United States on the one hand, and Belgium-Luxemburg on the other. There is no quota restriction on the importation of radio sets and parts into Luxemburg. There are equally no exchange restrictions between Luxemburg and the United States.

Short Wave—The desire to hear programs on the short waves is growing. This is largely because the more expensive sets are equipped for short wave reception rather than any active demand by purchasers. Reception from all countries of the world at loudspeaker strength is possible in Luxemburg nearly every day of the year, with powerful sets. There is no short wave broadcasting in Luxemburg.

Reception of American short wave stations has been greatly improved by the institution of beam directional broadcasts.

Broadcasting—The Grand Duchy of Luxemburg has only one broadcasting station, one of the most powerful and modern in the world, broadcasting at 200,000 watts on a frequency of 232 kilocycles and a wave length of 1293 meters. "Radio Luxembourg" is the name of the station, which has no official call letters. The station is owned and operated by the Compagnie Luxembourgeoisie de Radiodiffusion, 53 Avenue Monterey, Luxemburg, Grand Duchy. The station is in constant operation from 7:00 a.m. until 1:00 a.m.

Advertising—Radio Luxemburg has at present about all of the advertising that it has room to accept. Its rates are not generally made public, and are in some measure a matter of individual arrangement. About 90 per cent of the advertising is in English.

Regulations—A new agreement between the stockholders of Radio Luxemburg and the Grand Ducal government was signed in 1938. The new accord requires payment by the station on the basis of gross receipts rather than the previous arrangement of an annual payment of 30 per cent of the net profits. Station will pay the government on a sliding scale which allows a maximum of 25 per cent of total receipts. Present income is derived from American and English advertising which sponsors 80 per cent of commercial time on the station. Radio-Luxemburg continues its monopoly of broadcasting by the new agreement which incorporates previous regulations contained in the charter of the corporation itself. No taxes or license fees are collected from owners of sets.

Sets in use—30,000.
Stations—1.

MANCHURIA

Including Kwangtung Leased Territory, "Manchukuo," Etc.

General—On January 1, 75,000 subscribers were reported representing a 25 per cent increase in 3 months—owing principally to the interest of the populace in the progress of Japanese invasion of Northern China. Another element responsible for increased sales is the purchase by the government and government-controlled agencies of sets to assure reception of important patriotic and "national benefit" programs. The army is also interested in receivers, especially short wave, and as no Japanese sets are produced with short wave bands, American sets are purchased exclusively for this purpose. For the price market, 3 and 4 tube Japanese sets are the most widely sold. American sets are demanded by those able to afford higher quality.

Sources of Supply—About 60 per cent of the radio imports are from the United States, practically all of the remainder being from Japan. A very few German sets are imported.

Tariffs and Restrictions—Radio equipment is classified in common with Telephone and Telegraph apparatus under No. 244 of the Tariff of "Manchukuo."

Short Wave—The operation of all radio sets is subject to police permit, and all-wave sets are controlled more strictly in order to prevent their unauthorized operation, particularly with reference to the short wave band, the use of which is seldom authorized. At irregular intervals inspections are made and the questionable band cut off in sets of those persons whom the police think should not operate them. For this reason after these inspections local sub-agents are somewhat reluctant to stock sets having short-wave bands, although there is no limitation on the sale of all-wave sets, only in their operation.

Broadcasting—The broadcasting stations are owned and operated by the Manchurian Telegraph and Telephone Co., a semi-official organization.

Advertising—Advertising by radio was inaugurated early in 1937, but has not had the anticipated success. Less than 25 per cent of the important firms have availed themselves of the service, while more recently the military "emergency" has interfered with such developments.

Regulations—All receiving sets are licensed, and the use of sets receiving short waves is prohibited. Regulation is generally under police jurisdiction, generally interpreted according to the Japanese code. Military operations is a frequent cause for imposition or suspension of some rulings, which, however, do not seriously interfere with the continued operation of broadcasting.

Sets in use—75,000.
Stations—7.

#

MEXICO

General—It is estimated that between 300,000 and 350,000 sets are in use. As the U. S. is the principal supplier, with only limited competition, sales are generally parallel to U. S. exports. In 1937 sets so shipped numbered 111,661. The sales during the first 6 months of 1938 were 50 per cent below those during the same period of 1937. The principal reason given is the high rate of exchange.

Mexican preference is for low-priced 5-tube table models, costing from 140 to 180 pesos. In that field short wave is not considered important. Those who can pay a higher price prefer the

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7-tube all-wave class, usually table models. Domestic radio manufacturing is very small.

Sources of Supply Transmitting equipment is almost exclusively from the U. S., while the U. S. furnishes 92 per cent of the total radio imports of Mexico, the remainder being from the Netherlands and Germany. The principal competition is from Philips. The trade estimates that Philips business in Mexico doubled in 1937. German makes include Telefunken, Puuto Azul, Saba, Lorenz, and Mende.

Patents There are no patent difficulties in the sale of radio equipment.

Tariffs and Restrictions Duties were increased in January, 1938, and again changed April 30. The present rates are: Transmitters, 8 centavos per legal kilo, receivers with cabinet, 2.50 pesos per legal kilo, receivers without cabinet, 1 peso per legal kilo, tubes, 15 centavos each, antennas 10 centavos per legal kilo, separate loudspeakers 40 centavos per legal kilo, cabinets with loudspeaker 1.20 pesos per legal kilo, cabinets 1.20 pesos per legal kilo, and parts 40 centavos per legal kilo. Parts must be specifically for radio to come under this rate.

Short Wave With the growing popularity of all wave reception, there is an increasing interest in United States short wave programs. Practically all short wave stations in the United States are clearly receivable. Other western and European stations are heard regularly and are popular. Progressive improvement in Mexican broadcasting stations and other transmitters have improved reception and eliminated interference.

Chain Broadcasting There is no chain broadcasting at present, although special hookups are arranged for outstanding occasions, such as addresses by the President. Authority to require chain operation for the transmission of the official bulletins which every station is required to broadcast is given in the regulations.

Programs Vocal and instrumental Mexican music, news, classical musicals, comedies, dramas, and comic dialog make up the typical Mexican program. The requirements regarding program content outlined in the regulations brings special emphasis on nationally characteristic material.

Advertising The largest users of radio advertising time appear to be breweries and manufacturers of medicinals, beauty preparations, and cigarettes. These four industries advertise on a national scale. Other radio users are largely localized. Rates do not, as a rule, include talent. Stations reserve the right to maintain artistic standards. Some stations make extra charge for announcers' services. Rates for one of the leading stations range from 65 to 155 pesos per half hour, each hour of the day being priced differently. Quarter hour rates are about 60 per cent of the half hour charge. Discounts on contracts range up to 20 per cent for more than 100 broadcasts.

Transcriptions Transcriptions are used quite freely. Regulations require that any speech be in Spanish.

Sets in use 350,000

Stations 100

#

NETHERLANDS

General The number of sets registered in the Netherlands on March 31, 1938, was 705,150. Sales were again quite seasonal, especially during the Christmas season when the variation is quite pronounced. Philips, supplying 70 per cent of the market, has discontinued a 15 per cent summer discount.

It is estimated that between 40,000 and 50,000 sets are sold annually. As a result of increased prosperity of the past 2 years, the volume of business has become quite satisfactory. The potential demand has been estimated at 170,000 sets annually.

Patents—The importation of American radios in the Netherlands on a commercial basis is not permitted because of the control of basic patents by the Philips Company. Although doubt has been expressed of the validity of these patent rights, any dealer attempting to import American radios is liable to an injunction action in the courts of this country. No case up to the present has been carried to the highest court of appeal, so that the question is still in abeyance, but the position of Philips is considered to be a strong one. As a practical matter the Philips concern continues to enjoy control of the market.

Television Television in the Netherlands is still in the experimental stage, although the progress already made in overcoming technical difficulties would, it is reported, justify the utilization of television in the Netherlands to the same extent as is being done in England, where performances are being given regularly. The Philips concern has secured a number at its laboratories at Eindhoven. The reproductions obtained with the company's newly developed 22 tube sight-and sound receiver are considered satisfactory even when compared with the best obtained thus far elsewhere. With iconoscopes built in it own laboratories, both outdoor scenes and motion picture films can be transmitted direct, without the intervention of photography, by so called interlacing at 25 pictures per second; in this manner, larger and clearer pictures are obtainable. There are still many improvements needed, but Philips has introduced complete television transmitters and receivers. Thus is some indication that the technical difficulties are being surmounted.

Short Waves Many all wave sets are now being offered for sale in the Netherlands because the Netherlands is interested in developing short wave broadcasting with its colonies and because listeners desire the option of tuning in on the short wave band. In general, however, the average listener prefers the long and standard wave transmitters from Hilversum and Kootwijk. On the same band, he has the long and standard wave programs of neighboring countries at his disposal. Little or no interest has been displayed in the ultra short wave.

American short wave programs can be received in the Netherlands but the great obstacle is the difference in time which makes clear reception possible only with very selective sets. Programs coming from the United States which are only to be had with difficulty and at an inconvenient time possess some novelty; this, however, is soon lost especially when the average listener, with a moderate priced set, may tap the long and standard wave stations of nearby European countries offering good and diversified programs.

Broadcasting Broadcasting in the Netherlands derives its revenue almost entirely from voluntary contributions to one of the four broadcasting associations in the Netherlands. These associations publish periodicals, subscriptions to which as well as advertising thereon are an important source of revenue. Owners of receiving sets pay no license fee but every set must be registered with the postal authorities.

Advertising—Broadcast advertising is prohibited by law.

Transcriptions Considerable use is made of phonograph records for broadcasting but the market for American transcriptions, even without advertising, is negligible.

Sets in use 705,150

Stations 1

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NETHERLANDS INDIES

General—There were 54,462 sets in use at the end of 1937 in the Netherlands Indies, compared with 39,028 at the end of 1936. The sharp increase was partly due to better economic conditions and partly to the introduction by Philips of a comparatively cheap model at 89.50 florins. Early 1938 sales have held up well. About 65 per cent of the sets are owned by Europeans, 19 by natives, and 16 by other Asiatics.

The country offers a promising potential market since broadcasts are universally popular. Only a limited number of models have been available, and these offered at relatively high prices. The native market offers the greatest promise. but beeause of limited purchasing power, this cannot be developed until cheap, efficient sets are available. A good all-wave model costing 25 to 35 florins would meet a demand of several thousand sets a year.

Sources of Supply—The most popular sets are Philips and Erres, both Dutch, but some British GEC and Austrian Minerva are sold. The German Mende was recently introduced, but the Korting and Blau Punkt are now seldom found. Under an agreement with Philips, German concerns are permitted to import 600 and British 250 per year, according to reports.

Patents—Owning tube patents, Philips has succeeded in definitely holding Netherlands Indies as a market closed to American tube sets. The closure developed as a result of the popularity of American sets during the early days of broadcast development, and earlier among amateurs. Philips using the right to refuse licenses as a means of preventing importations in competition. The right of individuals to buy sets abroad for delivery in the country has never been decided by the courts, although Philips agents usually notify such an importer that suit will follow if he accepts delivery. Generally the matter is dropped, however, if the importer gives sufficient assurance that the set is for "amateur" use and will not be offered for sale.

Short Waves—The tropical climate of the Netherlands Indies has restricted radio developments to short waves almost exclusively.

Programs—Seventeen stations broadcast primarily for European audience and 7 for the native. According to the terms of the NIROM concession programs must be developed to meet the public interest. Questionnaires are regularly distributed to listeners.

Advertising—Although there appears to be no prohibition of advertising over NIROM stations, no efforts have been made to sell this service. Other stations are prohibited broadcasting anything for monetary return other than the free contributions of their listeners.

No. of sets in use—54,462.

Stations—59.

#

NETHERLANDS WEST INDIES

General—According to official figures there are now 2,378 radio sets in the Netherlands West Indies. Seven to 11-tube table models for short and long waves combined are the most popular sets.

Patents—Philips controls patents, the colonies coming under the same patent jurisdiction as the Netherlands. Licenses to other firms have been consistently denied, with the exception of certain German companies with whom Philips has a working agreement regarding concessions in their respective patent agreement territories. Threats of civil and criminal prosecution of importers and dealers have prevented the importation of other sets for sale.

Tariffs and Restrictions—There are no governmental restrictions on the importation of radio apparatus except for a duty of 15 per cent ad valorem on the factory price.

Short Wave—Foreign stations received are London, Berlin, Eindhoven, and nearly all stations in the Western Hemisphere.

Broadcasting—There is only one broadcasting station in the Netherlands West Indies, located at Curacao and operated by the Curacaosche Radio Vereeniging. Programs consist mainly of electrical transcriptions of dance bands of the U. S. and Latin America.

Advertising—Advertising is broadcast and advertising practices resemble those used in the U. S., and are at least 95 per cent of American products.

Transcriptions—Most of the transcriptions used are of American origin. No advertising transcriptions have been use.

Regulations—A permit must be obtained for the installation of a transmitter or receiver.

Sets in use—2,378.

Stations—1.

#

NEWFOUNDLAND

General—Owing to the geographical situation of the Island, owners of radio receiving sets in Newfoundland are able to receive programs broadcast by American, Canadian, and European stations. As a rule, however, reception in St. John's is poor, owing to the almost continuous leakage from street and house lighting wires, as well as from the street railway system. An additional cause of poor reception in Newfoundland is said to be the electrical phenomena associated with the Aurora Borealis and geological formations at the point of reception, which limit satisfactory short-wave reception to the late hours of the night. The street cars stop running at midnight and the improvement in reception after that hour is noticeable. During the summer months short wave reception is fairly satisfactory.

The few large department stores in St. John's, as well as a large number of manufacturers' agents, handle American radio receiving sets and equipment. All distribution is through St. John's, the capital, which is also the principal commercial center of the Island.

Sources of Supply—During the 1937 fiscal year the United States supplied 93.35 per cent of the imports of radio receiving sets and equipment into Newfoundland, only 4 per cent having been supplied by the Canadian Marconi Company. It is estimated that 3 prominent American makes satisfy approximately 70 per cent of the demand for American sets, the remaining 30 per cent being shared by 12 or 15 other manufacturers.

Patents—There are no patents held by Newfoundlanders which affect the radio trade. Several foreign patents appear to have been registered in Newfoundland, but this circumstance has had little of no effect on sales. The preference which seems to be shown by officials of the Department of Posts and Telegraphs for the Canadian Marconi Company is believed to be based on the fact that it is an Empire undertaking, and has no reference to any patent rights.

Tariffs and Restrictions—It should be noted that imports for the fiscal years 1930 to 1934, inclusive, were assessed at 55 per cent ad valorem. However, the new Customs Import Tariff, which was promulgated January 1, 1935, assesses im-

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ports of radio sets and equipment at 30 per cent ad valorem, with no preference being given to sets and equipment of British manufacture. This reduced tariff has resulted in a considerable increase in the importation of American equipment.

Short Wave—Receiving sets, to enjoy any great demand, must have short wave bands. American and European short wave programs are received in St. John's. There is no local short wave broadcasting.

Advertising—Advertising over the local radio broadcast stations is done almost entirely through the medium of short announcements by station announcers and through phonographic transcriptions, all of which are obtained from the United States.

Transcriptions—Stations VONF, VOGY and VOCM use transcriptions and popular dance recordings to form 60 per cent of their programs. Imports of transcriptions (45 minute recordings) valued at approximately $3,000 U. S. currency, were made by these stations during 1937. All such transcriptions were obtained direct from the U. S. They are rented out to individuals or organizations wishing to advertise over the radio. They are never sold outright. However, some of the local firms representing American manufacturers import their own transcriptions advertising the merchandise which they represent.

Sets in use—12,000.

Stations—6.

#

NEW ZEALAND

General—Radio sales in New Zealand have increased with rapid strides in recent years, particularly since 1934. This trend is illustrated by the steady annual increase in the number of licenses which has maintained since 1924 without a break. Although the retail demand has recently been reported to be slackening and retail dealers to be somewhat overstocked, sales have more recently improved, and import figures indicate that sales in 1938 may considerably exceed those of 1937.

On June 30, 1938, licensed receiving sets in use numbered 290,065, including 4,713 dealers' sets and 1,055 experimental sets. As compared with the same date in 1937, total sets increased by 41,741 or 14.6 per cent.

Sources of Supply—During the calendar year 1937, the principal countries supplying numbers of imported sets were the United States 62 per cent, United Kingdom 19 per cent, and Australia, 15 per cent. Values of importations were apportioned as follows: United States, 50 per cent; United Kingdom 28 per cent, and Australia, 18 per cent.

Patents—A patent pool known as the Australian Radio Technical Services and Patents Company, Limited, with headquarters in Sydney, Australia, is authorized to form agreements between patent holders and local dealers and manufacturers.

Tariffs and Restrictions—The General Tariff covers imports from the United States.

Short Wave—Short wave sets are extremely popular and their use has been increasing in recent years. The principal demand is for all wave sets. Reception of American stations, however, is poor in most sections of the Dominion. On the other hand, good reception is reported for the United Kingdom, France, Germany, Russia and Japan. There is no local short wave broadcasting other than experimental. The government has announced that it plans to establish a short wave station, but no definite steps have yet been taken. Wave bands giving the best reception are reported to be 25, 31, 19, and 16 meters.

Broadcasting—Radio broadcasting in New Zealand is controlled by the government, which, through the Minister of Broadcasting, owns and operates 17 stations, 4 of which broadcast advertising. There are also 8 privately owned stations controlled and subsidized by the government, which are not permitted to broadcast advertising matter.

Government stations are separated in two distinct services, the administrative heads of which are responsible to the Minister of Broadcasting. The National Broadcasting Service, comprising 13 non-commercial stations, is administered by a Director of Broadcasting in Wellington. The National Commercial Broadcasting Service, comprising 4 advertising stations, is administered by a controller, with offices in Wellington.

Advertising—The National Commercial Advertising Service, Dixon Street, Wellington, gives the following rates for the commercial network, which includes stations in the 4 principal cities. The "D" rate, 15 minutes, for individual stations is by comparison, casual, 3 pounds 12 shillings for Dunedin, 6 pounds 19 shillings 6 pence for Wellington, 5 pounds 10 shillings for Christchurch, and 8 pounds 5 shillings for Auckland.

Transcriptions—The major portion of local broadcasts consists of transcriptions. The market for American transcriptions is very good, both of advertising numbers and otherwise. American records comprise about 50 per cent of those used, the balance being principally English and Australian. A few transcriptions are made in New Zealand. Transcriptions are imported either by indent agents specializing in handling radio parts or by advertising placement firms. Turntable speeds are 78 and 33 r.p.m. Records used are mainly 12- and 10-inch, although 8- and 10-inch are also in demand.

Sets in use—293,819.

Stations—15.

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NICARAGUA

General—The latest estimate for radio receiving sets in use in Nicaragua is 4,000. No official figures are available, as no taxes on sets are levied. It is roughly estimated that 150 sets were imported in January to August, 1938. Demand seems principally in December and January. It is not believed that the coming season will be especially good.

The preference is strongly for all wave sets, principally table type, 5 to 12 tubes. Sets with 8 or 9 tubes are most popular among these. Dials should be marked in kilocycles rather than with the names of stations, since American practices, rather than European, are more familiar.

Sources of Supply—Practically all radio goods of any nature imported into Nicaragua come from the United States. There has been no competition, but the German Telefunken has established an agency which will offer severe price competition owing to the ease and cheapness with which askimarks can be purchased, as contrasted with the difficulty and high prices attendant upon the purchase of dollars.

Patents—There have been no difficulties in selling radio arising from patents.

Short Wave—American and other foreign short wave reception is good during the later hours of the afternoon and during the evening, except when there is interference from local stations. Short waves are popular, and sets of any but the cheapest class are seldom purchased unless this band is covered. During the daytime reception is understood to be best on 16-19 meters, and on 31-49 meters at night.

Broadcasting—Nicaragua has 5 broadcasting stations, all commercial, all short wave, and all located in Managua.

Sets in use—4,000.

Stations—5.

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NORWAY

General—There has been a steady increase in the sales of radio sets in Norway. Set registrations increased from 137,968 on Jan. 1, 1934, to 300,722 for Jan. 1 last.

Sources of Supply—The Duteh Philips, the Hungarian Tungsram, and the German Telefunken sets accounted for the larger part of the value of imported sets in 1937. Total imports from those countries constituted 44.2, 13.6, and 13.0 per cent, respectively, compared with 29.6, 15.5, and 41.6 per cent of the Norwegian imports in 1936. The remainder of the 1937 imports chiefly applied to Belgiau, American, British, Latvian, and Swedish sets. While the United States ranked fifth in importance in 1937, as against the fourth in 1935 and 1936, there was, nevertheless, an increase in its share of the market, the per centage of the total value veing 5.6 in the year under review, compared with 3.9 and 4.9 in 1935 and 1936.

Radio receiving sets are manufactured in Norway, both from domestic and from imported parts. The bulk of the Norwegian production of radio receiving material is shared between 7 firms, all in Oslo. There are no firms engaged in the assembly of sets, nor are rhere any firms importing radio chassis and providing cabinets locally.

Patents—A patent pool, consisting of certain European and American manufacturers, is offering a license agreement for the importation of American radio receiving sets, upon payment of a royalty of 4 per cent of the gross list price, less 30 per cent. Ameriean tubes, whieh formerly could not be imported on any basis, are now admitted to sale, providing they do not eontain more than four electrodes and do not iufringe the pentode or hexode patents. The Schottky (sereen grid) and the Langmuir (grid frame) patents, which were great obstacles to the importation of American tubes, have expired. There are still, however, a few parent infringement and validity suits pending in Norwegian courts, namely the Philips pentode tube patent, the Telefunken padding condenser patent, and the Hazeltine image-suppressor patents. The latrer is represented in Seandinavia by Aga-Baltic.

Tariffs and Restrictions—Radio tubes, including rectifiers, are elassified under Item No. 158 of the Norwegian Customs Tariff, with a duty of 50 ore eaeh, plus surcharges of 50 per cent and 20 per eent, or a total of 90 ore per tube. All other radio equipment is classified under Item No. 159, a duty of 20 per cent ad valorem plus the sureharges, or a total of 36 per cent ad valorem being levied thereon. In addition there are harbor and traffic dues. There is also an internal revenue tax of 10 per cent of the retail priee to be paid on all radio reeeiving sets, except on sets whieh retail at 120 kroner or less. On sueh sets an internal revenue tax of 1 krone is levied. Radio equipment is not subject to any other taxes or to any exchange restrictions.

Short Wave—All radio receivers sold in Norway are equipped with a short wave band, generally covering 16, 19, 25 and 49 meters. Increased interest has lately been felt in receivers with the 13 meter band, and a good number of sets will in the future be thus equipped.

Broadcasting—Broadcasting in Norway dates from 1925, when a private company was granted a concession by the State for the construction and operation of a radio broadcasting station in Oslo. Similar concessions were granted to private companies in Bergen and other cities, and revenues were provided by the imposition of an internal revenue tax of 10 per cent on sales of radio apparatus and equipment, and a "listeners' tax" of 20 kroner per annum. This latter will probably be reduced to 15 kroner from January 1, 1939.

Sets in use—300,722.

Stations—17.

PALESTINE

General—The number of sets in use in Palestine at the beginning of 1938 was 28,515, according to license statistics, an increase of 8,000 during the year. That the greatest demand is among the Jews is shown by the fact that 65 per cent of the license applications in 1937 were filled out in Hebrew.

All-wave sets are in greatest demand, 6 to 8-tube table models being popular. There is a limited market for consoles. Phonograph combinations are not selling at present, but most of this business came from restaurants and similar places.

The tendency among the Arabs was to favor 3 and 4-tube battery medium-and-long wave sets, with which Ramallah and Cairo could be received. Dealers report, however, that the Arab trade is also turning to all-wave sets.

Sources of Supply—The United States is the principal supplier, with about 65 per cent of the average annual market. The Netherlands average about 15 per cent, with the United Kingdom, Germany, Austria, and Hungary each participating to a smaller extent.

Patents—No interference with sales.

Tariffs and Restrictions—Radio sets and parts are dutiable at 12 per cent ad valorem under serial No. 434 of the tariff.

Short Wave—Owing to atmospheric eonditions, reception from Europe on the medium wave band is not good, as a rule. The Jewish population is interested in European reception and short wave is therefore very popular with this group. American short wave broadcasts can be received on only the more powerful sets.

Broadcasting—The Palestine broadeasting station at Ramallah is government owned and operated, and has a frequency of 668 kiloeycles, 449 meters, and a power of 20,000 watts.

Regulations—The Palestine radio regulations are based on the Wireless Telegraphy Ordinanee of 1924, which has been amended on several occasions.

Sets in use—28,515.

Stations—1.

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PANAMA

General—The number of sets in use in either the Republic or Canal Zone eannot be definitely determined, but trade estimates are that the number is around 10,000. Imports during the first 6 months of 1938 amounted to 628 sets, of which the United States provided 584, and during the calendar year 1937 3,140 sets, of which 3,068 were from the United States.

The demand is principally for table models equipped with a complete short wave band and of not less than 5 tubes. The most popular price range is for sets that retail from $50 to $100. Console sets and also radio phonograph eombinations are in fairly good demand by those in the limited group with higher ineome.

Sources of Supply—Eight popular American makes are on sale in addition to Philips, which supplied 36 sets in 1937 and 17 during the first half of 1938, and Telefunken, with 12 in 1937 and 9 during the first half of 1938. Most aceessories are also of American manufacture.

Patents—There has been no patent interference with sales.

Tariffs and Restrictions—Radio receiving sets, parts, and apparatus for radios are assessed 15 per cent ad valorem as an import duty plus 3 per cent ad valorem on the f.o.b. value of the invoice as a consular fee.

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Short Waves Short wave reception is popular and required in all but the cheapest sets. Stations of the world class are regularly received

Regulations Canal Zone. According to a circular Dated March 9, issued through the Executive Department of the Panama Canal, no special permission is required for the installing or operating of any well constructed non radiating radio receiver in the Canal Zone, except that within the limits of military and naval reservations the installation is subject to regulation by the military or naval authorities. An inside antenna may be installed without permission. For the installation of an outside antenna application must be made to the District Quartermaster

Sets in use 10,000

Stations 11

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PARAGUAY

General —Various trade sources estimate the number of sets in use in Paraguay at from 5,000 to 10,000, but perhaps 6,000 is the most accurate figure. Annual sales amount to about 1,000 sets. At least 90 per cent of the population have low purchasing power, making the demand for any but the most inexpensive sets extremely limited

Sources of Supply At least 90 per cent of the sets in Paraguay are of American origin. A few Philips and Telefunken sets are sold. Tubes come from the same sources proportionately.

Patents There has been no patent interference with sales. Registration in Paraguay is advisable to avoid piracy

Tariffs and Restrictions There are no import or exchange restrictions. Radio sets, tubes, and parts pay duty to 37% per cent under paragraph 694 of the tariff plus additional taxes of 5 and 12½ per cent levied on dutiable merchandise.

Short Wave Night reception of European and American stations on adequate receivers is good. European stations, especially Berlin, London, Rome and Paris, are heard well even during the day. American stations are received best after 8 p.m. during the winter months, May through September. Daytime reception of American station is always poor. The 25 and 31 meter bands are best, 16 and 19 meters are good, but the 49 meter band is noisy. Short wave reception is popular. Dealers find it almost impossible to sell medium wave sets, even though Buenos Aires is satisfactorily received

Broadcasting All broadcasting in Paraguay is privately operated

Regulations There are no well defined regulations governing broadcasting other than a specification of the number of stations permitted to operate, and authorizing the Director General of Posts and Telegraphs to assign calls and frequencies and require stations to adhere to them

Sets in use 6,000

Stations 9

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PERU

General Atmospheric conditions in Lima, where most of the demand for radio is found, favor good reception. Conditions along the whole coast generally are good, with exceptions made for the regions of Chimbote and Pisco, where ships, as well as receivers on land, report frequent difficulty.

Of 14 broadcasting transmitters, 12 are of American manufacture and 2 Marconi. The majority are of 100 to 250 watts, and cost from 5,000 to 10,000 soles delivered but not assembled. Dealers believe that the United States will continue to be the principal source of supply of transmitters that may be replaced or installed in the future and of the spare parts purchased, with the exception of the equipment that may be required by the government stations operated by the Marconi Company

Sources of Supply Dealers state that the 1937 and 1938 sales comprise about 85 per cent American, 10 per cent Dutch and 5 per cent German. Four American and Philips sets dominate the market, but several German makes are progressing. Philips is actively pushed, particularly since the retail sale financing plan was instituted in 1937. Over 50 American makes are represented. German makes offered include Mende, Punto Azul, Telefunken, and Koerting

Patents There are no patent requirements interfering with the introduction or sale of radio sets and tubes in Peru. It is advisable to register trade marks. The cost of registration is about 140 soles

Tariffs and Restrictions There is no tariff discrimination or restriction with reference to imports of radio receivers, parts, or materials, of American or other origin.

Short Wave A powerful long and short wave government station was inaugurated in January, 1937, in Lima, and other stations have been improved. Short wave sets are more popular than medium wave sets. Short wave reception of South and Central American stations is satisfactory. Reception of the principal European stations is also satisfactory, especially those providing directional services to this area, such as the German and British stations. American stations are good but do not come up to the standards of these two European countries in covering Peru

Broadcasting Of the 10 broadcasting stations in Peru, 4 operate simultaneously on short and medium wave. For local reception medium wave is preferred. Best reception is on the 9, 12, 16 and 30 megacycles.

All stations operate independently and, with the exception of the Radio Nacional OAX4A, all are privately owned

Advertising All of the broadcasting stations are supported by advertising

Transcriptions Transcriptions are used extensively, both with and without advertising. The usual period of time sold is 15 minutes. Most of the transcriptions are of advertising with musical interludes.

Regulations New radio regulations were adopted June 30, 1937, covering the entire field of radio. Stricter control was established on communications. All new transmitting licenses are for one year and renewable. All private stations are taxed 10 per cent of their receipts from advertising for the maintenance of service from the government station.

Sets in use 35,000

Stations 13

#

POLAND

General On Jan. 1 last there were in Poland only 861,100 registered receiving sets, of which 546,600 were in urban areas and 314,500 were in rural areas. This total represents an increase of 97,400 sets, or 12.9 per cent, from the 763,700 sets registered on June 1, 1937. The number of registered sets as of July 1, 1938, in all Poland was officially reported to be 901,002, divided 556,855 tube sets, 341,839 crystal sets, and 2,308

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tube sets used by the military authorities, mainly for experimental purposes. This total shows an increase of 4.7 per cent over that of January 1.

Sources of Supply—Outside of the large domestic manufacture, Poland secures a small quantity of radio receiving sets from foreign countries. Germany is the principal source of imports of sets, parts and accessories, followed by Austria and Holland. Small quantities are also received from France, England, the United States and Switzerland. Both imports and exports of receiving sets and parts were smaller in 1937 than in 1936. Germany and Holland were the principal destinations of the exports with small amounts going to Finland, Bulgaria, Palestine and Yugoslavia.

The demand for American sets in Poland in 1937 was even smaller than it was in 1936 and remains greatly limited by present market conditions. High import duties are apparently the greatest deterrent to sales since American sets are well known and well liked but customers are not willing to pay the high retail prices of these sets nor will they pay the high duties on complete sets, therefore, few sets are imported with cabinets. American-built chassis are imported and mounted in locally-built cabinets of all types, the customers being able to order any type desired.

Patents—According to Item No. 384 of Journal of laws No. 39 of 1928, the law for the protection of inventions, patents, models and trademarks, patents and trade-marks can be protected by registration. In order to secure protection on a patent it is necessary to file an application accompanied by two copies of a description in Polish of the item to be patented and three drawings, one of which must be an original in ink. The registration fee is 36 zlotys and gives protection for the first year.

Tariffs and Restrictions—Radio receiving sets are classified under tariff item No. 1118, paragraph 1, which has "normal" rates of from 2,000 to 5,000 zlotys per 100 kilograms and conventional rates of from 1,400 to 3,600 zlotys. Conventional rates apply to imports from the United States and since imports from there consist chiefly of chassis without tubes the rate under 1118-1-C covering chassis without tubes weighing up to 50 kilograms included in the treaty with England would apply. This rate is 3,000 zlotys per 100 kilograms.

Quotas for the importation of American radios are not established officially, but it is understood that at present allocations of import permits are being made to the extent of 450 kilograms net weight per quarter. This quantity is apparently sufficient to cover the demand at present.

Short Waves—Reception of American short wave programs, even with 6 and 7 tubes, is fairly good. This is likewise true of such far-away stations as Buenos Aires, Argentina, and Tokyo, Japan.

Broadcasting—Broadcasting in Poland is under the control of Polskie Radio (The Polish Radio Co.), which is a government owned and operated enterprise. The broadcast programs, which still have room for some improvement from an American standpoint, are supported by subscription fees paid by radio owners. At its beginning only 40 per cent of the Polskie Radio was owned by the government but in 1935 this percentage was increased practically to the exclusion of private interest except for technical purposes. Poland has 10 long-wave broadcasting stations.

Sets in use—901,000.

Stations—12.

PHILIPPINE ISLANDS

General—There was a very good demand among Chinese purchasers in the Philippine Islands in the latter part of 1937, following the outbreak of hostilities in China, but it has fallen off somewhat recently. There are 30,449 licensed sets in use.

The majority of Filipino purchasers are interested principally in price and volume, rather than quality or high fidelity. Distant reception is becoming more important, especially in the provinces. Sales in this class represent 50 to 55 per cent of the market. Chinese purchasers have about the same requirements, with particular attention to distant reception.

Sources of Supply—The United States furnishes nearly all of the radio material used in the Philippines. Philips has a small business.

Pateuts—There has been no patent interference with sales.

Tariffs and Restrictions—American radio equipment is free of duty into the Philippines, if shipped direct or in bond through countries contiguous to the United States. Duplicate commercial invoices are required. Complete information as to requirements may be obtained from the Foreign Tariffs Division of this Bureau. There are no trade or exchange restrictions.

Short Wave—Until recently short wave reception was so poor that the feature was of little interest to set owners. With the establishment of a short wave broadcasting station in Manila, however, all-wave sets have met with increased demand, as this medium gives much better reception in the outlying provinces. Reception of American programs is unsatisfactory. European transmissions come in well.

Programs—Programs are general in nature, about 20 per cent of the total time on KZRM being used for educational features and slightly less for news, weather reports, and similar services.

Advertising—All stations broadcast advertising, mostly arranged by local firms, though some represent American products. About 40 per cent of the KZRM sponsored programs are live talent. KZEG does not offer sponsored programs but gives spot announcements at a fixed rate of 1 peso per time. KRM rates are 25.20 pesos per quarter hour daytime and 42.50 pesos at night, 40 word spots 3.60 and 6 pesos, respectively. Other period rates are proportionate, with discounts on contracts.

Regulations—The receiving license fee is 1 peso per year for crystal sets and for tube sets of less than 5 tubes in the zone including and immediately adjacent to Manila, 7 tubes in the second zone and 9 tubes in the third zone. Larger sets are licensed at 5 pesos per year. Other regulations have no unusual features.

Sets in use—30,449.

Stations—3.

#

PORTUGAL

General—The most important distribution centers for radio equipment are Lisbon and Oporto. Ordinarily it is found that the best arrangement for the Portuguese market is to appoint as exclusive agent a Lisbon importer having a branch or good agency in Oporto for the northern district. At the present the Lisbon district is the best market, but country-wide distribution is dependent upon the ability of the exclusive agent to obtain aggressive and energetic sub-agents in the larger cities and towns in other sections.

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Advertising Advertising is carried on fairly extensively by all the leading radio importers and dealers in Portugal. The principal media are the daily newspapers, and it is estimated that the Lisbon newspapers obtain from 80 to 90 per cent of all radio advertising.

Sources of Supply The United States has for many years been the principal source of radio imports, with the Netherlands ranking second and Germany third. However, despite the fact that imports from the United States increased in 1937 by 17 per cent, the American share of the total imports dropped to only 15 per cent, as compared with 51 per cent in the previous year.

Patents There is no patent interference with the sale of American receivers or tubes.

With regard to trade marks, it is suggested that these should be registered in Portugal by the American manufacturer, rather than in the name of the manufacturer's local representative.

Tariffs and Restrictions Radio receivers are classified under Article 691 of the Portuguese Customs Tariff, and are subject to a specific duty of 0.60 gold escudo per kilogram. This rate is subject to a surtax of 30 per cent on sets weighing up to 5 kilograms, and of 5 per cent on those weighing more than 5 kilograms (in accordance with the terms of a commercial agreement with the Netherlands).

Short Wave Local dealers state that it is now practically impossible to sell receivers in Portugal which do not have a short wave band. It is doubted that this band is used to any great extent by the majority of radio owners, but they nevertheless desire it for use on occasions of special interest.

On foreign short wave stations, it is reported that reception of the French and German is best in Portugal, although American, British, and Italian short wave programs also come in well. Reception of the American stations is best after 10 or 11 p.m.

Broadcasting At present there are 11 broadcasting stations in Portugal, of which 7 are owned and operated by the government and 2 by the Radio Club Portugues. Only three are of any considerable importance, the remaining 8 being stations of low power and small coverage, known locally as "amateurs." An additional station, which with a power of 50 kilowatts will be the most powerful in the country, is now under construction for Radio Club Portugues.

None of the stations in Portugal have sufficient power to cover the entire country. The government "Emissora Nacional," of 20 kilowatts, is heard in most sections, and the 5 kilowatt station of the Radio Club Portugues covers Southern Portugal. This latter will be changed to the short wave band upon completion of the new 50 kilowatt station.

Sets in use 49,000

Stations 11

#

RUMANIA

General The use of radio by individuals has increased slowly since 1930. The economic crisis and the trading restrictions introduced in 1933 have entailed imports of equipment and increased retail prices. These conditions have brought about the establishment of a domestic radio industry, which has met part of the demand for medium and low priced receiving sets since 1934.

The restrictions have especially affected the development of a market for American radio apparatus and equipment. The demand for expensive sets of good quality, good appearance and performing satisfactorily both in winter and summer, such as American sets have proved to be, is growing and is subject to development if properly handled.

Official statistics showed 15,808 sets in use on January 1, 1938. Approximately 10 per cent thereof are crystal sets. Estimates place unlicensed sets at 150,000.

Sources of Supply The Rumanian market is supplied about 75 per cent by European manufacturers, 8 per cent by American, and the remainder by domestic industry.

Short Wave All wave sets have been in demand since 1933 as a result of demonstrable superiority of reception during the summer months over medium band sets. Short wave reception is excellent the year round, and popularity is growing from year to year. Approximately 90 per cent of current sales of imported sets are for those with short wave tuning, as well as about 80 per cent of the domestic.

Broadcasting Two broadcasting stations are operating, "Radio Bucarest" at Oropesi, near Bucharest, on 823 kilocycles and 12,000 watts, and "Radio Romania" at Bod, on 160 kilocycles, 150,000 watts.

Advertising The broadcasting company has placed all advertising arrangement in the hands of a concern entitled "I. F. A. Gi. Gingerescu" of Calea Victoriei 25, Bucharest. Announcements are made on a musical background.

Sets in use 363,000

Stations

#

SPAIN

General While there is no official estimate of the number of sets in use, unofficially it has been estimated at 500,000. Owners of private receiving sets pay a tax of 25 pesetas per annum. Owners of receiving sets in bars, cafes, restaurants, etc., pay a tax of 100 pesetas per annum.

Broadcasting There are low powered long wave broadcasting stations in almost every town of any size in Nationalist Spain, they use no call letters, but announce "Radio ——" giving the name of the town where located. A new, owned by Union Radio, sell advertising for local programs.

Short Wave There are some 30 or 40 short wave broadcasting stations now operating.

Advertising Stations owned by government agencies broadcast no advertising.

Sets in use 300,000

Stations Unknown

#

SWEDEN

General On June 30 last receiving licenses numbered 1,456,781, or 1,431 per 1,000 inhabitants. This represents a steady increase from 1936, when the number was 1,359, and 1937 with 1,071,473.

The trade estimates that sales of sets during 1937 were about 175,000. About the same as in 1936. Sales of foreign sets appear to be increasing. Swedish manufacturers supply about 75 per cent of the total.

Sources of Supply Philips, among the leading European suppliers, increased its sales of sets considerably in 1937 to between 40,000 and 45,000 units, according to estimates, although this is believed somewhat high. Telefunken lost ground but is now making strenuous efforts to recover having reorganized its staff in Sweden, among other things. Great Britain has been getting a good share in the portable set business which

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has beeome more significant in the past year, and Marconi is also an important factor in the growing demand for phonograph combinations.

Patents—The patent pool is no longer a factor of significance in the marketing situation. For praetical purposes, accordingly, the pool scarcely exists, even though many suits are still pending in the courts.

Tariffs and Restrictions—The Swedish customs tariff provides a basic duty of 10 per cent ad valorem plus an additional duty of 10 per cent, making a total of 20 per cent ad valorem applicable to assembled radio sets, loudspeakers and parts.

Amateurs—There are 380 licensed amateur transmitters in Sweden, according to Telegrafstyrelsen (The Telegraph Board).

Short Wave—There are two short wave broadcasting stations in Sweden, both at the Motala plant. Tekniska Hogskolan (Technical High School), Stockholm, operates an experimental broadcasting station which regularly retransmits the Riksprogram.

Broadcasting—Swedish broadeasting is a monopoly, except that a number of radio clubs operate stations in places where there are no monopoly stations, regularly relaying monopoly programs.

Regulations—The monopoly stations are owned by the Royal Telegraph Board, a division of the government with supervisory control over all broadcasting. It als operates the telephone and telegraph systems.

Sets in use—1,156,781.

Stations—34.

#

SWITZERLAND

General—With 12 per cent of the population holding licenses for receiving sets, Switzerland ranks sixth among the eountries of Europe in the number of registered listeners. The latest offieial figures gave 480,347 licensed listeners, distributed as follows: 414,712 ordinary radio sets, 42,516 telephone wire receiving sets, and 23,119 sets for reception by private wire.

In the infant years of radio broadcasting and until 1932, Switzerland was a promising market for American manufaeturers. The failure of Ameriean manufacturers to maintain the reputation of their products, which was impaired by imports of obsolete models sold at high prices; constant threats of patent litigation against dealers selling American sets and tubes; sevcre import restrictions; the resultant growth of the domestic radio industry accompanied by extensive advertising campaigns, while distributors of Ameriean radios discontinued advertising, were the principal steps in a development whieh led practically to the loss of the Swiss market to American manufaeturers.

The lack of dials on Ameriean radios showing the names of European stations, the greater selectivity of domestic products, and the preference for cabinets of domestic shape were likewise contributing factors in this unfortunate development.

Sources of Supply—Domestic manufacturers supply most of the requirements for receiving sets. Imports from foreign countries represent only 10 per eent of the total sales. The principal sources of foreign supply are Netherlands, Germany, and the United States. For tubes the chief sources of supply are the United States, Germany and Netherlands.

In former years the United States supplied from 60 to 70 per cent of the demand for receiving sets. Severe import restrictions, whieh were put into effect in 1932, eneouraged domestic production. With the improvement in the quality of their product, Swiss manufacturers can now compete favorably with low and medium priced American makes.

Patents—Insofar as American radios are concerned, patent interference is, in effect, no longer an obstacle.

Tariffs and Restrictions—Under the Trade Agreement with Switzerland the import quota for American radios and parts was fixed at 800 quintals, with a provision that this amount should correspond to 5,600 sets, regardless of weight. As a result of various adverse factors, mentioned elsewhere in this report, importers are unable to utilize fully the higher contingents available at present. Owing to the faet that the demand for American radios has declined, the existing import restrictions are, in effect, only nominal. Any licensed dealer is now able to obtain a contingent adequate for his requirements without difficulty.

Amateurs—Short wave amateur stations are growing in popularity. The "Union of Swiss Short Wave Amateurs" (Union Schweiz. Kurzwellen-Amatenrs) has local branches in the principal cities and publishes a monthly organ under the name "Old Man." The strict requirements in connection with the operation of a short wave station have been relaxed and at present there are approximately 80 amateur stations in this country.

Short Wave—There are no regular short wave broadcasting stations in Switzerland.

Regulations—The regnlations governing the operation of amateur stations is nnder the control of the Telegraph and Telephone Division of the Swiss Post Office Department. A speeial eoncession is required for the operation of sueh stations, and failure to eomply with this regulation is punishable. The transmission of communications by amateur stations is subject to a fine not exeeeding 1,000 francs. The operator is also required to obtain a license following examination as to qualifications. The fee for this examination is 20 francs.

Sets in use—414,712.

Stations—7.

#

TURKEY

General—It is estimated that there are approximately 29,000 sets in use. The demand has been growing rapidly in recent years and the potential demand is, according to importers and dealers, large. The market will, however, probably depend to a large extent upon the development of loeal broadcasting, partieularly after the new station is in regular operation. There is always the possibility that the government, in order to have at hand a means of propaganda which could be used for the furtheranee of the educational and agricultural programs might faeilitare the use of radio sets through lower customs duties, or other means.

In the absence of definite statistics, it is reliably estimated that sales of radio sets in Turkey during the season 1937-38 were approximately 15,000 sets, as compared with 7,200 for the previous year.

Probably the principal brake on radio sales generally is the low average purchasing power.

Types of Sets—The appearance of the radio cabinet has a great deal to do with the sale of radio sets in Turkey. Very frequently the appearance is the deciding factor rather than the salesman's exposition of the superior quality and mechanical advantages of the set. There is no partieular preference as to dials. However, dials showing the names of stations are highly appreeiated.

Sources of Supply—Of the estimated 15,000 sets sold during the 1937-38 season, about 7,200 were from

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the United States 3,500 from the Netherlands, 1,300 from the United Kingdom, 835 from Germany, 400 from Sweden, and 300 from Hungary 48 per cent American and 37 per cent European.

A feature of the Turkish radio market during the past two years has been the shift in preference from European to American sets.

Patents There is no patent interference with the sale of American sets and tubes. While both the United States and Turkey are signatories to the International Convention for the Protection of Properties, it is desirable for American companies doing or planning to do any business in Turkey to register their trade marks in their own names rather than that of local representatives.

Tariffs and Restrictions There are no restrictions on the importation of American radio items.

Broadcasting There are at present only 2 broadcasting stations in Turkey, both operated by the Direction Generale des P.T.T., as follows: Ankara, TAE, 230 kilocycles, 7,000 watts; Istanbul, TAI, 186 kilocycles, 8,000 watts.

Programs There is a considerable difference of opinion as to the popularity of programs broadcast by the local stations. In general, the older generation and the middle and lower classes prefer local broadcasts as they always include native Turkish music. The better classes, particularly the younger people, usually prefer broadcasts from European stations.

Advertising While radio advertising is allowed and the advertising rates fixed by law a few months ago it has so far been very little used. Some advertising has been done over the Istanbul station, but is believed to have met with but limited success.

Regulations Regulations are covered by a law of June 9, 1937, whereby all radio transmitting and receiving sets were placed under government control.

Broadcasting is a government monopoly and amateurs are forbidden to own or operate transmitting sets.

Sets in use 70,000

Stations 2

#

UNION OF SOUTH AFRICA

General Approximately 200,000 receiving licenses are now in effect, but as each license covers all the sets owned by an individual, the number of sets in use is considerably larger. Imports number about 75,000 sets annually, indicating a total number of sets about double that of the licenses. Nearly half the licenses issued are to persons in the Transvaal, and most of the rest in the Cape provinces and Natal. There is a steady and rather consistent demand for standard type sets with 5 to 11 tubes.

Sources of Supply The United Kingdom is the chief source of supply for transmitting equipment used in South Africa. Two English companies, Marconi and Standard, supply practically all of the transmitting equipment used. American equipment is considered excellent but prices on it are usually out of line. The United States, however, furnished the bulk of radio receivers imported for several years. During the 8 months ending August, 1938 the United States supplied 76 per cent of the sets imported as compared to 78 per cent during the year 1937. In value the proportion dropped from 71 to 61 per cent. The United Kingdom share increased from 8 to 14 per cent by number and 11 to 18 per cent by value. The Netherlands and the United Kingdom are the only other important suppliers to the Union and between these three countries 98 per cent of the business is held. The United States is also the most important supplier of radio accessories.

Patents There has been no interference with the sale of sets, tubes, or other radio equipment arising from patents.

Tariffs and Restrictions Import duties now in effect are as follows. Under Item 154 of the Customs Tariff of the Union of South Africa, radio or wireless telegraphic and telephony instruments, apparatus, and accessories, but not including batteries, when imported for merchant ships or for aircraft or by persons licensed by the Postmaster General to conduct a public radio service, are admitted free, but otherwise pay ad valorem rates of 2 per cent minimum, 15 per cent intermediate, and 20 per cent general. All importations are subject to the intermediate duty, except British, which pay the minimum rate.

There are no other duties or taxes affecting American importations into the Union.

Short Wave The popularity of short wave in all of Southern Africa receives particular impetus by the remoteness of the territory and the lack of variety in local programs.

The South African Broadcasting Corporation at the present time is broadcasting on short wave from four stations. England, Germany, Italy, and France have been beaming programs to South Africa for some years. Germany and England in particular are well received during most of the year. American programs are highly considered, but have been difficult to receive. Best reception is on 9, 13, and 16 megacycles.

Broadcasting The Broadcasting Act of 1936 provided for the formation of the South African Broadcasting Corporation which has now taken over the monopoly of broadcasting formerly held by the African Broadcasting Co., Ltd. The Corporation is a quasi governmental company designed to operate free from political control or influence under a Board of Governors appointed by the Governor General. Programs are about 60 per cent musical, including about 35 per cent lighter compositions. Educational programs account for about 10 per cent of the total time. The lack of local talent is a serious obstacle.

Advertising There is no radio advertising in the Union, but a commercial station at Lourenco Marques, Portuguese East Africa, offers some coverage of the country.

Transcriptions Considerable use is made of recordings. Both English and American are used, the American being slightly more popular. A receiving station to record foreign programs for rebroadcast is contemplated.

Regulations Licenses are required for the ownership and operation of receiving sets, the fees being graduated according to a zone system.

Sets in use 400,000 (estimated)

Stations 11

#

UNION OF SOVIET SOCIALIST REPUBLICS

General The foreign trade of the Soviet Union is a monopoly of the State and is conducted under the supervision of the Peoples' Commissariat for Foreign Trade by a number of trading companies, each of which specializes in certain commodities. Purchases of American goods are made in the United States by a trading agency maintained in New York. On Jan. 1, 1936 (last statistics available) there were 350,000 receiving sets in the Soviet Union. Most of the sets in use are 4 tube table models.

Radio equipment on the market is almost exclusively of domestic manufacture.

Patents Soviet industry is engaged in copying on

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an extensive scale machinery and other articles which have been invented and patented in other countries, samples or descriptions of which it has obtained by purchase or otherwise. The Soviet government is not a party to the Convention for the Protection of Industrial Property (Paris, 1888) or to any of its revisions.

Tariffs and Restrictions—The Collection of Customs Tariff of the U. S. S. R. 1935 provides, under item 92, minimum and maximum rates on radio apparatus of 25 and 30 per cent ad valorem.

Central Receivers—There are reported to be over 10,000 central receiver systems, with approximately 3,000,000 outlets.

Television—Considerable television experiment is in progress and there is a regular transmission system in Moscow.

Short Wave—American short wave broadcasts are received by good sets, but this class of short wave receivers is rarely seen, most of those in use belonging to foreigners. American broadcasts have occasionally been rebroadcast in the Union.

Programs—The All-Union Radio Committee and local committees in 70 areas of the Union have general charge of the programs. Each committee has divisions devoted to art, socio-political, juvenile, educational, and local programs.

Advertising—There is no broadcast advertising, other than service broadcasts indicating where commodities may be purchased. This is without any competitive character.

Transcriptions—About one-third of the total broadcast time devoted to music is of recorded material. No advertising transcriptions are used.

Sets in use—350,000.

Stations—72.

#

UNITED KINGDOM

England, Scotland, Wales, Northern Ireland, and Minor Islands

General—The total number of licenses in force at the end of 1937 was 8,479,600. This does not represent the total number of radio sets in use in the country, as one license may cover more than one set and there is doubtless a certain additional number of unlicensed sets being operated illegally. In one month there were 373 successful prosecutions against individuals operating radio sets without a license. There are about 11,500,000 homes in Great Britain.

Demand for Sets—It is estimated that during the last 2 years the majority of the business has been in replacements. The sales of sets to new users will continue slowly, but in the future the replacement business will be the most important. Makers are doing everything they can to urge home owners to install more than one set, one company going so far even as to suggest a radio in the bathroom. The most popular sets in the United Kingdom are those costing between £9 9s, and £15 15s, table models with from 6 to 8 tubes, and operating on 3 wave bands, long medium and short. The demand for short wave sets, or rather all-wave sets, continues to increase. Radio costs have gone up in general with other raw materials, and radio sets in Great Britain cost more today than a year ago.

Sources of Supply—The British Radio Manufacturers' Association has been active for several years in developing expedients by which foreign goods may be excluded from competition in the British market, especially through pressure upon wholesalers and retailers. Several plans have been tried, employing both punitive measures against dealers in foreign goods through restricting their supplies of British products, and by rewarding dealers handling British goods exclusively through added discounts. The "Mutual Trading Agreement" or the convention between British radio manufacturers and wholesalers formed in 1931, was terminated at the end of May. By this agreement or convention which had been originally sponsored by the British Radio Manufacturers' Association, manufacturers had agreed to limit the value of foreign components incorporated in a radio set or phonograph combination to 5 per cent of the retail value of the set.

Patents—The sale of American sets on the British market until late August was severely handicapped by the activities of the Patent Pool, whose policy it was to exclude if possible American sets. This the pool had been successful in doing to a great degree and the imported American sets on sale were as a rule bootlegged into the market. Some American manufacturers have overcome this difficulty in part by manufacturing in England. On August 28, 1938, there was a collapse of the patent pool and the license A-4 expired. On that date all patents vested in the pool reverted to the individual companies which were members of the pool.

Tariffs—It must be understood that information regarding any foreign tariff rate is especially unstable and should be verified as nearly to the date of importation as possible. By communicating with the Division of Foreign Tariffs of the Bureau of Foreign and Domestic Commerce, the latest cabled data regarding any commodity to any country may be obtained. The current import duty on radio receiving sets in the United Kingdom is 20 per cent ad valorem, on tubes 33M per cent, and on radio-phonographs 33M per cent. These duties are levied on landed cost values.

Television—See television section.

Short Waves—The BBC has been a leading factor in the development of world-wide short wave. Its facilities were instituted primarily to reach all parts of the British Empire, but as the service became popular shortly afterward, non-British countries have been given special attention, both with regard to directional broadcast, and as to language. The Daventry stations now transmit in several languages, especially in Arabic and Turkish for the Near East and Spanish and Portuguese for Latin America. Six transmitters are in use and two more are soon to be installed.

Government Control—Broadcasting in the United Kingdom is operated by the BBC a semi-governmental organization operating under a charter granted by the Postmaster General with the approval of Parliament. Early in the year, the charter which expired at the end of 1936 was renewed for another period of 10 years. No commercial or sponsored programs are permitted by the charter of the BBC, which is responsible for all programs transmitted through the National and Regional stations and the Empire transmitters as well.

Programs—The program policy of the BBC remains with a few slight changes the same as in past years. Greater emphasis is being placed on broadcasts to schools and talks than hitherto. The pro-

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gram time is allotted on the following scale of program importance: light music, opera and serious music, dance music, news, commentaries and communiques, children's hour and religious services, drama and talks. Recorded programs are used principally during the earlier hours of the broadcasting day and are widely used in the Empire broadcasts. The departments of the BBC are Music, Variety, Drama, Outside Broadcasts, Dance, News, School Broadcasts, Religion, Program Planning, Television, and the Empire Services.

Advertising As a policy of the BBC, no advertising is broadcast. There is no prohibitory law, however.

Regulation Every owner of a radio set is required by law to obtain a license which costs 10 shillings annually and is good for 12 months. One license will cover any number of radio sets in one house but a separate license is required for car sets. The only exemption from this license fee applies in the case of blind persons. Receipts from the license fees are applied to the cost of programs after a percentage has been deducted for the use of the National Exchequer. The BBC receives 5 to 7 shillings of each 10 shilling license fee.

Licenses in use 8,089,850

Stations 17, plus 16 short wave.

#

URUGUAY

General In view of the foreign exchange restrictions now in force which serve to handicap imports both of sets and parts for assembly, the demand for radio sets and equipment is greater than the supply. No census of radio receiving sets in use is available, but the number is estimated at 125,000. It is estimated that annual sales of receiving sets numbers 20,000. Large majority of sales are made in Montevideo.

Sources of Supply The United States is by far the leading source for sets and parts. The United States has a secure position in this market which has yet to be seriously challenged.

Approximately 90 per cent of the market's requirements are of domestic assembly.

Patents No patent interference with the sale of American sets and tubes has been experienced.

Tariffs and Trade Restrictions The duty on radio sets and loudspeakers is 120 per cent of a fixed valuation of one peso per kilogram, or 1.20 pesos per kilogram; 25 per cent of the duty must be paid in gold or in currency to the equivalent of Uruguayan gold par. The duty on spare parts and accessories is 120 per cent of a fixed valuation of 80 centesimos per gross kilogram.

Short Wave The demand for short wave sets is gradually increasing. European and American stations are received, although the latter have been heavily blanketed, especially by the Berlin transmitters. Local interference causes considerable difficulty.

Broadcasting Thirty nine stations are reported to be operating. In addition there are 24 short wave stations, all in Montevideo.

Programs—Most of the domestic programs consist of the playing of records interspersed with announcements. The official government station gives no advertising and frequently plays long symphonies or opera selections without interruption; it also broadcasts concerts, meetings, speeches, etc. The programs are popular as there are often as many as 15 stations on the air simultaneously in Montevideo alone.

Advertising by Radio Advertising is done on practically all but the official station. The general practice is to make two announcements between phonograph records.

Sets in use 145,000

Stations 63.

#

YUGOSLAVIA

General- Registrations of sets totalled 122,455 on May 31, 1938. There is believed to be a considerable number of unlicensed sets. About 60 per cent of the registrations are in the Belgrade district. It is estimated that from 15,000 to 20,000 sets are sold annually. The demand is distinctly seasonal, higher in winter.

The chief demand is for cheap sets. Table model 5 tube superheterodynes, with dials showing the names of the stations are most popular. Console models with illuminated dials showing station names are also in some demand.

Sources of Supply Foreign competition is confined to a few large firms. The first of these is Philips, represented by Philips Jugoslovenska Trgovacka A.D., a subsidiary. The second firm is Telefunken, with other firms, well known but less important, such as Ingelen, Orion, Standard, and Blaupunkt, as well as a few American.

Patents Prices are controlled by the local Siemens-Halske subsidiary, representing Telefunken. This firm has sued several important importers of American sets for infringement, and has obtained favorable decisions in local courts, so that importers of American sets are forced to pay a royalty of 100 dinars per set.

Tariffs and Restrictions Radio sets and parts, together with certain other merchandise is prohibited from importation into Yugoslavia when from countries having no clearing agreement with that country. The United States has no such agreement. The only exception is that permits may be issued when the importer undertakes to export a compensating amount of Yugoslav goods to the United States. This is very difficult of accomplishment.

Short Waves In addition to the Belgrade short wave station, others in Asia, Africa, and the Western hemisphere as well as Europe are received readily. American stations do not come in well during the usual listening hours in Yugoslavia.

Broadcasting Yugoslavia has 4 broadcasting stations.

Broadcasting is organized by the Government which reserves all rights of supervision and control. Concessions are granted for 10 and 20 year periods. The service is supported by license fee receipts.

Programs The three medium wave stations operate frequently as a chain, each on occasion serving as key station. Programs are general and varied. International programs are often relayed. The short wave station broadcasts in French, Italian, English, German, Hungarian, Greek, Turkish, and Albanian. The programs are general, but are designed rather to illustrate Yugoslav customs to foreign listeners than for Yugoslav reception. There is, however, an effort to serve Yugoslav emigrants abroad.

Sets in use 122,455

Stations 4.

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Since the start, their programs have paid large dividends. That's why they, like many others, have been continuous Advertisers with us! You, too, can be number **1** in the number **1** market—a 13 week's trial will convince you of that!

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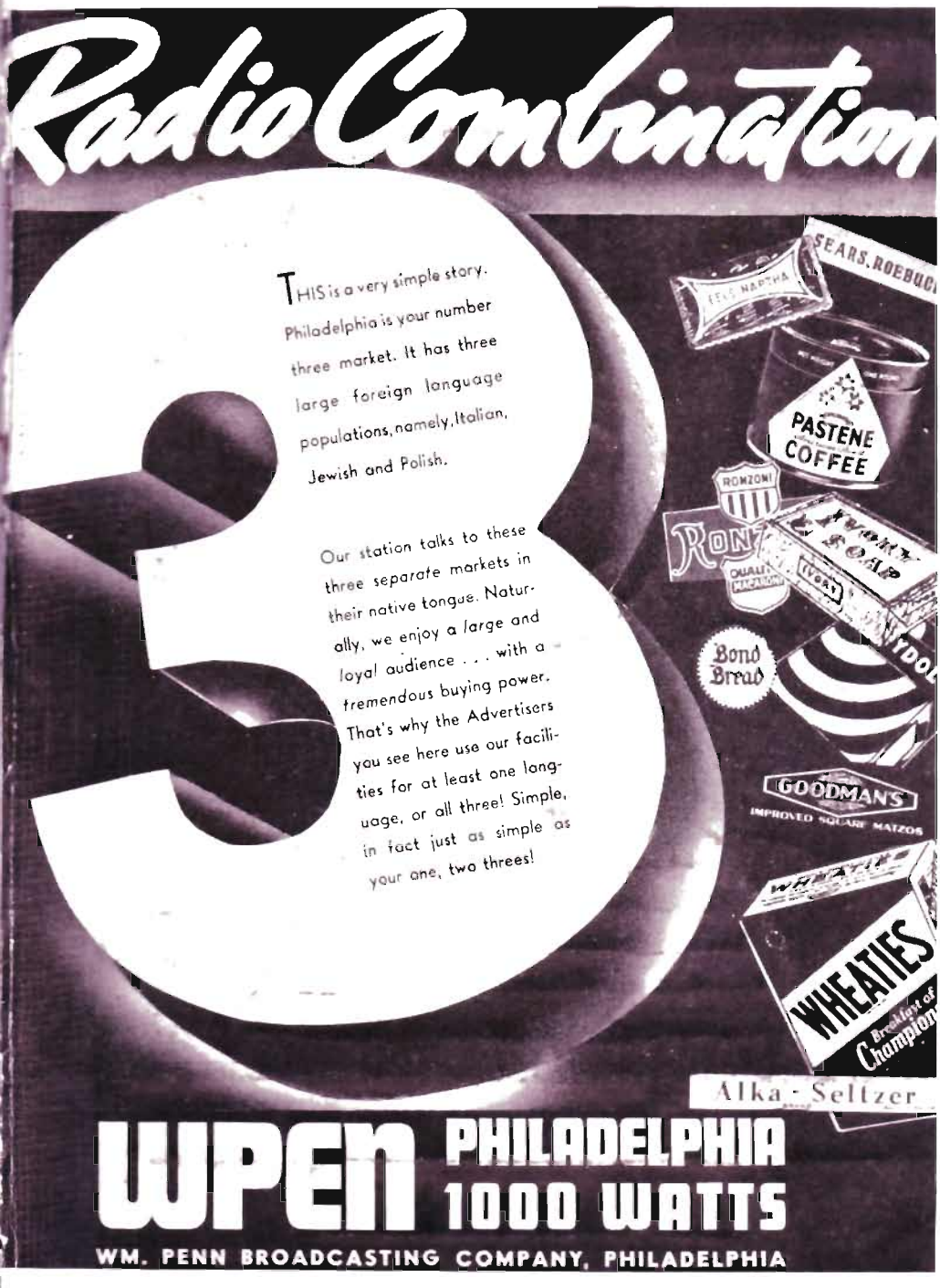

WPEN PHILADELPHIA 1000 WATTS

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