

BROADCASTING

Broadcast
Advertising

1937

YEAR

BOOK

NUMBER

ANNUAL SUBSCRIPTION \$3.00 INCLUDING YEAR BOOK NUMBER
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The Future of Radio

“WE HAVE no definite yardstick with which to measure radio as a civilizing influence, in the education, entertainment and progress of mankind. But we do know that life itself has been revolutionized by the speed and completeness with which radio has drawn the most distant places, the most forgotten lives, into the orbit of civilization.

“Not only do the American listeners enjoy the finest broadcast programs in the world without paying license fees, but they are buying the finest radio receivers in the world at the lowest prices. No wonder, as Professor Allport of Harvard has declared, we spend a billion hours a week listening to the radio!

“No statistics, however, can suggest the magnitude of the future of the radio art. Each advance made by the laboratories into unexplored domains of the ether carries with it the possibility of creating even greater services. A few, such as television and high-speed facsimile communication, are ready now for field demonstrations. Others are on the way, although further laboratory experimentation will be necessary before they are ready for practical use.

“Measured by the advances made in other fields, radio in the last ten years has lived a century. Perhaps it may crowd a thousand years into the next decade. I am proud to be one of those who have participated in this development

almost from the beginning. Next September I shall have been in the service of radio for thirty years. That is a long time in so young a science. During these thirty years I have watched, naturally with the keenest interest, the unfolding of the radio art.

“I have seen technical revolutions in radio communication, radio broadcasting and radio entertainment, but I can say to you that never before have I seen so many developments emerging into practical achievement as the laboratories promise at this moment.”

A handwritten signature in cursive script, reading 'David Sarnoff'.

President,
Radio Corporation of America

*From an address before the Federal Communications Commission,
Washington, D. C., June 15, 1936*

RADIO CORPORATION OF AMERICA

RCA Building, Radio City, New York, N. Y.

Now WNAC is first in popularity at all hours!

Ross Federal coincidental telephone survey, 9 A.M. thru 10 P.M. daily, from December 6 to 12 inclusive, shows WNAC the preferred Boston station by both daytime and evening audiences.

By every survey ever made WNAC has led all Boston stations in actual listeners except for certain eight to ten P.M. periods. Preference for NBC Red programs during these hours has, until recently, caused WNAC to drop into second place.

Now, the shift of NBC Red Network programs to WNAC puts this station definitely into the lead for every hour of the day.

This is shown by the percentages given below, com-

pared by Ross Federal Service & Research Corporation and based on a coincidental telephone survey of the metropolitan Boston area.

Over 12,000 telephone calls were made, with responses tabulated according to the actual stations and programs tuned in at the time of the calls.

The audio-meter survey developed by Professor Robert F. Elder of M. I. T. is now recognized as the most highly accurate survey method. It was first used by WNAC and is now being developed for use on a national scale, its present cost making it prohibitive for merely local use.

Boston Station Popularity Percentages Broken Down into Hour Periods

	WNAC	WEEI	WBZ	WAAB	WHDH	WMEX	WCOP	WORL	Out-of-Town and Shortwave Stations	TOTAL
9 — 10	43.33%	21.67%	10.00%	16.67%	3.33 %	0.00%	0.00 %	1.67 %	3.33%	100%
10 — 11	47.37%	25.00%	11.84%	3.95%	3.29 %	1.97%	1.97 %	1.32 %	3.29%	100%
11 — 12	49.62%	16.03%	19.85%	6.11%	4.58 %	.76%	2.29 %	0.00 %	.76%	100%
12 — 1	49.34%	27.63%	11.84%	5.92%	3.29 %	0.00%	.66 %	0.00 %	1.32%	100%
1 — 2	39.02%	29.27%	12.20%	10.57%	2.44 %	1.63%	.81 %	.81 %	3.26%	100%
2 — 3	49.24%	14.39%	16.67%	6.06%	6.06 %	0.00%	1.52 %	2.27 %	3.79%	100%
3 — 4	42.48%	10.46%	15.03%	17.65%	3.27 %	1.96%	3.92 %	1.31 %	3.92%	100%
4 — 5	42.86%	17.03%	13.74%	20.88%	2.20 %	2.75%	0.00 % ²	0.00 % ²	.55%	100%
5 — 6	35.00%	17.92%	16.25%	20.00%	3.75 %	4.17%	*	*	2.92%	100%
6 — 7	48.82%	21.21%	20.88%	6.06%	2.02 % ¹	.34%	*	*	67%	100%
7 — 8	40.12%	24.92%	22.80%	10.03%	*	.61%	*	*	1.52%	100%
8 — 9	41.27%	31.65%	19.75%	5.57%	*	1.52%	*	*	.25%	100%
9 — 10	39.41%	33.99%	18.97%	4.93%	*	.49%	*	*	2.23%	100%
ALL DAY AVERAGE	42.80%	24.24%	17.59%	9.45%	1.93 %	1.27%	.58 %	.33 %	1.81%	100%

* Station not on the air. 1 Station only on air until 6:30. 2 Station only on air until 4:15.

Write for folder giving complete survey analysis—a valuable guide for every agency and advertiser in buying coverage accurately for the Metropolitan Boston area.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE
 BOSTON, MASSACHUSETTS
 EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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**417 BROADCASTS OVER
985 STATIONS FOR 23
CLIENTS EVERY WEEK**

avalcade of

★ **CAVALCADE OF AMERICA**
59th broadcast this week, CBS theatre
audience averaging over 600

★ **JACK PEARL**
Back on the air with
"Sharlie" Cliff Hall and the
Baron's own Information
Bureau.

★ **GUY LOMBARDO**
Radio's No. 1 band packs them
in at the CBS Playhouse every
Sunday afternoon.

★ **1936 HEADLINERS**

★ **THE MARCH OF TIME**
Fifth consecutive year of BBDO produc-
tion of scripts by the Editors of Time.

★ **PITTSBURGH SYMPHONY**
Antonio Modarelli broadcasts
the Pittsburgh Symphony over
51 CBS stations and to a
visible audience of over 2000.

★ **IRENE BEASLEY and the Jesters**
Singing songs for
Du Pont "Zerone."

NETWORK BROADCASTS

DECEMBER 1, 1936

- ★ **THE MARCH OF TIME** (WABC and 40 stations) for Time Inc.
- ★ **CAVALCADE OF AMERICA** (WABC and 49 Stations) for E. I. du Pont de Nemours and Co., Inc.
- ★ **JACK PEARL—BARON MUNCHAUSEN AND CO.,** with Cliff Hall, Morton Bowe, Tommy Dorsey's Orchestra, Edythe Wright (WJZ and 42 Stations) for Brown & Williamson Tobacco Corporation.
- ★ **GUY LOMBARDO AND HIS ORCHESTRA** (WABC and 27 Stations) for General Baking Co.
- ★ **PITTSBURGH SYMPHONY ORCHESTRA AND GUEST ARTISTS** (WABC and 51 Stations) for Pittsburgh Plate Glass Company.
- ★ **VEE LAWNHURST, THE CHARIOTEERS, PAUL DOUGLAS** (WABC and 30 Stations) for Wildroot Co., Inc.
- ★ **IRENE BEASLEY AND THE JESTERS** (WABC and WCAU) E. I. du Pont de Nemours & Co., Inc. "Zerone" Sales.
- ★ **CARBORUNDUM BAND** (WABC and 17 Stations) for The Carborundum Company.

And 408 local broadcasts using 523 Stations.

BBDO

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

Advertising

383 MADISON AVENUE - NEW YORK CITY

Chicago - Boston - Buffalo - Pittsburgh - Minneapolis



TRUTH WELL BROADCAST

Unusual facilities for service to users of radio are available in the 9 main offices of McCann-Erickson, each offering complete broadcasting supervision, supported by field service offices in 16 other key markets. This organization brings us in close touch with the local influences of radio.

McCANN-ERICKSON ADVERTISING

A CLIENT OF ONE OFFICE IS A CLIENT OF ALL OFFICES: *In the United States*—NEW YORK, CHICAGO, CLEVELAND, DETROIT, DENVER, SAN FRANCISCO, LOS ANGELES, SEATTLE, PORTLAND, ORE.; *In Canada*—MONTREAL, TORONTO, WINNIPEG, VANCOUVER; *In Europe*—LONDON, PARIS, FRANKFORT, G.M.; *In South America*—BUENOS AIRES, RIO DE JANEIRO.

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1936

Was a Great Year for

KSD

ST. LOUIS, MO.

A GUARANTEE

KSD guarantees that no advertiser using the facilities of the station enjoys any secret rate, rebate or privilege.

During 1936 Station KSD established an all-time high record in number of advertisers served and in volume of business broadcast.

The strict censorship of KSD over all programs protects listeners and advertisers against association with the unworthy.

See advertisement on page 79.

KMBC Chief Executive
Arthur B. Church



DRAMA: One Life Saved;

A "first" in showmanship; split-second scoops; radio leadership vitalizes sales in Middle West!



Scoring showmanship, KMBC set up mobile trailer studios at Kansas City Auto Show; broadcast a meal cooking.



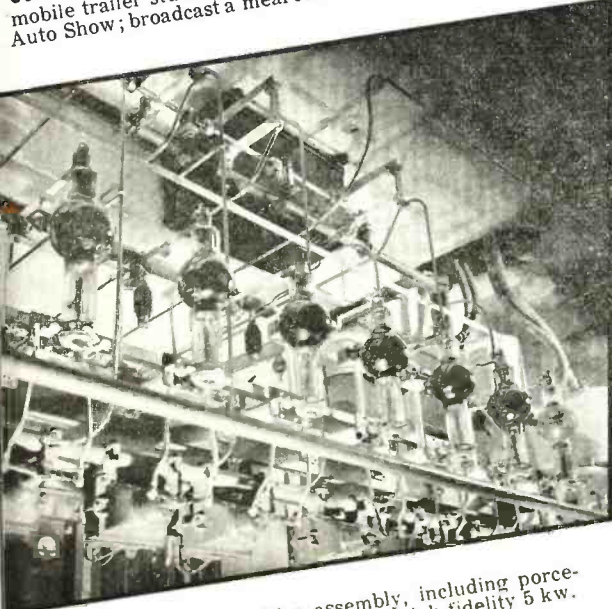
Saving a life in a mine disaster is all in a day's work when Special Events men cover a big story for KMBC.



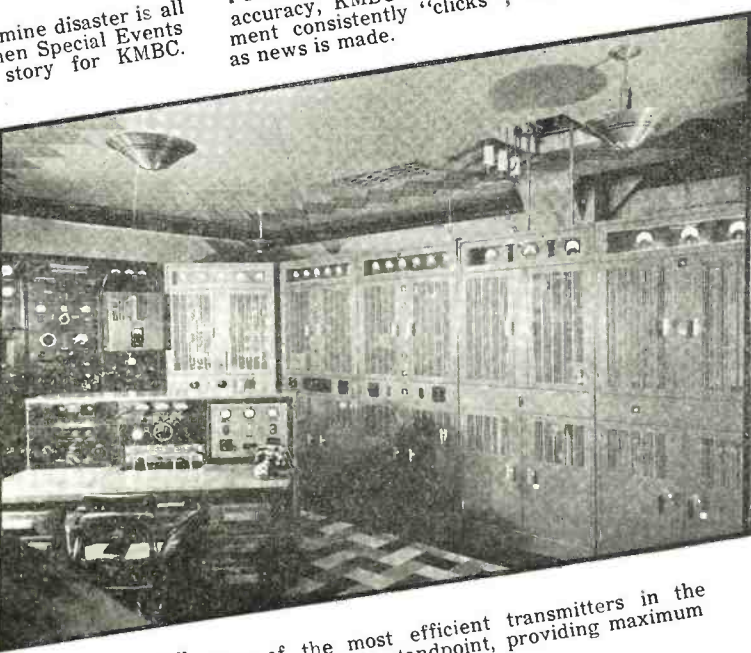
Pacing time's swift flight with deadly accuracy, KMBC's alert news department consistently "clicks"; airs news as news is made.



Sweet charity's good neighbor KMBC—a radio station become a living force in every worthy community activity.



Sponsor's boon—Rectifier assembly, including porcelain isolation coil—a part of KMBC's high fidelity 5 kw. unit. In rear, power transformer 5 kw. supply.



"Sweet Layout"—One of the most efficient transmitters in the Middle West, from the advertiser's standpoint, providing maximum uninterrupted transmission with highest fidelity.



Pioneering with the first vertical antenna in the Middle West, KMBC installs latest technical equipment as it becomes available.

R A D I O R A C L E :

Our story in pictures leaves this untold — the advent of new sales achievements begins when news of product or service is aired on KMBC. Alert, fast-thinking people, progressive program, sales, publicity, and merchandising ideas, and the most modern technical equipment available . . . join forces to turn prophecies into profits. . . . National Representatives, Free and Peters, Inc.

K M B C OF KANSAS CITY



PRAIRIE FARMER
WLS
BROADCASTING

THE PROGRESSIVE
UNION PACIFIC
RAILROAD COMPANY

GIFT RADIO
from
WLS
BETHEL, ALASKA

IVORY FLAKES

COCA-COLA
SWEETS

Spry

OSHKOSH B'GOSH

RED HEART

**AMERICAN POT
INSTITUTE**

ELECTROLUX

**McLAUGHLIN
MANOR
HOUSE
COFFEE**

*Editorial Service Builds
Listener Loyalty Prec*

SKELGHS

PILLSBURY'S

DRUMS

FORD V-8

Dixie
THE BOTTLED COOKING GAS

SAVOY

MALTO-MEAL

Lin-x
CLEAR GLOSS

QUALITY JUNG SEEDS

COVER THE EARTH

JUNKET

LULU BELLE

Alka Seltzer

WLS STARS
VAUDEVILLE

Listener Advertising Results

Willard
RNT-1-120AH

STATS-LABS
LULU BELLE - BUZZINGTON'S BAND - SKYLAND SCOTTY - FRANK MELINO - SASHA LEONOFF - DOYLE & DONNELLY - JANET GAYNOR AND WARNER BAXTER - ONE MORE SPRING

ZENITH

Rap-in-Wax

lette
AND TUBES

ALLIS-CHALMERS
TRACTOR DIVISION - MILWAUKEE, U.S.A.

NITRAGIN

REPUBLIC
STEEL

CHEVROLET

WLS

THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, *President*

GLENN SNYDER, *Manager*

National Representatives JOHN BLAIR and COMPANY



HEARST RADIO offers you ten great markets that did a total business in 1935 of \$3,740,567,000. (Retail Census of Distribution.)

HEARST RADIO believes "IT'S THE PROGRAM THAT GETS THE LISTENER." A study of our program logs will show we have the programs and we do get the

listeners—a natural result.

When you deal with Hearst Radio you deal with one organization, under one roof from the time your order is placed until the final program is broadcast. One salesman to service you for ten major markets. Doesn't this simplify matters for you?

HEARST RADIO

New York • Chicago • San Francisco • Los Angeles • Dallas

WBAL . BALTIMORE WCAE . . PITTSBURGH KYA SAN FRANCISCO KEHE LOS ANGELES WINS NEW YORK
 KTSA SAN ANTONIO KOMA OKLAHOMA CITY KNOW . . . AUSTIN WISN MILWAUKEE WACO . . . WACO

THE NEW YORK STATE BROADCASTING SYSTEM • THE CALIFORNIA RADIO SYSTEM

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Licensed or authorized by FCC as of January 1, 1937)

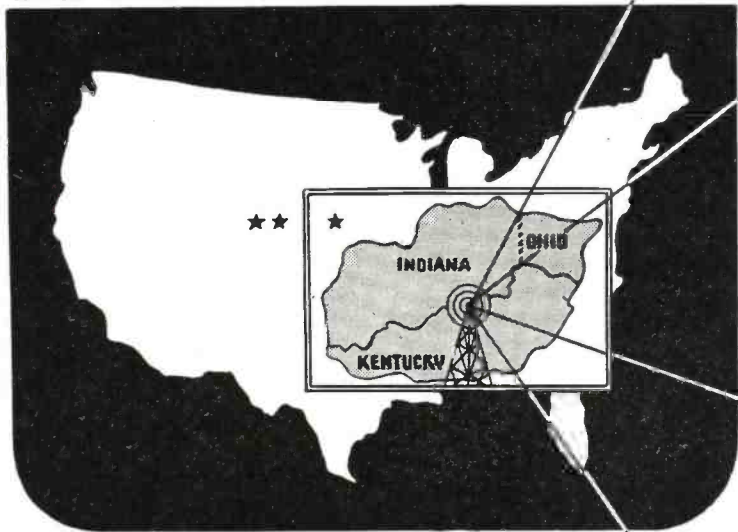
*CP granted for increase in power. †Construction permit for new station. ‡Special authorization for power or frequency. CP—Construction permit for frequency.
S—Stay of construction permit awaits litigation or further FCC action.

Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	
550 KC. REGIONAL				690 KC. CANADIAN EXCLUSIVE				890 KC. REGIONAL—CANADIAN SHARED				1050 KC. CLEAR				
KFUO	St. Louis	1,000	500					KARK	Little Rock, Ark.	1,000	500	KFBI	Abilene, Kan.	5,000	5,000	
KFYR	Bismarck, N. D.	5,000	1,000					KFNF	Shenandoah, Ia.	1,000	500	KNX	Los Angeles	50,000	50,000	
KOAC	Corvallis, Ore.	1,000	1,000	WLW	Cincinnati	‡500,000	‡500,000	KFPY	Spokane, Wash.	5,000	1,000	‡WEAU	Eau Claire, Wis.	*1,000	-----	
KSD	St. Louis	5,000	1,000					KUSD	Vermillion, S. D.	500	500	1060 KC. CLEAR				
KTSA	San Antonio	5,000	1,000					WBAA	West Lafayette, Ind.	1,000	500	KTBS	Hot Springs	‡10,000	‡10,000	
WDEV	Waterbury, Vt.	500	-----					WGST	Atlanta	*5000	*1,000	WBAL	Balti (SA-760 kc)	10,000	10,000	
WGR	Buffalo, N. Y.	*5,000	1,000	KIRO	Seattle	‡1,000	‡1,000	WILL	Urb'a, Ill. CP-580 kc	1,000	250	WJAG	Norfolk, Nebr.	1,000	1,000	
WKRC	Cincinnati	5,000	1,000	KMPC	Beverly Hills, Calif.	500	500	WJAR	Providence, R. I.	1,000	1,000	1070 KC. CLEAR				
WSVA	Harrisonburg, Va.	500	-----	WOR	Newark, N. J.	50,000	50,000	WMMN	Fairmont, W. Va.	1,000	500	KJBS	San Francisco	500	500	
560 KC. REGIONAL				720 KC. CLEAR				900 KC. REGIONAL				KJAZ	Carthage, Ill.	*250	-----	
KFDM	Beaumont, Tex.	1,000	500	WGN	Chicago	50,000	50,000	KGBU	Ketchikan, Alaska	*6,000	*1,000	WTAM	Cleveland	50,000	50,000	
KLZ	Denver	5,000	1,000					KHJ	Los Angeles	5,000	1,000	1080 KC. CLEAR				
KSFO	San Francisco	1,000	1,000					KSEI	Pocatello, Idaho	500	250	WBT	Charlotte, N. C.	50,000	50,000	
KWTO	Springfield, Mo.	5,000	-----					WBEN	Buffalo, N. Y.	5,000	1,000	WBCD	Chicago Ill.	5,000	5,000	
WFL	Philadelphia	1,000	‡1,000					WELI	New Haven, Conn.	500	-----	WMBI	Chicago	5,000	5,000	
WIND	Gary, Ind.	5,000	1,000					WFMJ	Frederick, Md.	500	-----	1090 KC. CLEAR				
WIS	Columbia, S. C.	5,000	1,000					WFMD	Jacksonville, Fla.	5,000	1,000	KMOX	St. Louis	50,000	50,000	
WQAM	Miami, Fla.	1,000	1,000					WKY	Oklahoma City	5,000	1,000	1100 KC. CLEAR				
570 KC. REGIONAL				730 KC. CANADIAN EXCLUSIVE				910 KC. CANADIAN EXCLUSIVE								
KGKO	Fort Worth, Tex.	1,000	250													
KMTR	Los Angeles	1,000	1,000													
KVI	Tacoma, Wash.	5,000	1,000													
WKBN	Youngstown, O.	500	500													
WMCA	New York	500	500													
WNAX	Yankton, S. D.	5,000	1,000													
WOSU	Columbus, O.	1,000	750													
WSYR	Syracuse, N. Y.	1,000	1,000													
WWNC	Asheville, N. C.	1,000	1,000													
580 KC. REGIONAL—CANADIAN SHARED				740 KC. CLEAR				920 KC. REGIONAL								
KMJ	Fresno, Calif.	1,000	500													
KSAC	Manhattan, Kan.	1,000	500													
WCHS	Charleston, W. Va.	1,000	500													
WDBO	Orlando, Fla.	1,000	1,000													
WIBW	Topeka, Kan.	5,000	1,000													
WTAG	Worcester, Mass.	*1,000	*1,000													
590 KC. REGIONAL				750 KC. CLEAR				930 KC. REGIONAL—CANADIAN SHARED								
KHQ	Spokane, Wash.	*5,000	1,000													
WEEL	Indianapolis	*5,000	1,000													
WKZO	Kalamazoo, Mich.	1,000	-----													
WOW	Omaha, Nebr.	5,000	‡5,000													
600 KC. REGIONAL—CANADIAN SHARED				760 KC. CLEAR				940 KC. REGIONAL								
KFSD	San Diego, Calif.	1,000	1,000													
WCAO	Baltimore	1,000	500													
WCC	Bridgewater, Conn.	1,000	500													
WMT	Cedar Rapids, Ia.	5,000	1,000													
WREC	Memphis	5,000	1,000													
610 KC. REGIONAL				770 KC. CLEAR				950 KC. REGIONAL								
KFRC	San Francisco	5,000	1,000													
WDAF	Kansas City	5,000	1,000													
WIP	Philadelphia	‡11,000	‡11,000													
WJAY	Cleveland	500	-----													
620 KC. REGIONAL				780 KC. REGIONAL—CANADIAN SHARED				960 KC. CANADIAN EXCLUSIVE								
KGW	Portland, Ore.	5,000	1,000													
KTAR	Phoenix, Ariz.	1,000	1,000													
WFLA	Clearwater, Fla.	5,000	1,000													
WHJR	Greensburg, Pa.	250	-----													
WLBZ	Reno, Me.	1,000	500													
WTMJ	Milwaukee	5,000	1,000													
630 KC. REGIONAL—CANADIAN SHARED				790 KC. CLEAR				970 KC. CLEAR								
KFRU	Columbia, Mo.	1,000	500													
KGFX	Pierre, S. D.	200	-----													
WGRF	Evansville, Ind.	*1,000	500													
WMAL	Washington, D.C.	500	250													
WPRO	Providence, R. I.	1,000	500													
640 KC. CLEAR				800 KC. CLEAR				980 KC. CLEAR								
KFI	Los Angeles	50,000	50,000													
WHKC	Columbus, O.	500	500													
WOT	Ames, Ia.	5,000	-----													
‡WGAN	Portland, Me.	*500	*500													
650 KC. CLEAR				810 KC. CLEAR				990 KC. CLEAR								
WSM	Nashville, Tenn.	50,000	50,000													
660 KC. CLEAR				820 KC. CLEAR				1000 KC. CLEAR								
WAAW	Omaha, Nebr.	500	-----													
WEAF	New York	50,000	50,000													
670 KC. CLEAR				830 KC. CLEAR				1010 KC. CLEAR								
WMAQ	Chicago	50,000	50,000													
680 KC. CLEAR				840 KC. CANADIAN EXCLUSIVE				1020 KC. CLEAR								
KFEQ	St. Joseph, Mo.	2,500	-----													
KPO	San Francisco	50,000	50,000													
WPTF	Raleigh, N. C.	5,000	5,000													

(Continued on page 14)



CHECK THESE FEATURES ON YOUR OWN HOME RADIO



★—PROVEN PRIMARY LISTENING AREA
BASED ON FIELD STRENGTH SURVEY

POWER

**50,000 WATTS
COVERS AN IMMENSE MARKET**

(An application for 500,000 watts now is before the F.F.C.). WHAS programs are heard on radios from Canada to Mexico.

FREQUENCY

**820 KILOCYCLES
NATIONAL CLEAR CHANNEL**

WHAS offers the newest developments in transmission equipment for efficient, high-powered broadcasting over 820 kilocycles, furnishing advertisers with maximum cleared channel coverage.

PROGRAMS

CBS AREA

Daily and nightly millions of home radios are tuned in on the favorite network broadcasts—but don't lose sight of the WHAS Primary Listening area. It offers you a vast WHAS-dominated buying audience.

SERVICE

WHAS offers its advertisers fullest co-operation in providing surveys and merchandising assistance in conjunction with regular programs.

WHAS—Louisville, Kentucky—is a CBS Basic Outlet—Operated and owned by The Courier-Journal and Louisville Times—Represented by Edward Petry & Co.



We love a
PARADE



Even if we only help carry the big bass drum, we still love to march in the good old Radio Parade!

But... man, oh man!... when we find ourselves out in front of the local contingent... pardon please, if we stick our chests out just a bit.

We really started to strut our stuff when brass-hats of Cleveland's "Retailand" (than which there are no keener buyers) began spending more than half their radio shekles with us.

"Ah-ha!", exclaimed national advertisers after their survey hounds had made

the tip-off. "What's best in the eyes and ears of the home-town merchants is plenty good enough for us." And, before we could even assume a modest expression or blush coyly... the shako was on our head.

Casting an eagle eye on our books as 1936 drew to a close, we found WGAR had marched into a new record... was first in total dollar volume... had more total program accounts, both retail and general, and more national spot accounts

than any of our local fellow-marchers!

Yes... and we've stepped into 1937 confident of doing an even better job for radio advertisers who want and are out to get more sales in Northern Ohio!

W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

Member N B C Blue Network

John F. Patt, Vice-President and General Manager

Edward Petry & Co., Inc., National Representatives

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Licensed or authorized by FCC as of January 1, 1937)

*CP granted for increase in power.

†Construction permit for new station.

‡Special authorization for power or frequency.

CP—Construction permit for frequency.

S—Stay of construction permit awaits litigation or further FCC action.

(Continued from page 14)

Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts	Call Letters	City	Day Power in Watts	Night Power in Watts
1430 KC. REGIONAL				1450 KC. REGIONAL (Cont.)				1490 KC. HIGH POWER REGIONAL				1500 KC. LOCAL (Cont.)			
KECA	Los Angeles, Calif.	5,000	1,000	KTBS	Shreveport, La.	1,000	1,000	KFBK	Sacramento, Calif.	5,000	5,000	WHBB	Selma, Ala.	100	---
KGNF	North Platte, Nebr.	1,000	---	WGAR	Cleveland	1,000	500	WKCY	Cincinnati	5,000	5,000	WHEF	Kosciusko, Miss.	250	100
KSO	Des Moines, Ia.	*2,500	500	WHOM	Jersey City, N. J.	250	250	1500 KC. LOCAL				WJKB	Detroit	250	100
WBNS	Columbus, O.	1,000	500	WSAR	Fall River, Mass.	1,000	1,000	†KAWM	Gallup, N. M.	100	100	WKBB	E. Dubuque, Ill.	250	100
WHEC	Rochester, N. Y.	1,000	500	WTFI	Athens, Ga.	500	500	KBIK	Muskogee, Okla.	100	100	WKBY	Muskegon, Mich.	100	100
WHP	Harrisburg, Pa.	1,000	500	1460 KC. HIGH POWER REGIONAL				KBST	Big Spring, Tex.	100	100	WKBZ	Griffin, Ga.	100	100
WNBR	Memphis	1,000	500	KSTP	Mpls-St. Paul	25,000	10,000	KDB	Santa Barbara, Calif.	250	100	WMBQ	Brooklyn, N. Y.	100	100
WOKO	Albany, N. Y.	1,000	500	WJSV	Washington, D. C.	10,000	10,000	KDFI	Corpus Christi, Tex.	250	100	WMEX	Boston	250	100
1440 KC. REGIONAL				1470 KC. HIGH POWER REGIONAL				KDAL	Duluth, Minn.	100	100	WMLC	New London, Conn.	100	---
KDFN	Casper, Wyo.	500	500	KGA	Spokane, Wash.	5,000	5,000	KGKB	Tyler, Tex.	*250	100	WNBF	Binghamton, N. Y.	100	100
KLS	Oakland, Calif. (CP-1280 kc.)	250	---	WLAC	Nashville, Tenn.	5,000	5,000	KGKY	Scotts Bluff, Nebr.	250	100	WOPI	Bristol, Tenn.	100	100
KXYZ	Houston, Tex.	1,000	1,000	1480 KC. HIGH POWER REGIONAL				KNEL	Brady, Tex.	100	---	WRGA	Rome, Ga.	250	100
WCBA	Allentown, Pa.	500	500	KOMA	Oklahoma City	5,000	5,000	KNOW	Austin, Tex.	100	100	WRDW	Augusta, Ga.	100	100
WBIG	Greensboro, N. C.	1,000	1,000	KKBW	Buffalo, N. Y.	5,000	5,000	KOTV	Pine Bluff, Ark.	100	---	WSYB	Rutland, Vt.	100	100
WMBD	Peoria, Ill.	1,000	500	†WHIP	Hammond, Ind. (S)	5,000	---	KOVC	Valley City, N. D.	100	---	WTMV	East St. Louis, Ill.	250	100
WSAN	Allentown, Pa.	500	500	1530 KC. SPECIAL				KPLC	Lake Charles, La.	*250	100	WWRW	Woodside, N. Y.	250	100
1450 KC. REGIONAL				1550 KC. SPECIAL				KPLT	Paris, Tex.	100	---	WWSW	Pittsburgh	250	100
KGCX	Wolf Point, Mont.	1,000	1,000	KXBY	Kansas City	1,000	1,000	KPQ	Wenatchee, Wash.	250	100	1530 KC. SPECIAL			
KIEM	Eureka, Calif.	500	500	1550 KC. SPECIAL				KRNR	Roseburg, Ore.	250	100	WBRY	Waterbury, Conn.	1,000	1,000
								†KPSA	Salina, Kan.	100	100	KXBY	Kansas City	1,000	1,000
								KROD	El Paso, Tex.	100	100	1550 KC. SPECIAL			
								†KUTA	Salt Lake City, Utah	100	100	WQXR	L. I. City, N. Y.	1,000	1,000
								KVOE	Santa Ana, Calif.	100	100	KPMC	Bakersfield, Calif.	1,000	1,000
								KXO	El Centro, Calif.	100	100				
								†KYCA	Prescott, Ariz.	250	100				
								WNCW	Brooklyn, N. Y.	250	100				
								WDNC	Durham, N. C.	100	100				
								WGAL	Lancaster, Pa.	250	100				

International Broadcast Stations Licensed in the United States

(Licensed by FCC as of January 1, 1937)

Call Letters	Licensee and Location	Frequency in Kilocycles	Power in Watts	Call Letters	Licensee and Location	Frequency in Kilocycles	Power in Watts
W1XAL	World Wide Broadcasting Corp., Boston	6040	10,000	W9XAA	Chicago Federation of Labor, Chicago	11830	5,000
W4XB ¹	Isle of Dreams Broadcasting Corp., Miami Beach, Fla.	6040	5,000	W8XX ⁸	Westinghouse E. & M. Co., Saxonburg, Pa.	11870	40,000
W3XAU ²	WCAU Broadcasting Co., Newton Square, Pa.	6060	10,000	W8XX ⁸	Westinghouse E. & M. Co., Saxonburg, Pa.	15210	40,000
W8XAL ³	Crosley Radio Corp., Mason, Ohio	6060	10,000	W1XAL	World Wide Broadcasting Corp., Boston	15270	10,000
W9XAA ⁴	Chicago Federation of Labor, Chicago	6080	5,000	W2XAD ⁵	Columbia Broadcasting System, Inc., Wayne, N. J.	15330	25,000
W3XAL ⁵	National Broadcasting Co., Bound Brook, N. J.	6100	35,000	W2XE ⁷	Columbia Broadcasting System, Inc., Wayne, N. J.	17760	10,000
W9XF ⁶	National Broadcasting Co., Downer's Grove, Ill.	6100	10,000	W8XX ⁸	Westinghouse E. & M. Co., Saxonburg, Pa.	17780	40,000
W2XE ⁷	Columbia Broadcasting System, Inc., Wayne, N. J.	6120	10,000	W3XAL ⁵	National Broadcasting Co., Bound Brook, N. J.	17780	35,000
W8XX ⁸	Westinghouse E. & M. Co., Saxonburg, Pa.	6140	40,000	W9XF ⁶	National Broadcasting Co., Downer's Grove, Ill.	17780	5,000
W2XAF ⁹	General Electric Co., So. Schenectady, N. Y.	9530	40,000	W1XAL	World Wide Broadcasting Corp., Boston	17780	10,000
W8XX ⁸	Westinghouse E. & M. Co., Saxonburg, Pa.	9570	40,000	W2XAD ⁵	General Electric Co., So. Schenectady, N. Y.	21480	10,000
W1XK ¹⁰	Westinghouse E. & M. Co., Millis, Mass.	9570	10,000	W2XE ⁷	Columbia Broadcasting System, Inc., Wayne, N. J.	21520	10,000
W3XAU ²	WCAU Broadcasting Co., Newton Square, Pa.	9590	10,000	W8XX ⁸	Westinghouse E. & M. Co., Saxonburg, Pa.	21540	40,000
W8XAL ³	Crosley Radio Corp., Mason, Ohio	9590	10,000				
W1XAL	World Wide Broadcasting Corp., Boston	11790	10,000				
W2XE ⁷	Columbia Broadcasting System, Inc., Wayne, N. J.	11830	10,000				

¹ Also licensee of WIOD, Miami. ² Also licensee of WLW, Cincinnati. ³ Also licensee of WJZ, New York. ⁴ Also licensee of WABC, New York. ⁵ Also licensee of WGY, Schenectady. ⁶ Also licensee of WCAU, Philadelphia. ⁷ Also licensee of WCFL, Chicago. ⁸ Also licensee of WENR, Chicago. ⁹ Also licensee of KDKA, Pittsburgh. ¹⁰ Also licensee of WBZ, Boston.

ROBERT S. TAPLINGER, INC.

Publicity and Radio Relations

NEW YORK HOLLYWOOD
485 Madison Ave. 8532 Sunset Blvd.

PAULINE SWANSON
WEST COAST REPRESENTATIVE

BOUND

To Give
Greater Value

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

PRICE
\$2.50

POSTPAID
(Your name in gold 25c extra)

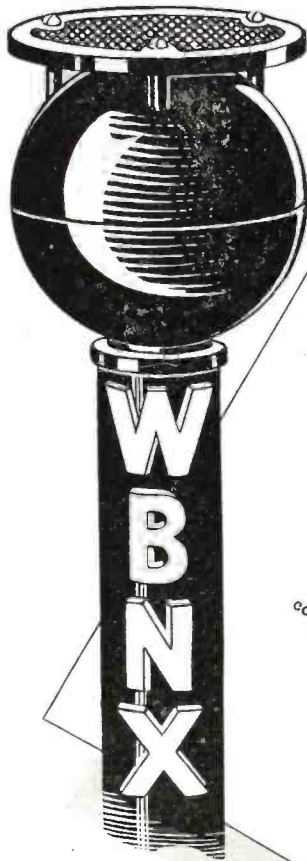


BROADCASTING

Broadcast Advertising

National Press Bldg.,
Washington, D. C.

SELLING BUTTER BY THE TON!



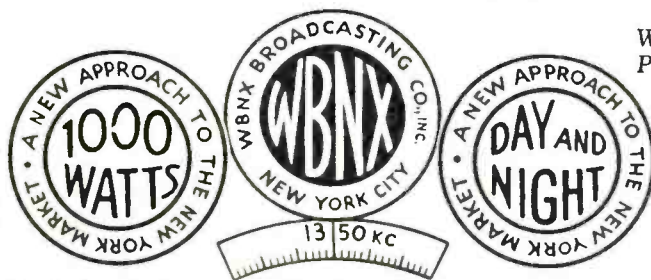
*A series of announcements on Radio Station WBNX increased dealer distribution for HANFORD'S BUTTER by 33% per week!

THIS and other success stories of WBNX advertisers are made possible only through WBNX's intimate, intelligent and inexpensive coverage of the New York Market---a coverage accomplished by a specialized approach to its audience!

Full Staff For Foreign Language Productions Available

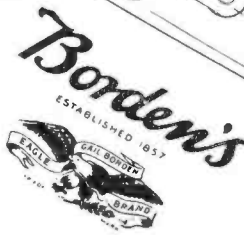
SPEAKS THE
W
LANGUAGE

1000 WATTS DAY AND NIGHT



WBNX Programs Are Based On Population Characteristics

OF YOUR
W
PROSPECT



Station W B N X
Morris Ave. & E. 161st St.
New York, N. Y.
Gentlemen:

November 17, 1936

At the beginning of the second week in December, I wish you would please include in your announcements the fact that this offer for a glass butter dish for eight Hanford's cartons will expire December 31st, 1936.

Beginning the last week in December, please announce that we will have a new Hanford's Butter premium offer and it will be announced in detail beginning January first.

To date, we have sent out a total of 1,126 butter dishes. I am sure this figure will be of interest to you, and I further assure you that we are both surprised and delighted with the result of this offer through the facilities of WBNX. Our sales and distribution of the Hanford's Sweet Butter have increased during this past month through the widespread influence of WBNX and this premium offer.

Thanking you for your fine cooperation in this matter, I am,
Yours very truly,

THE BORDEN COMPANY
Sales Division
A. H. Haskins
Advertising Department

BORDEN'S purchased \$58 worth of announcements per week on WBNX to increase distribution of HANFORD'S SWEET BUTTER in metropolitan New York. On a giveaway, listener response averaged 2,760 half pound cartons per week.

WRITE TODAY For New "Coverage Map" and Descriptive Booklet Entitled "A New Approach To The New York Market." It will show you how you too can duplicate the experience of this company.

DIRECTORY OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

(Data corrected to January 1, 1937)

Call Letters	City	Power	Call Letters	City	Power	Call Letters	City	Power	Call Letters	City	Power
	540 KC.			840 KC. (CANADIAN EXCLUSIVE)			1050 KC. (U. S. CLEAR, NOW PARTLY SHARED)			1390 KC. (U. S. REGIONAL AND CANADIAN LOCAL)	
CJRM	Regina, Sask.	1,000	CFQC	Saskatoon, Sask.	1,000	CRCK	Quebec, Que.	1,000	CJGX	Yorkton, Sask.	100
	550 KC.		CRCT	Toronto, Ont.	5,000		1100 KC. (U. S. CLEAR, NOW PARTLY SHARED)			1410 KC. (U. S. REGIONAL AND CANADIAN LOCAL)	
CFNB	Fredericton, N. B.	1,000—D 500—N		880 KC. (U. S.-CANADIAN SHARED)		CRCV	Vancouver, B. C.	5,000	CKFC	Vancouver, B. C.	50
	580 KC. (U. S.-CANADIAN SHARED)		CFJC	Kamloops, B. C.	100		1120 KC. (U. S.-CANADIAN SHARED)		CKMO	Vancouver, B. C.	100
CFPR	Prince Rupert, B. C.	50	CRCO	Ottawa, Ont.	1,000	CHLP	Montreal, Que.	100		1420 KC. (U. S. AND CANADIAN LOCAL)	
CHRC	Quebec, Que.	100		910 KC. (CANADIAN EXCLUSIVE)		CHSJ	Saint John, N. B.	1,000—D 500—N	CKGB	Timmins, Ont.	100
CKCL	Toronto, Ont.	100	CJAT	Trail, B. C.	1,000	CKOC	Hamilton, Ont.	1,000—D 500—N	CRCY	Toronto, Ont.	100
CKUA	Edmonton, Alta.	500	CRCM	Montreal, Que.	5,000	CKX	Brandon, Man.	100		1450 KC. (U. S. AND CANADIAN REGIONAL)	
	600 KC. (U. S.-CANADIAN SHARED)		CKY	Winnipeg, Man.	15,000		1200 KC. (U. S.-CANADIAN SHARED)		CFCT	Victoria, B. C.	50
CFCF	Montreal, Que.	400		930 KC. (CANADIAN EXCLUSIVE)		CHAB	Moose Jaw, Sask.	100	CHGS	Summerside, P.E.I.	50
CJOR	Vancouver, B. C.	500	CFAC	Calgary, Alta.	100	CKNX	Wingham, Ont.	50		1500 KC.	
CRCW	Windsor, Ont.	1,000—D 500—N	CFCH	North Bay, Ont.	100	CKTB	St. Catharines, Ont.	100	CJIC	Sault Ste. Marie, Ont.	100
	630 KC. (U. S.-CANADIAN SHARED)		CFLC	Prescott, Ont.	100		1210 KC. (U. S.-CANADIAN SHARED)			1510 KC.	
CFCO	Chatham, Ont.	100	CHNS	Halifax, N. S.	1,000	CJCS	Stratford, Ont.	50	CFRC	Kingston, Ont.	100
CFCY	Charlottetown, P.E.I.	1,000	CKPC	Brantford, Ont.	100	CJCU	Aklavik, N.W.T.	50	CKCR	Waterloo, Ont.	100
CJRC	Winnipeg, Man.	1,000—D 500—N		950 KC. (U. S. REGIONAL AND CANADIAN LOCAL)		CKBI	Prince Albert, Sask.	100			
CKOV	Kelowna, B. C.	100	CJOC	Lethbridge, Alta.	100	CKCH	Hull, Que.	100			
	690 KC. (CANADIAN EXCLUSIVE)		CRCS	Chicoutimi, Que.	100	CKCM	Cobalt, Ont.	50			
CFRB	Toronto, Ont.	10,000		960 KC. (CANADIAN EXCLUSIVE)			1240 KC. (U. S. REGIONAL)				
CFBJ	Calgary, Alta.	100	CHNC	New Carlisle, Que.	1,000	CJCB	Sydney, N. S.	1,000			
	730 KC. (CANADIAN EXCLUSIVE)		CFRN	Edmonton, Alta.	100		1310 KC. (U. S. AND CANADIAN LOCAL)				
CFPL	London, Ont.	100		1010 KC. (U. S.-CANADIAN SHARED)		CJKL	Kirkland Lake, Ont.	100			
CJCA	Edmonton, Alta.	1,000	CHML	Hamilton, Ont.	100	CJLS	Yarmouth, N. S.	100			
CKAC	Montreal, Que.	5,000	CKCD	Vancouver, B. C.	100	CKCV	Quebec, Que.	100			
CKPR	Fort William	100	CKCK	Regina, Sask.	500		1370 KC. (U. S. AND CANADIAN LOCAL)				
	780 KC. (U. S.-CANADIAN SHARED)		CKCO	Ottawa, Ont.	100	CKCW	Moncton, N. B.	100			
CHWK	Chilliwack, B. C.	100	CKIC	Wolfville, N. S.	50						
CKSO	Sudbury, Ont.	1,000	CKWX	Vancouver, B. C.	100						
				1030 KC. (CANADIAN EXCLUSIVE)							
			CFCN	Calgary, Alta.	10,000						
			CKLW	Windsor, Ont.	5,000						

SHORT WAVE BROADCASTERS

	6005 KC.	
CFCX	Montreal, Que.	75
	6070 KC.	
CFRX	Toronto, Ont.	1,000
	6090 KC.	
CRCX	Toronto, Ont.	1,000
	6150 KC.	
CJRO	Winnipeg, Man.	2,000
	11720 KC.	
CJRX	Winnipeg, Man.	2,000

Directory of Canadian Broadcasting Stations by Call Letters . . .

C	CFQC	Saskatoon, Sask.	CJAT	Trail, B. C.	CKAC	Montreal, Que.	CKMC	Cobalt, Ont.	CRCK	Quebec, Que.	
CFAC	Calgary, Alta.	CFRB	Toronto, Ont.	CJCA	Edmonton, Alta.	CKBI	Prince Albert, Sask.	CKMO	Vancouver, B. C.	CRCM	Montreal, Que.
CFCF	Montreal, Que.	CFRC	Kingston, Ont.	CJCB	Sydney, N. S.	CKCD	Vancouver, B. C.	CKNX	Wingham, Ont.	CRCO	Ottawa, Ont.
CFCN	North Bay, Ont.	CFRN	Edmonton, Alta.	CJCH	Calgary, Alta.	CKCH	Hull, Que.	CKOC	Hamilton, Ont.	CRCS	Chicoutimi, Que.
CFCO	Calgary, Alta.	CHAB	Moose Jaw, Sask.	CJCS	Stratford, Ont.	CKOV	Kelowna, B. C.	CKPC	Kelowna, B. C.	CRCT	Toronto, Ont.
CFCY	Charlottetown, P. E. I.	CHGS	Summerside, P. E. I.	CJCU	Aklavik, N. W. T.	CKPR	Fort William, Ont.	CKRW	Windsor, Ont.	CRCY	Toronto, Ont.
CJRC	Winnipeg, Man.	CHLP	Montreal, Que.	CJCV	Victoria, B. C.	CKR	Waterloo, Ont.	CKSO	Sudbury, Ont.		
CKOV	Kelowna, B. C.	CHML	Hamilton, Ont.	CJCY	Yorke, Ont.	CKTB	St. Catharines, Ont.	CKUA	Edmonton, Alta.		
	690 KC. (CANADIAN EXCLUSIVE)	CHNC	New Carlisle, Que.	CJIC	Sault Ste. Marie, Ont.	CKVB	Winnipeg, Man.	CKWX	Vancouver, B. C.		
CFRB	Toronto, Ont.	CHNS	Halifax, N. S.	CJKL	Kirkland Lake, Ont.	CKWC	Moncton, N. B.	CKX	Brandon, Man.		
CFBJ	Calgary, Alta.	CHRC	Quebec, Que.	CJLS	Yarmouth, N. S.	CKW	Winnipeg, Man.	CKY	Winnipeg, Man.		
	730 KC. (CANADIAN EXCLUSIVE)	CHSJ	St. John, N. B.	CJOC	Lethbridge, Alta.						
CFPL	London, Ont.	CHWK	Chilliwack, B. C.	CJOR	Vancouver, B. C.						
CJCA	Edmonton, Alta.			CJRC	Winnipeg, Man.						
CKAC	Montreal, Que.			CJRM	Regina, Sask.						
CKPR	Fort William										
	780 KC. (U. S.-CANADIAN SHARED)										
CHWK	Chilliwack, B. C.										
CKSO	Sudbury, Ont.										

The MONTREAL Radio Situation

Daytime receiving conditions in Montreal of other than local stations are most uncertain.

CFCF is one of the pioneer commercial broadcast stations in the world, having been continuously in operation since May, 1920. It operates on a frequency of 600 kilocycles with most modern type Marconi high fidelity equipment, crystal control with 100% modulation. Transmitter is located in the heart of Montreal and CFCF

dominates Canada's richest city. Greater Montreal population is 1,406,000. Department store advertising lineage is concentrated 63.4% in English newspapers although the city is bilingual. Approximately 62% of telephones are in English-speaking homes. English fami-

lies own 63% of the city's 125,000 radio receivers. CFCF is affiliated with NBC Red and Blue Networks, also carries many Canadian Broadcasting Corporation feature programmes, NBC Thesaurus Recorded Program Service available to sponsors. CFCF rates

are based on station coverage, advertisers get bonus of Canada-wide reception of CFCX, Marconi short wave station operating on a frequency of 49.96M, broadcasting simultaneously all CFCF programmes.

Up-to-the-minute market data on Montreal will be sent on request to CFCF, Canadian Marconi Company, Montreal or to Weed & Co., 350 Madison Ave., New York City.

CFCF - CFCX

OUT OF THE TEST TUBE OF TIME

Esteem

OF all the triumphs achieved in the eleven years of its existence, Station WSM finds deepest satisfaction in an intangible but priceless thing — the esteem and approbation of its ever-growing audience.

This esteem has come, we feel, because WSM has been aware from the very outset of the sociological significance of radio. In the huge and widely diverse area which the clear channel and 50,000-watt signal of WSM covers there dwells almost every segment of complex Americans. And since the privilege of coverage entails also a sociological duty, WSM has maintained and constantly added to one of the largest talent staffs of any single station in America. Such a staff was not always necessary to produce commercial shows, but it has always been necessary to fulfill adequately our cultural and civic obligations to all the people in our listening area.

This intangible approbation of which we speak can be measured in very tangible terms. Most impressive of which are the repeated commercial triumphs of the long list of advertisers using WSM. Factual histories of these triumphs will be gladly furnished advertisers who wish to duplicate them. All such inquiries are treated in strictest confidence.

Clear Channel
NBC • Full Time

WSM

The Air Castle
of the South

50,000 WATTS

Owned and Operated by THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INCORPORATED, NASHVILLE, TENNESSEE

“...in the public interest,



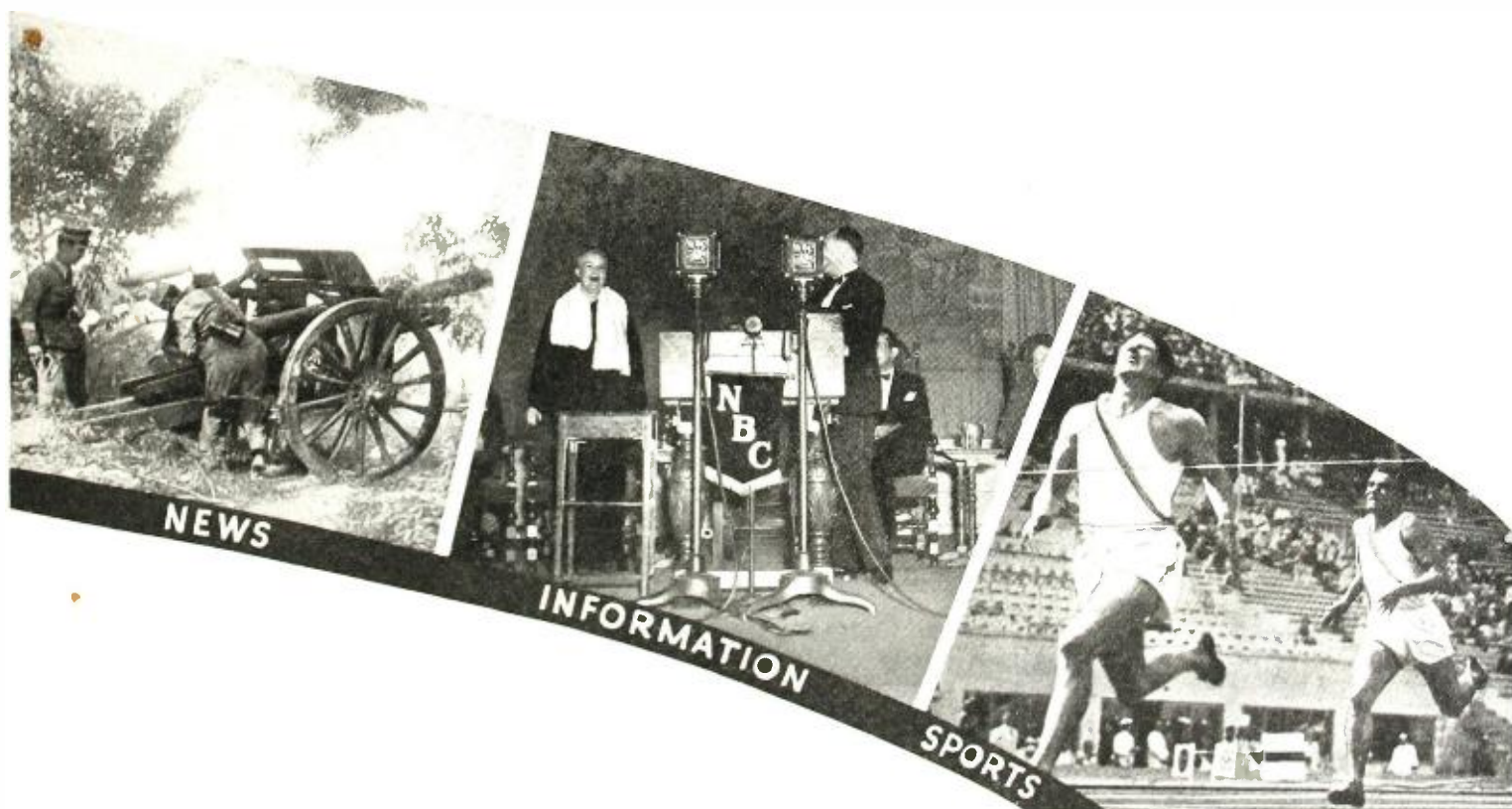
Tune in the "Magic Key of RCA" every Sunday,
2 to 3 P. M., E. S. T., on NBC Blue Network

convenience and necessity”

So must radio operate to fulfil its obligation. So does the National Broadcasting Company operate... Every month NBC creates and broadcasts more than 1000 hours of programs for the entertainment and information of the American public. These programs are NBC's own contribution to the maintenance of the first principle of radio. They build and hold the immense audience which listens to NBC Blue and Red network advertisers.

47,000 PROGRAMS A YEAR

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service





JAMES L. FREE
President and Treasurer



H. P. PETERS
Vice-Pres. and Secretary



J. F. JOHNS
V.P., Free, Johns & Field
Chicago



J. H. FIELD, JR.
V. P., Free, Johns & Field
New York



HUGH M. FEELEY
Account Executive
Chicago



A. LEO BOWMAN
Account Executive
Chicago



C. L. JOHNSON
V.P. of Sales



H. P. PETERS
V.P. of Sales



J. F. JOHNS
V.P. of Sales



J. H. FIELD, JR.
V.P. of Sales



J. F. JOHNS
V.P. of Sales



J. H. FIELD, JR.
V.P. of Sales



J. F. JOHNS
V.P. of Sales



J. H. FIELD, JR.
V.P. of Sales



J. F. JOHNS
V.P. of Sales



J. H. FIELD, JR.
V.P. of Sales



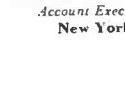
J. F. JOHNS
V.P. of Sales



J. H. FIELD, JR.
V.P. of Sales



J. F. JOHNS
V.P. of Sales



J. H. FIELD, JR.
V.P. of Sales



J. F. JOHNS
V.P. of Sales



J. H. FIELD, JR.
V.P. of Sales



J. F. JOHNS
V.P. of Sales

HEREWITH
WE STICK OUT OUR NECKS!

GLANCING over last year's Year Book, we are impressed—
the radio industry— And ours among them, too.
Yet none the less, we present herewith our faces (and perhaps our
necks)—firmly believing that, though normal growth may bring
new faces, a year from now these mugs will still be with us.
So what? So this: You'll skip the tedious visits of young men
unfamiliar with your work. You'll waste no time "just getting
acquainted." You'll continue to have the services of radio
experts, not of novices—of learners, but not beginners.

FREE & SLEININGER, INC.
Associated Under the Same Roof and Management With
FREE, JOHNS & FIELD, INC.
Radio Station Representatives

On the West Coast, we are also represented by
WALTER BIDDICK CO.
SAN FRANCISCO
Los Angeles
San Diego
See Page 1 of Radio Advertising Rates &
Data for List of Stations Represented by
Each Company.



JOHN LIVINGSTON
Manager
San Francisco Office



EARL T. IRWIN
Manager
Detroit Office



A. E. JOSCELYN
Account Executive
Chicago



RUSSEL WOODWARD
Account Executive
New York



CHARLES G. BURKE
Account Executive
Chicago



ALLAN W. KERR
Account Executive
New York



V. DONALD ROBERTS
Account Executive

In the 1936 Year Book
We Stuck Out Our Necks!

AGAIN— the same old faces—the same old NECKS!

A year ago in this space we prophesied that "a year
from now these mugs will still be with us."

The year has passed and these mugs still *are* with
us—twelve of the thirteen—a batting average of
.923 . . . Don Roberts signed on in the New York
office, and Mr. Sleininger signed off. Otherwise the
same old faces, the same old necks. And we're stick-
ing them out again, for 1937!

Not that we think stability is the only virtue. But the
very fact that we *are* stable organizations is the best
indication that we're doing a *job*—both for our cus-
tomers and for the stations we represent . . . How
about letting us do a job for you?

FREE & PETERS, Inc.

(Formerly FREE & SLEININGER, INC.)

Radio Station Representatives

FREE, JOHNS & FIELD, Inc.

NEW YORK CHICAGO DETROIT SAN FRANCISCO

And In Southern California, The Same Old Representative:

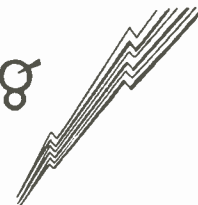
WALTER BIDDICK CO.

Chamber of Commerce Building, Los Angeles . . . Richmond 6184

BROADCASTING

and Broadcast Advertising

1937 YEARBOOK NUMBER



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Broadcast Advertising in 1936

By HERMAN S. HETTINGER, Ph.D.

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SHOWING a marked spurt during the latter half of the year, broadcast advertising closed 1936 with even greater gains than those experienced during the preceding twelve month period. Though it has been necessary to estimate a portion of December revenues in order to meet the publication date of the YEARBOOK, it would seem as if total broadcast advertising volume during the year just closed exceeded the 1935 level by 23.5%. This is compared with 20% gain in 1935 over the previous year.

On the basis of figures published in the NAB monthly reports it would seem as if the total radio advertising volume for the year had exceeded \$108,000,000. However, if the upward readjustment of NAB local broadcast advertising volume, the necessity of which was revealed in the recent Bureau of Census report on the radio broadcasting industry, is made, the indication is that the industry total gross time sales had exceeded \$117,000,000.

Estimated broadcast advertising volume for 1935 and 1936 respectively on the readjusted basis is as follows:

	Gross Time Sales 1935	1936
Nat. Networks	\$50,067,686	\$59,743,860
Reg. Networks	1,110,739	1,389,646
Nat. Non-network	17,000,000	24,618,180
Local	27,500,000*	31,800,000
Total	\$95,678,425	\$117,541,686

It should be noted that the readjustment of local broadcast advertising is based upon incomplete data and represents merely a tentative estimate. However, it is the

best possible until such time as the NAB statistics are revised on the basis of more complete data.

The rise of broadcast advertising during the year was accompanied by a number of interesting developments within the medium. National non-network advertising showed the greatest gains over the preceding year. Revenues of this type exceeded the 1935 level by 44.4%. The increase in national non-network volume was considerably more pronounced during the year just closed than in 1935 when it exceeded the preceding year's level by only 26%.

Regional network advertising increased 25.1% as compared to the previous year, its rate of growth being less than half that experienced in 1935. National network advertising gained 19.3% as compared to 17.4% during the previous year. Local broadcast advertising rose 15.6% above the 1935 level. This gain was at a slightly slower rate than during the preceding twelve month period. [See Table I.]

On the basis of total broadcast advertising volume including the

*The method used in readjusting the local figure was as follows: The Census report gave a total 1935 local volume as \$26,074,000. This was on a net sales basis, i.e., after any discounts granted for length of series or number of broadcasts had been deducted, but before agency commissions had been subtracted. Query among the trade revealed that the assumption of a 10% differential between gross and net sales in the local field was probably a sound one, as far as programs were concerned. Further allowance was then made for the large amount of local volume represented by announcements concerning which no payment as to the advertiser differential was shown. In order to err on the side of conservatism, therefore, it was decided to assume no more than a 5% differential. The national net network figure was left unchanged. Since careful checking showed it to reveal a reasonable relationship to the Census net sales figure for the same class of business, estimates are based upon NAB monthly reports.

readjusted local figure, the composition of the medium's gross time sales in 1936 was as follows: national networks, 51%; regional networks, 1.1%; national non-network advertising, 21%; local broadcast advertising, 26.9%. The proportion of total volume represented by various parts of the medium remained comparatively unchanged from 1935 with the exception of national non-network advertising which rose in importance from 17.8% to 21% during the year just closed. One of the most interesting trends in broadcast advertising throughout the year just closed was the marked degree to which the annual summer decline in business was less severe than in previous years. This is the second year in succession in which this trend has been noticeable. A marked feature, unique to 1936, was the larger volume of business experienced in September and October than was previously the case. It would seem therefore that not only is the summer dip smoothing out in the broadcasting curve but that in addition the fall season is tending to get under way at an earlier date than previously.

Radio broadcasting for the third consecutive year showed the greatest rate of increase over the preceding twelve month period of any major advertising medium. National magazine volume increased 19% during the year while newspaper advertising rose approximately 10%. National farm paper advertising, representing slightly in excess of \$7,000,000 gained 26%.

National network advertising showed a slightly greater increase

over the preceding year in 1936 than in 1935. The gain in the former case was 19.3% and in the latter 17.4%. Network advertising therefore has maintained its momentum during the past year.

The greatest relative gain over the preceding year's level was experienced by Mutual Broadcasting System, newest of the national networks, whose gross time sales rose 53.7%. Advertising volume placed over the Columbia Broadcasting System increased 31.4% over the preceding year, while National Broadcasting Company business rose 10.8%. It is interesting to note that Columbia volume has increased approximately two and one-third times since 1933, while that of the National Broadcasting Co. has risen about 46%.

National Network Sponsorship

GAINS were fairly general throughout the national network field as compared to 1935. The only decreases which occurred in advertising volume were as follows: clothing, 18.9%; drugs and pharmaceuticals, 18.5%; household equipment, 26.3%; confectionery, 2.7%. The decline in drug volume has been due principally to the new standards in force over the networks regarding this type of advertising.

One of the most encouraging trends in the entire national network field has been the decided increase in advertising volume accounted for by the miscellaneous group, thus indicating an everwidening sponsorship of radio time. Gross time sales on the part of

TABLE I

Total Broadcasting Advertising Volume: 1936

(Gross Time Sales)

Class of Business	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.*	TOTAL
National Network	\$1,469,559	\$1,785,804	\$5,199,252	\$1,839,251	\$1,415,315	\$3,579,763	\$3,842,320	\$1,776,895	\$1,891,191	\$6,722,926	\$6,119,818	\$6,185,111	\$59,743,860
Regional Network	97,110	92,422	112,546	113,417	123,518	107,860	113,795	111,950	117,721	151,979	122,725	121,250	1,389,646
National Non-network	1,629,500	1,916,879	2,097,100	1,947,809	2,075,680	1,883,830	1,661,200	1,518,200	1,667,900	2,101,800	2,874,209	2,868,020	21,618,180
Local*	1,572,550	1,316,950	1,722,170	1,947,790	1,929,920	1,948,280	1,625,000	1,781,500	1,831,300	2,231,800	2,273,100	2,287,000	22,281,010
TOTAL	\$4,869,160	\$4,111,836	\$9,332,368	\$5,829,188	\$5,515,791	\$7,917,733	\$7,232,225	\$5,991,675	\$6,511,218	\$11,511,505	\$11,119,113	\$11,561,751	\$108,065,696

* Estimate.

this group rose 148.9% over the preceding year, while the proportion which is represented of total network volume more than doubled.

Other important gains in network advertising included a rise of 33.4% in automotive volume, an increase of 42.4% in beverage advertising, and a gain of 48.2% in soap and kitchen supply sponsorship. In all three cases the increases over the previous year were greater than they had been in 1935. Of minor importance in dollar volume though an interesting trend, was the 98% increase in retail advertising over networks. This was primarily mail order house sponsorship.

Other gains in the national network field were as follows: gasoline and accessories, 10.3%; cosmetics, 10.6%; foodstuffs, 9.3%; financial, 29.6%; radio sets, 28.4%; and tobacco, 32.6%.

The food industry continued to be the principal sponsor of national network advertising during 1936, accounting for 19.1% of the network total. This was approximately the same proportion as represented by this sponsor group in 1935. Cosmetics again ranked second and represented 19% of the

network total. The marked rise in sponsorship on the part of the miscellaneous group put it in third place as compared to ninth last year. Drugs moved from third place to fourth, and accounted for 8.4% of the total. Gasoline and accessories represented 8% of 1936 volume, and ranked fifth as compared to sixth last year. Tobacco advertising was sixth in 1936 and represented 7.8% of network business. [See Table IV.]

Regional Network Advertising

THOUGH experiencing marked gains over the previous year regional network volume did not sustain the rate of growth which it had attained in 1935. Regional network advertising increased 25.1% during the year, as compared with a gain of 54.7% in 1935 over the previous year's level. Trends were confused in the regional network field, with marked gains and equally pronounced losses. The most important increase in regional network advertising was in the gasoline and accessory field where volume rose 54.2%. The most spectacular gains were with regard to toilet goods which rose 169.2%, beverages

which increased 255.1%, and retail advertising which rose more than twelve-fold. Foodstuff advertising, the most important sponsoring group in the regional field gained 29.9%. Other increases were as follows: automotive, 24.9%; drugs and pharmaceuticals, 22.9%; soaps and kitchen supplies, 24.7%.

Decreases in the regional network field were as follows: clothing, 92.5%; confectionery, 40.3%; household equipment, 34.6%; and tobacco, 38.2%. As stated previously the food industry remains the principal sponsor of regional network advertising for 25.5% of total volume. Gasoline and accessory advertising ranks second, taking the place held in 1935 by tobacco, which dropped to fifth. Gasoline volume accounted for 17.4% of the regional network total and tobacco for 7.6%.

The miscellaneous ranked third and represented 14.4% of the total. Beverages ranked fourth, with 8.2%, and drugs and pharmaceuticals sixth, with 6.8%. Ranking of the various sponsoring groups were fairly similar in 1936 to those found in the preceding year.

National non-network advertising as a whole showed the greatest relative growth as compared to the previous year. Business of this type gained 44.4% as compared to a 26% increase in 1935 over the preceding year's level.

Of particular interest in the national non-network field have been the trends taking place with regard to the type of rendition used. [See table II.] The most marked increase during the past year has been with regard to transcriptions. Volume in this field increased 57.9% as compared with the preceding year. In 1935 transcription volume rose only 15.3% over the previous year's level.

Live talent volume continued to gain steadily, increasing 37.8% as compared with 1935. This was approximately the same rate of gain as experienced during the preceding year. Announcement volume rose to a marked degree in the national field. Business of this type gained 37.5% in 1936 as compared to an increase of 19.1% in 1935.

The marked increase in transcription business during the past year was reflected in the greater proportion of total national non-network volume represented by this type of rendition. Transcrip-

TABLE II

National Non-Network Advertising By Type of Rendition: 1936

(Gross Time Sales)

Type of Rendition	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.*	TOTAL
Electrical Transcriptions.....	\$649,280	\$694,775	\$789,680	\$865,070	\$803,600	\$740,290	\$601,100	\$509,000	\$595,790	\$830,800	\$1,043,890	\$1,148,270	\$9,271,545
Live Talent Programs.....	732,970	994,530	989,380	767,920	932,950	827,160	697,840	679,500	791,180	1,051,000	1,236,490	1,341,060	11,041,980
Records.....	4,720	2,670	7,980	6,050	8,090	9,830	8,800	9,700	14,780	12,500	11,340	12,200	108,660
Announcements.....	239,530	254,675	310,360	298,760	291,040	306,550	353,460	320,000	296,150	507,500	581,480	466,490	4,225,995
TOTAL.....	\$1,626,500	\$1,946,650	\$2,097,400	\$1,937,800	\$2,035,680	\$1,883,830	\$1,661,200	\$1,518,200	\$1,697,900	\$2,401,800	\$2,873,200	\$2,968,020	\$24,648,180

* Estimated.

TABLE III

Local Broadcast Advertising By Type of Rendition: 1936

(Gross Time Sales)

Type of Rendition	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.*	TOTAL
Electrical Transcriptions.....	\$140,180	\$118,995	\$156,660	\$261,530	\$261,050	\$242,840	\$201,300	\$169,700	\$157,290	\$235,920	\$235,260	\$269,669	\$2,450,394
Live Talent Programs.....	894,000	715,770	953,490	928,260	935,850	971,490	782,160	738,500	966,930	1,195,470	1,181,730	1,124,243	11,388,893
Records.....	53,470	53,430	62,700	71,550	70,460	73,170	63,440	57,300	69,580	82,480	78,060	92,283	826,923
Announcements.....	486,110	428,755	549,320	686,450	672,560	660,780	578,100	619,109	637,500	719,930	778,350	800,845	7,617,800
TOTAL.....	\$1,572,760	\$1,316,950	\$1,722,170	\$1,947,790	\$1,939,920	\$1,948,280	\$1,625,000	\$1,584,600	\$1,831,300	\$2,234,800	\$2,273,400	\$2,287,010	\$22,284,010

* Estimated.

TABLE IV

National Network Advertising By Type of Sponsoring Business: 1936

(Gross Time Sales)

Type of Sponsoring Business	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
1a. Amusements.....													
1-2. Automobiles and Accessories:													
(1) Automobiles.....	\$338,406	\$369,972	\$428,475	\$353,530	\$360,483	\$302,034	\$150,875	\$125,900	\$344,102	\$694,062	\$578,574	\$577,330	\$4,623,743
(2) Accessories.....	415,364	411,330	447,904	388,052	370,420	323,780	340,607	341,860	426,071	469,456	452,463	367,112	4,754,419
3. Clothing and Apparel.....	28,781	34,082	42,878	28,925	31,015	25,908	5,126	4,101	23,692	50,986	55,849	38,937	370,280
4-5. Drugs and Toilet Goods:													
(4) Drugs and pharmaceuticals.....	507,927	502,149	444,822	366,473	371,639	322,358	320,322	321,520	338,374	472,504	465,817	576,500	5,010,405
(5) Toilet Goods.....	938,413	976,074	1,161,925	1,076,331	895,551	743,822	662,039	654,266	934,319	1,002,738	1,162,943	1,175,490	11,383,911
6-8. Food Products:													
(6) Foodstuffs.....	909,743	842,355	1,047,245	882,926	825,422	788,593	859,802	804,841	921,131	1,131,056	1,197,782	1,224,304	11,433,200
(7) Beverages.....	357,873	373,580	332,042	404,925	333,582	313,610	332,241	306,784	329,026	394,251	403,034	416,061	4,297,009
(8) Confections.....	126,085	106,492	120,640	142,069	98,130	72,006	98,266	97,350	83,106	33,984	122,770	180,520	1,281,418
9-10. Household Goods:													
(9) Household equipment and furnishings.....	38,460	36,623	51,948	36,450	31,185	35,462	44,536	35,936	26,856	8,091	41,308	30,944	417,799
(10) Soap and kitchen supplies.....	243,996	267,416	320,492	318,106	325,015	334,434	308,121	282,295	342,162	457,224	481,656	493,222	4,174,139
11. Insurance.....	35,390	48,516	52,885	32,095	37,694	39,052	35,869	38,486	43,784	53,320	70,345	84,872	573,208
12. Radios.....	92,823	96,808	121,340	109,507	113,696	103,401	103,905	119,260	111,350	121,527	123,212	181,017	1,388,846
13. Retail establishments.....										64,964	52,088		117,052
14. Tobacco products.....	358,948	338,850	380,415	397,829	393,394	393,311	420,844	396,850	438,961	359,076	390,867	403,628	4,672,973
15. Miscellaneous.....	348,351	381,557	447,241	292,133	258,120	181,992	149,767	258,436	531,560	1,409,687	551,110	435,504	5,245,458
TOTAL.....	\$4,740,560	\$4,785,804	\$5,400,252	\$4,830,251	\$4,445,346	\$3,979,763	\$3,832,320	\$3,776,885	\$4,894,494	\$6,722,926	\$6,149,818	\$6,185,441	\$59,743,860

(Continued on page 26)

A POTENT MIXTURE



Try This for a Test Market

Sell where people can buy!

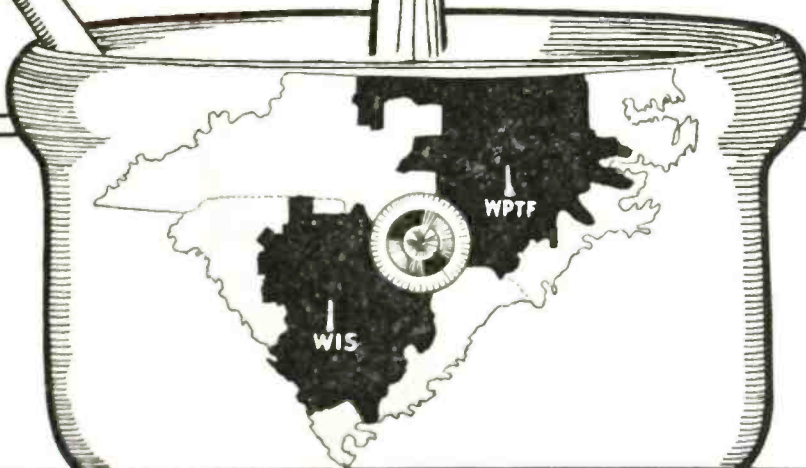
The rich Carolina cotton-tobacco producing area provides a splendid market. You will reach this market, at the most reasonable cost, when you buy the Carolina Combination, WIS—WPTF, two outstanding stations at ONE low rate.

DOUBLY
POTENT
IN THE
CAROLINA
COMBINATION

The
CAROLINA



COMBINATION
SOLD AT ONE
LOW RATE



WIS WPTF

Columbia, S. C.
5000 WATTS
N. B. C.

Raleigh, N. C.
5000 WATTS
N. B. C.

Represented by Free, Johns and Field

tail establishments, 62.4%. The marked rise in drug and cosmetic advertising during the past year constitutes a new trend in the national non-network field.

The composition of national non-network advertising volume did not change materially during the past year. The food industry remained the principal sponsor and accounted for 20.5% of total national non-network revenues. This proportion has remained practically constant since 1934. Drug and pharmaceutical volume ranked second and accounted for 18.8% of the total. The miscellaneous group ranked third and comprised 14% of the total. Other important sponsor groups were as follows: fourth, automotive, 11.1%; fifth, gasoline and accessories, 8.1%; and sixth, soaps and kitchen supplies, 5.6%. All of these groups retained the same ranking as they possessed in 1935.

Local Broadcast Advertising

LOCAL broadcast advertising continued to reflect improved retail business, though at a declining rate compared to 1935. The gain in local volume in 1936 was 15.6% while the increase in 1935 over the preceding year had been 20.6%.

As in the case of national non-network volume, electrical transcriptions also constituted the form of rendition which experienced the greatest gain during the year just closed. Transcription business increased 40.5% as compared with 1935. This was compared to a 33.5% gain in the preceding year. The gain in the use of transcription library service in the local field was also reflected in the trend with regard to the use of records. Whereas in 1935 record business had increased 82.4% above the previous year's level, in 1936 the gain was but 11%.

Equally encouraging has been the trend with regard to announcements. In 1935 the increase in this field had been 24.3% over the year just closed, but in 1936 the gain was but 6.9%. It is evident that the trend toward the use of programs as contrasted with announcements which began early in 1934 is continuing in the local field. Local live talent business increased 17.8% as compared with the previous year, gaining at a slightly greater rate than was the case in 1935.

Live talent business still constitutes the principal portion of local broadcast advertising volume accounting for 50.5% of business of this type. This has remained comparatively unchanged for several years. Announcements comprise the second largest type of rendition in terms of dollar volume. During the year just closed they represented 35.1% of the total, a slightly smaller proportion than in 1935. Electrical transcription business in 1936 constituted 11% of total local advertising, as compared with 9.2% in the preceding year. Records have remained fairly constant and during the past year accounted for 3.4% of local broadcast advertising.

Local Radio Sponsorship

WITH the exception of a few declines, gains were fairly general in the local broadcast advertising field. Gasoline and accessory volume dropped 7.6%, and amusement advertising 7%. A pronounced decline was experienced in the confectionery field, where the

TABLE VIII

PERCENTAGE OF BROADCAST ADVERTISING PRESENTED BY VARIOUS TYPES OF SPONSORING BUSINESS: 1936

Type of Sponsoring Business	National Networks	Regional Networks	National Non-networks	Local	Total
	%	%	%	%	%
1. Amusements		1%		2.1%	
1-2. Automobiles and Accessories:					
(1) Automobiles	7.7%	7%	11.1%	6.3%	8.1%
(2) Accessories	8.0%	17.4%	8.1%	4.0%	7.3%
3. Clothing and Apparel	6%	3%	1.9%	13.6%	3.6%
4-5. Drugs and Toilet Goods:					
(4) Drugs and pharmaceuticals	8.4%	6.8%	18.8%	3.0%	9.7%
(5) Toilet Goods	19.1%	6.5%	4.9%	1.1%	12.6%
6-8. Food Products:					
(6) Foodstuffs	19.1%	25.5%	20.5%	13.1%	18.2%
(7) Beverages	7.2%	8.2%	2.3%	5.7%	5.9%
(8) Confections	2.1%	2.1%	1.6%	4%	1.7%
9-10. Household Goods:					
(9) Household equipment and furnishings	7%	3.9%	3.5%	10.1%	3.3%
(10) Soap and kitchen supplies	7.0%	4.3%	5.6%	4%	5.3%
11. Insurance	1.0%	1.0%	1.0%	4.1%	1.8%
12. Radios	2.3%	1%	1.2%	1.0%	2.0%
13. Retail establishments	2%	1%	2%	8.3%	2.6%
14. Tobacco products	7.8%	7.6%	3.6%	4%	5.3%
15. Miscellaneous	8.8%	14.4%	14.0%	26.4%	13.6%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%

decrease from 1935 volume was 38.1%. Drug and pharmaceutical volume and cosmetic advertising decreased for the second consecutive year. Drug advertising was 27.3% below the 1935 level, while cosmetic advertising declined 10.8%.

Automotive advertising continued to show a healthy rate of in-

crease, rising 47.4% above the 1935 level. This was approximately the same rate of increase as experienced in the previous year.

Clothing advertising gained 9.8% during the year. This was a marked slowing up in rate of growth as compared to 1935, when a 63.2% increase was experienced. A similar trend is to be noted in

the case of household equipment advertising, where the 1936 gain of 7.9% is to be contrasted with a 1935 increase of 35.8%. From the foregoing figures it would seem as if these two classes of local advertising comprising two of the most important sponsor groups in the field were reaching a point of comparative stability.

More encouraging, however, is the 21.8% increase in local food advertising, following more than a year of comparative inactivity. Local beverage advertising rose 19.4% during the year, while department store and general store radio sponsorship increased 10.8%. Department store advertising gained at less than half the rate of increase experienced in 1935.

Other increases in local broadcast advertising during 1936 were as follows: soap and kitchen supplies, 8.3%; insurance and financial, 36%; radio receiving sets, 17.4%; tobacco, 8.2%; and miscellaneous, 30%.

Local Advertising Composition

AS IN previous years the miscellaneous group comprising a heterogeneous conglomeration of retail and semi-retail establishments and service institutions constituted the largest single sponsoring group in the local advertising field. This group accounted for 26.4% of local revenues, a slightly larger proportion than in 1935. Clothing remained second in rank, accounting for 13.6% of local volume. Foodstuffs remained in third place and comprised 13.1% of local advertising, as against 12.5% in 1935. Housefurnishings ranked fourth, with 10.1%, approximately the same proportion as during the preceding year, while department stores ranked fifth with 8.3%. Automotive advertising ranked sixth, with 6.3%, as compared to fifth with 8.6% in 1935.

Major Economic Trends

THOUGH giving information for the preceding year rather than the year just closed the radio broadcasting section of the Census of Business has revealed some highly interesting information as to broadcast advertising, a few of the highlights of which are summarized here. They have been included in this analysis because it is believed that they represent conditions existing over a period of time rather than merely a temporary situation.

If actual station receipts are measured rather than gross sales volume it probably will be found that approximately one-quarter thereof will come from national and regional network sources, one quarter from national non-network business, and one-half from local broadcast advertising.

This will vary materially with different classes of stations. In the case of local stations approximately seven-eighths of total business will be local in origin, the remainder comprising national and regional sponsorship. Regional station business will be slightly more than 40% national in origin while clear channel station volume will be more than 70% national.

Further variations in source of business will be found on the basis of network affiliation. Nearly one-third of the average network affiliate's business will come from network sources. Approximately 30% will be derived from national non-network sources while the remainder will be local.

Networks' Gross Monthly Time Sales

	1936	% Gain Over 1935	1935*	1934	1933
NBC					
Jan. Red	\$1,725,172	-7.37	\$2,895,037	\$2,391,667	\$1,869,885
Blue	956,643				
Feb. Red	1,697,524	-1.60	2,758,319	2,211,637	1,742,784
Blue	1,016,776				
March Red	1,915,357	.42	3,025,308	2,507,890	1,997,463
Blue	1,122,516				
April Red	1,762,201	2.23	2,682,143	2,373,890	1,690,177
Blue	979,727				
May Red	1,650,046	-4.64	2,685,211	2,475,173	1,662,887
Blue	911,674				
June Red	1,490,426	-2.41	2,380,845	2,177,857	1,512,139
Blue	833,030				
July Red	1,613,148	10.01	2,208,935	1,864,420	1,370,993
Blue	816,835				
August Red	1,553,540	19.8	2,021,366	1,542,599	1,328,467
Blue	868,891				
Sept. Red	1,993,371	33.4	2,163,317	1,860,166	1,555,606
Blue	893,266				
Oct. Red	2,417,743	33.	2,779,557	2,775,431	2,130,046
Blue	1,278,746				
Nov. Red	2,408,286	29.5	2,655,100	2,683,494	2,188,342
Blue	1,030,330				
Dec. Red	2,418,713	23.	2,893,793	2,776,436	2,324,567
Blue	1,139,877				
Total Red	22,645,527	10.8	31,148,931	27,833,616	21,452,732
Blue	11,878,423				
CBS					
January	\$1,901,023	7	\$1,768,949	\$1,405,948	\$941,460
February	1,909,146	15.4	1,654,461	1,387,823	884,977
March	2,172,382	18.7	1,829,553	1,524,904	1,016,102
April	1,951,397	20.8	1,615,389	1,371,601	775,487
May	1,749,517	35.9	1,287,455	1,255,887	624,256
June	1,502,768	40.9	1,066,729	925,989	553,056
July	1,292,775	42.	910,470	630,290	445,414
August	1,232,508	40.	879,019	513,315	499,638
September	1,838,932	69.2	1,086,900	700,491	547,203
October	2,754,808	42.7	1,903,512	1,752,601	1,125,793
November	2,483,657	44.2	1,722,390	1,682,959	1,277,459
December	2,433,353	29.	1,885,977	1,674,087	1,372,716
Total	23,168,148	31.4	17,637,804	14,825,895	10,063,566
MBS					
January	\$166,266	155.6	\$65,024		
February	162,358	142.5	66,946		
March	191,483	113.8	94,180		
April	139,834	18.5	118,045		
May	129,907	16.5	111,497		
June	104,510	15.1	90,692		
July	109,561	74.8	62,648		
August	122,065	69.	72,076		
September	168,919	103.8	82,907		
October	271,629	50.6	180,374		
November	227,543	31.2	173,411		
December	193,496	10.3	175,301		
Total	1,987,573	53.7	1,293,103		

*Prior to Jan. 1, 1936, when NBC inaugurated two coast-to-coast networks, no separate Red and Blue figures were issued by NBC.

ST. LOUIS STAR-TIMES

26 PAGES PRICE THREE CENTS

SEEN' STARS By Peg Murray

VOL. 51—NO. 58

ST. LOUIS, MONDAY, DECEMBER 7, 1936

CABINET GIVES KING MORE TIME TO MAKE DECISION

SECURITY ACT PENSIONS HELD VALID BY JUDGE

Girl, 15, Glad She's Opera Star; Now Can Quit School

DECIDING CLASH APPEARS NEAR IN MADRID SIEGE

NEW DEAL WINS STAY IN HOLDING COMPANY SUIT

Empire Split Over Support of King as Love-or-Throne Lines Tighten

London Working Class Backs Edward Two to One, but March Makes No 'Streamline' Queen for Him

BALDWIN RELAXES PRESSURE

Premier Uses Name of Mrs. Simpson for First Time in Stormy Session of House of Commons

U. S. District Court in Boston in First Test Case, Ruling That Old Age Benefit Provision is Constitutional

Betty Jane Schultz Scores Hit as Miss in 'La Boheme' at Chicago

Government Forces Halted by Snow 25 Miles From Burgos, Capital of Rebels—Planes on Both Sides Active

Supreme Court Sends North American Text Case Back to Lower Tribunal to Fix Length of 'Reasonable' Delay

London Working Class Backs Edward Two to One, but March Makes No 'Streamline' Queen for Him

BALDWIN RELAXES PRESSURE

Premier Uses Name of Mrs. Simpson for First Time in Stormy Session of House of Commons

DENIES INJUNCTION TO PREVENT PAYMENTS

Suit Brought by Stockholder of Boston & Maine to Halt Collections From Employees of the Railroad

THREE AIR

Radio Station

Radio Station

Radio Station

Radio Station

Radio Station

KFRU

630 Kilocycles — 1000 Watts Daytime (500 Watts Night-Time)

AT COLUMBIA, MISSOURI

Covers the Rich, Central Missouri Area as No Other Single Medium Can

KFRU National Representatives

Wilson Kansas City

Dalton Chicago

Robertson New York

KFRU is owned by the St. Louis Star-Times Publishing Company

Today's Fea

Table with columns for Temperature, Wind, and other weather-related data.

Table with columns for Trade Ads, Local News, and other content.

Table with columns for The Times Quins, Local News, and other content.

Table with columns for Local News, Local News, and other content.

Table with columns for Local News, Local News, and other content.

A Full Page of Pictures of Mrs. Wallis Simpson Appears Today on Page 8

NEW STATIONS AUTHORIZED BY THE FCC DURING 1936

* Asterisks denote station was on the air as of January 15, 1937

ALABAMA

WBHP, Huntsville—CP issued to Wilton Harvey Pollard; 100 watts on 1200 kc.
*WJRD, Tuscaloosa—CP issued to James R. Doss Jr., operator of WMFO, Decatur; 100 watts to local sunset on 1200 kc.

ARIZONA

KYCA, Prescott—CP issued to Southwest Broadcasting Co. (Albert Stetson, president); 100 watts night, 250 watts day on 1500 kc.

CALIFORNIA

KROY, Sacramento—CP issued to Royal Miller, local automobile dealer; 100 watts to local sunset on 1310 kc.
*KVCV, Redding—CP issued to Golden Empire Broadcasting Co. (William Schied, Harold Smithson and Sydney R. Lewis, also owners of KHSL, Chico, Cal.); 100 watts on 1200 kc.
KVSC, San Diego—CP issued to Pacific Acceptance Corp. (K. L. Banning and Willard Fonda); 100 watts on 1200 kc. (CP stayed pending rehearing).
KVEC, San Luis Obispo—CP issued to Valley Electric Co. (Christina M. Jacobson, electrical dealer); 100 watts to local sunset on 1500 kc.
KSRO, Santa Rosa—CP issued to Press Democrat Publishing Co. (Ernest L. Finley, publisher); 250 watts daytime on 1310 kc.
*KYOS, Merced—CP issued to Merced Star Publishing Co. (Ray, Hugh and Peter McClung); 250 watts daytime on 1040 kc.
KHUB, Watsonville—CP issued to F. W. Atkinson, publisher of *Watsonville Pajaronian and Register*; 250 watts daytime on 1310 kc.

CONNECTICUT

*WNLC, New London—CP issued to Thames Broadcasting Co. (Roderick L. Morey, Edwin J. Morey and Daniel E. Noble); 100 watts daytime on 1500 kc.

FLORIDA

WFOY, St. Augustine—CP issued to Fountain of Youth Properties Inc. (Mayor Walter B. Fraser, Mrs. Fraser and Frank Upchurch); 100 watts on 1210 kc.

GEORGIA

*WAYX, Waycross—CP issued to Waycross Broadcasting Co. (Dr. E. F. Sapp and S. F. Sapp); 100 watts on 1200 kc.

ILLINOIS

*WDWS, Champaign—CP issued to Campaign News-Gazette Inc. (D. W. Stevick, publisher); 100 watts on 1370 kc.

INDIANA

WHIP, Hammond—CP issued to Hammond-Calumet Broadcasting Corp., also operators of WWAE, Hammond; 5,000 watts daytime on 1480 kc. (grant suspended Nov. 24 and set for hearing).

*WGRC, New Albany—CP issued to Northside Broadcasting Corp. (Arthur I. Harris, Charles Lee Harris and Adolph I. Zeller); 250 watts daytime on 1370 kc.

IOWA

KGLO, Mason City—CP issued to Mason City Globe Gazette Co. (Lee Syndicate newspaper, Lee P. Loomis, publisher); 100 watts on 1210 kc.

KANSAS

KOAM, Pittsburg—CP issued to Pittsburg Broadcasting Co. (A. Stancart Graham, E. V. Baxter and Norman Baxter); 1,000 watts daytime on 790 kc. (CP stayed pending litigation).
KSJS, Salina—CP issued to R. J. Laubengayer, publisher of *Salina Journal*; 100 watts on 1500 kc.
*KANS, Wichita—CP issued to Charles C. Theis; 100 watts on 1210 kc.
KVGB, Great Bend—CP issued to Ernest Edward Ruehlen; 100 watts on 1370 kc.

KENTUCKY

WLMU, Middlesboro—CP issued to Lincoln Memorial University, Harrogate, Tenn.; 100 watts on 1210 kc. (CP stayed pending rehearing).

MAINE

WGAN, Portland—CP issued to Portland Broadcasting System Inc.; 247 of 500 shares owned by Gannett Publishing Co., publishers of *Portland Press-Herald*; 500 watts to local sunset on 640 kc.

MINNESOTA

*KDAL, Duluth—CP issued to Red River Broadcasting Co. (Dalton LeMasurier, president) to move former KGFK, Moorhead, Minn., into Duluth; 100 watts on 1500 kc.
KVOX, Moorhead—CP issued to Hobert K. Herbst, owner of Herbst Department Store; 100 watts on 1310 kc., to share time with KRMC, new station in Valley City, N. D.

*WMIN, St. Paul—CP issued to Edward Hoffman, owner of Edward Hoffman Co., furniture dealers; 100 watts on 1370 kc.

MISSISSIPPI

WMFN, Grenada—CP issued to Attala Broadcasting Corp., operators of WHEF, Kosciusko, Miss.; 100 watts on 1210 kc. (WMFN formerly was operated in Clarksdale, Miss.)

MISSOURI

KWOS, Jefferson City—CP issued to Tribune Printing Co., publisher of *Jefferson City Capitol - News and Post - Tribune*; 100 watts daytime on 1310 kc.

KXOK, St. Louis—CP issued to Star-Times Publishing Co. (Elzey Roberts and John C. Roberts Jr.), also owners of KFRU, Columbia, Mo.; 1,000 watts on 1250 kc. (Grant suspended pending litigation.)

MONTANA

KDNC, Lewiston—CP issued to Democrat-News Inc. (Harry E. Lay, E. G. Ivins and Tom Stout); 100 watts on 1200 kc.

NEW YORK

WNNY, Watertown—CP issued to Black River Valley Broadcasts Inc. (Henry A. Wise, president); ownership interlocks with WFBL, Syracuse; 100 watts night and 250 watts to sunset on 1420 kc. (CP pending rehearing).

NEW MEXICO

*KLAH, Carlsbad—CP issued to Carlsbad Broadcasting Co. (Jack W. Hawkins, Barney H. Hubbs, A. J. Crawford and Harold Miller); 100 watts on 1210 kc.
KAWM, Gallup—CP issued to A. W. Mills; 100 watts on 1500 kc.

NORTH CAROLINA

WFTC, Kinston—CP issued to Jonas Weiland, radio engineer; 100 watts night and 250 watts to local sunset on 1200 kc.
WAIR, Winston-Salem—CP issued to C. C. Hill, George D. Walker and Susan H. Walker; 250 watts to local sunset on 1250 kc.

NORTH DAKOTA

KRMC, Jamestown—CP issued to Roberts McNab Co. (Arthur L. Roberts, R. B. McNab and A. J. Breitbach); 100 watts on 1310 kc., to share time with KVOX, new station in Moorhead, Minn.
*KOVV, Valley City—CP issued to George B. Bairey; 100 watts on 1500 kc.

OHIO

*WBLY, Lima—CP issued to Herbert Lee Blye; 100 watts daytime on 1210 kc.

SOUTH CAROLINA

WOLS, Florence—CP issued to O. Lee Stone; 100 watts daytime on 1200 kc. (grant suspended pending litigation).

SOUTH DAKOTA

*KOBH, Rapid City—CP issued to Black Hills Broadcast Co. (Robert Lee Dean, C. A. Quarnberg and H. C. Jewett Jr.); 100 watts on 1370 kc.
KELO, Sioux Falls—CP issued to Sioux Falls Broadcast Association Inc., operator of KSOO, Sioux Falls; 100 watts on 1200 kc.

TENNESSEE

*WAPO, Chattanooga—CP issued to W. A. Patterson, oil dealer; 100 watts daytime on 1420 kc.

TEXAS

*KRBC, Abilene—CP issued to Reporter Broadcasting Co. (*Abilene Reporter*, M. B. Hanks, George S. Anderson and Houston Harle); 100 watts on 1420 kc.

*KBSF, Big Spring—CP issued to Big Spring Herald Broadcasting Co. (Joe Galbraith, M. B. Hanks and Houston Harle); 100 watts on 1500 kc.

KAND, Corsicana—Navarro Broadcasting Association (J. C. West, president); 100 watts on 1310 kc.

KIOD, El Paso—CP issued to Dorrance D. Roderick, publisher of *El Paso Times*; 100 watts on 1500 kc.

KOCA, Kilgore—CP issued to Oil Capital Broadcasting Association (James G. Ulmer, president, is also manager of KGGK, Tyler); 100 watts on 1210 kc.

*KPLT, Paris—CP issued to North Texas Broadcasting Association (A. G. Mayse, president, M. B. Hanks and Houston Harle, stockholders); 100 watts daytime on 1500 kc.

*KRIV, Sherman—CP issued to Red River Valley Broadcasting Corp. (George H. Wilcox, publisher of *Sherman Democrat*, president); 100 watts daytime on 1310 kc.

*KTEM, Temple—CP issued to Bell Broadcasting Co. (same ownership as *Temple Telegram*); 100 watts daytime on 1370 kc.

UTAH

KSUB, Cedar City—CP issued to Harold Johnson and Leland M. Perry; 100 watts on 1310 kc.

KUTA, Salt Lake City—CP issued to Utah Broadcasting Co. (Frank C. Carman, David G. Smith and Grant Wrathall); 100 watts on 1500 kc.

*KEUB, Price—CP issued to Eastern Utah Broadcasting Co. (Sam G. Weiss); 100 watts on 1420 kc.

WEST VIRGINIA

WBLK, Clarksburg—CP issued to Clarksburg Exponent Co. (John A. Kennedy); 250 watts daytime on 1370 kc.

WISCONSIN

WEAU, Eau Claire—CP issued to Central Broadcasting Co. (Ben McGivern, Morgan Murphy, and Walter Bridges); 1000 watts daytime on 1050 kc.

WSAU, Wausau—CP issued to Northern Broadcasting Co. Inc. (M. F. Chapin and Donald R. Burt); 100 watts daytime on 1370 kc.

PUERTO RICO

WPRa, Mayaguez—CP issued to Puerto Rico Advertising Co. (Manuel Marin, et al); 100 watts on 1370 kc.

OF THE 57 NEW STATIONS LISTED ABOVE

Not less than 25, or 44%, have already contracted for STANDARD PROGRAM LIBRARY SERVICE—Assurance that their transcriptions are

Up To Standard



6404 Hollywood Blvd., Hollywood, Calif.

180 North Michigan Avenue, Chicago



W
W
J

FIRST IN LISTENER INTEREST

In 1937 as in 1936 and as far back as 1920, WWJ will be FIRST in listener interest in America's fourth market—Detroit. Every survey made by any individual or agency has clearly shown this decided preference for WWJ's programs. With employment surpassing 1929 levels at this writing and with every indication of continuing prosperity, you should be in Detroit and on WWJ, America's oldest radio broadcasting medium.

National Representatives:

PAUL H. RAYMER COMPANY *New York, Detroit, Chicago, San Francisco*

Ultra High Frequency
Station W8XWJ 31600 KC

*Original Midwest
Member N. B. C. Basic Red Network*

10 STAR COVERAGE

DON LEE

Golden Group

**TEN STATION NETWORK
GIVES YOU MOST OF BEST
FOR LEAST IN CALIFORNIA**



A new, sensational broad-
casting value. Not a two or
three station network but a
TEN station network that
really covers California...
that gives you the cities
where money is spent...
the country where money
is made. You place one
order. Pay one bill. And
cover California in a man-
ner never before possi-
ble. Compare DON LEE
Golden Group rates and
stations... You will find
astounding value.....
... astonishing coverage!

THE WILLIAM G. RAMBEAU
COMPANY
REPRESENTATIVES

CHANIN BUILDING: NEW YORK
TRIBUNE TOWER: CHICAGO



AFFILIATED WITH MUTUAL BROADCASTING SYSTEM

National Association of Broadcasters: 1936-7 Officers and Committees

Headquarters Office: 970 National Press Bldg., Washington, D. C. Phone: National 8470

Managing Director: James W. Baldwin

Bert Siebert, *Secretary*
Leonard Callahan, *Assistant*
Ella L. Pharoah, *Stenographer*
Everett E. Revercomb, *Bookkeeper*

BUREAU OF COPYRIGHTS
Edward J. Fitzgerald, *Director*
Lucille K. Seese, *Secretary*
Martin Wickett, *Arranger*
William Fontain, *Copyist*

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C. W. Myers, KOIN, Portland

First Vice President

John Elmer, WCBM, Baltimore

Second Vice President

Gardner Cowles, Jr., KSO, Des Moines

Treasurer

Harold Hough, WBAP, Fort Worth

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John F. Patt, WGAR, Cleveland
Edward A. Allen, WLVA, Lynchburg, Va.
L. B. Wilson, WCKY, Cincinnati
Eugene P. O'Fallon, KFEL, Denver

Directors: Two-year Term

Ralph R. Brunton, KJBS, San Francisco.
T. W. Symons Jr., KFPY, Spokane.
W. W. Gedge, WMBC, Detroit.
J. O. Maland, WHO, Des Moines.
Edwin W. Craig, WSM, Nashville.
Frank M. Russell, WRC-WMAL, Washington.

Directors: One-year Term

Alfred J. McCosker, WOR, Newark.
Harry C. Butcher, WJSV, Washington.
John J. Gillin Jr., WOW, Omaha.
Gordon Persons, WSFA, Montgomery, Ala.

Audit Bureau Committee

(Part of a Committee of 15, five each from the NAB, AAA and ANA, jointly endeavoring to work out cooperative plan for creation of bureau to authenticate station coverage and listener data.)
Arthur B. Church, chairman, KMBC, Kansas City.
H. K. Boice, CBS, New York.
Roy Witmer, NBC, New York.
J. O. Maland, WHO, Des Moines.
James W. Baldwin, NAB, Washington.

Presidents of NAB

Eugene F. McDonald Jr. (WJAZ)	1923-1925
Frank W. Elliot (WHO)	1925-1926
Earle C. Anthony (KFI)	1926-1928
William S. Hedges (WMAQ)	1928-1930
Walter Damm (WTMJ)	1930-1931
Harry Shaw (WMT)	1931-1932
Truman Ward (WLAC)	1932-1933
Alfred J. McCosker (WOR)	1933-1935
Leo Fitzpatrick (WJR)	1935-1936
Charles W. Myers (KOIN)	1936-

Engineering Committee

J. H. DeWitt Jr., chairman, WSM, Nashville.
L. A. Benson, WIL, St. Louis.
L. S. Bookwalter, KOIN, Portland, Ore.
E. K. Cohan, CBS, New York.
Gerald W. Cooke, WBAL, Baltimore.
John E. Fetzer, WKZO, Kalamazoo, Mich.
E. L. Gove, WHK, Cleveland.
C. W. Horn, NBC, New York.
Porter Houston, WCBM, Baltimore.
Carl Meyers, WGN, Chicago.
John M. Sherman, WTCN, Minneapolis.

Commercial Section

H. K. Carpenter, WHK, Cleveland, Chairman
COMMITTEE ON RADIO RESEARCH—Arthur B. Church, KMBC, Kansas City, chairman; Roy Witmer, NBC, New York; H. K. Boice, CBS, New York; Theodore C. Streibert, WOR, Newark; J. O. Maland, WHO, Des Moines; John Elmer, WCBM, Baltimore; William J. Scripps, WWJ, Detroit.

COMMITTEE ON RADIO PROMOTION—John J. Gillin Jr., WOW, Omaha, chairman; Gardner Cowles Jr., KSO-WMT-KRNT, Des Moines; John E. Fetzer, WKZO, Kalamazoo; Harrison Holliway, KFI-KECA, Los Angeles; Donald Withycomb, WFIL, Philadelphia; Don Searle, WIBW, Topeka, Kan.; Edgar T. Bell, WKY, Oklahoma City.

COMMITTEE ON NATIONAL SALES METHODS & COSTS—John F. Patt, WGAR, Cleveland, chairman; C. M. Everson, WHKC, Columbus; J. H. Ryan, WSPD, Toledo; Edwin M. Spence, WBAL, Baltimore; E. B. Craney, KGIR, Butte, Mont.; Dale Robertson, WIBX, Utica, N. Y.; Rev. James A. Wagner, WHBY, Green Bay, Wis.

COMMITTEE ON STANDARDIZATION OF SALES FORMS—Martin B. Campbell, WFAA, Dallas, chairman; Barry Bingham, WHAS, Louisville; I. R. Lounsberry, WGR, Buffalo; William S. Hedges, NBC, New York; John J. Karol, CBS, New York; Harry Stone, WSM, Nashville; Earl J. Glade, KSL, Salt Lake City.

SALES MANAGERS DIVISION—Buryl Lott-ridge, KOIL-KFAB, Omaha, chairman; L. H. Avery, WGR, Buffalo; Hale Bondurant, WHO, Des Moines; J. Leslie Fox, KMBC, Kansas City; H. M. Feltis, KOMO-KJR, Seattle; William R. Cline, WLS, Chicago, Ill.; Edward A. Allen, WLVA, Lynchburg, Va.

Code of Ethics of the National Association of Broadcasters

Adopted at 1935 Convention

1. Recognizing that the radio audience includes persons of all ages and all types of political, social and religious belief, each member station will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.
2. When the facilities of a member station are used by others than the owner, the member shall ascertain the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or corporation may gain access to the radio audience.
3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast by a member station.
4. Each member station shall refuse any advertising matter regarding products or services injurious to health.
5. Each member station shall maintain a public record of its current rates charged to advertisers for the use of broadcasting time together with all discounts, rebates, refunds and agency commissions which shall be allowed to the users of such time or to their recognized agents.
6. Each member station shall refuse to accept any business on a cost

per inquiry, contingent, or percentage basis, or to accord free time for commercial use.

7. No member station shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

8. No member station shall defame or disparage a competitor, directly or indirectly, by words or acts which untruthfully call in question such competitor's business integrity, ability to perform contracts, credit standing or quality of service.

9. No member station shall claim for its service a character, scope or quality which cannot be substantiated, nor shall it claim as regular characteristics of its service features which it knows to be purely temporary or accidental.

10. Where charges of violation of any article of the code of ethics of the National Association of Broadcasters are filed in writing with the Managing Director, the Board of Directors shall investigate such charges, give opportunity for hearing and afterwards notify the station of its findings.

RUFUS H.

DARBY PRINTING COMPANY

905 E STREET, N.W.

WASHINGTON, D. C.

Magazines - Periodicals - Brochures - Folders - Briefs

*Everything
about it is
Tops!*

• KLZ is tops in facilities in the Denver Rocky Mountain region with its new studios and high-fidelity transmitter . . . the most modern in this area and the finest money can buy.

KLZ's 560 kc. frequency at the top of the dial assures a top job of coverage.

New, aggressive and showmanly management has geared it to the cultural, civic and religious interests of the Denver area and, within 18 months, has elevated KLZ to a top position in the esteem of this community.

KLZ's schedule of CBS and skillfully produced local programs rates it tops with listeners in the Denver Rocky Mountain region . . . who make it tops in results . . . which is why KLZ is tops with an ever growing list of alert and air-minded advertisers.



KLZ's main studio embodying newest developments of acoustical engineering. Seats visible audience of 100.



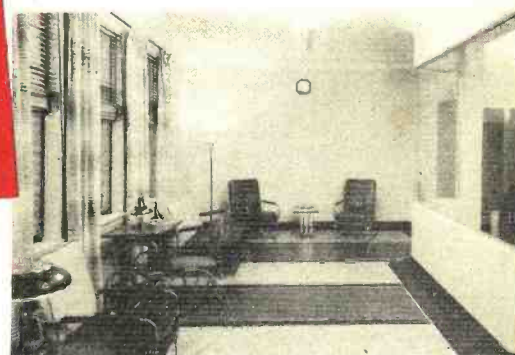
One of three smaller studios including a special announcers' studio. KLZ is high-fidelity engineered throughout.

KLZ
DENVER
"Pioneer Radio Station of the West"

**CBS AFFILIATE
560 KILOCYCLES**

Representative

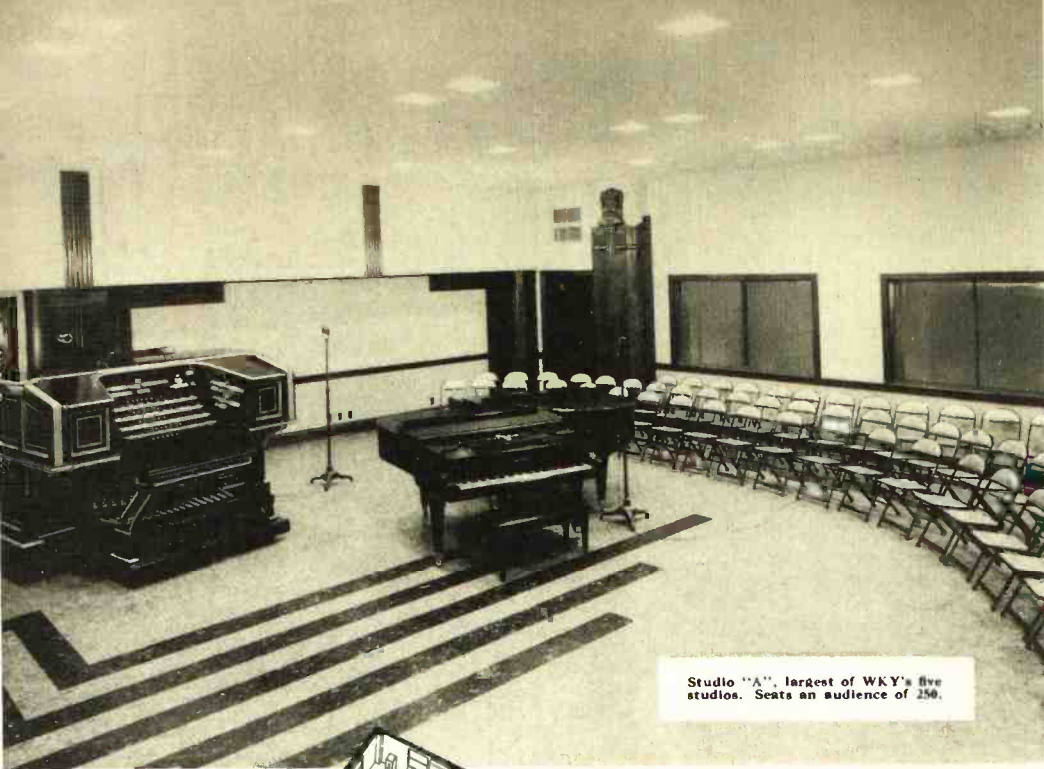
E. Katz Special Advertising Agency



Public observation room at the building housing KLZ's new Western Electric high-fidelity transmitter. Above: Night view of KLZ's transmitter building and antenna.

Affiliated in Management with WKY and the Oklahoma Publishing Company

*The Kind of
a Station
You Can't Forget!*



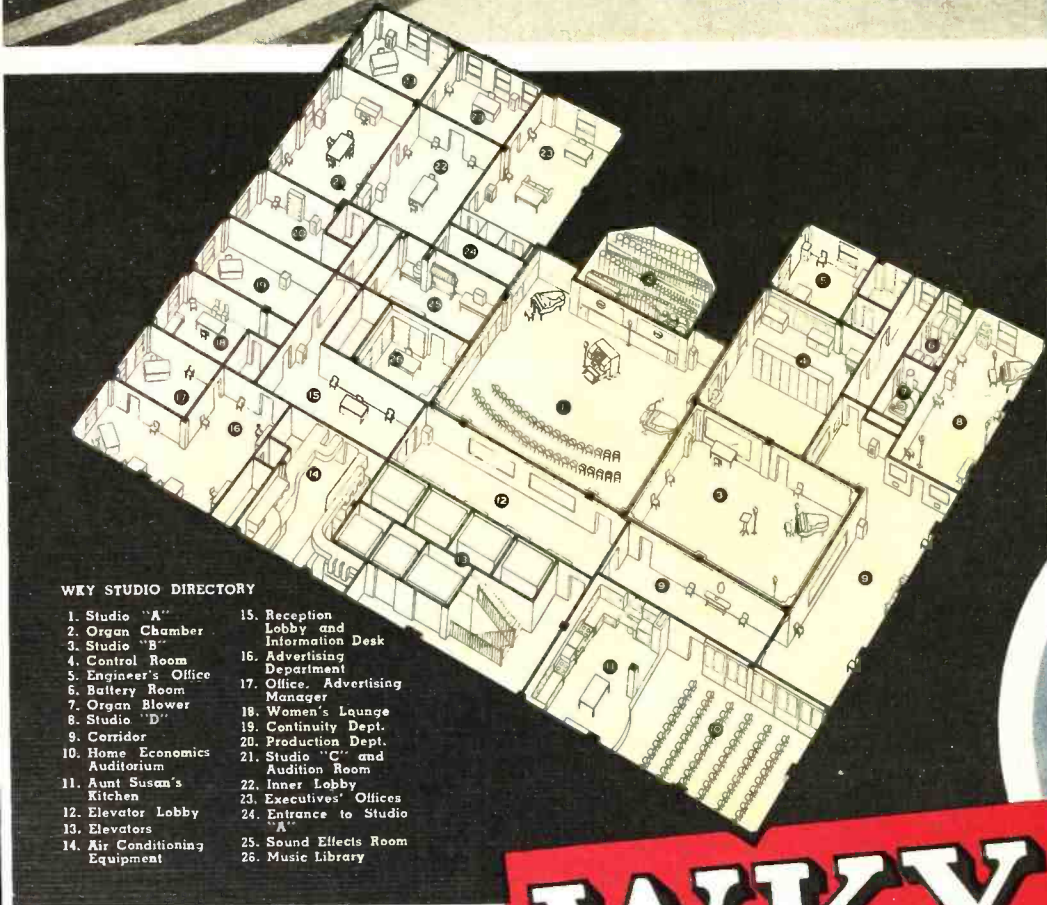
Studio "A", largest of WKY's five studios. Seats an audience of 250.

• In everything it does, WKY strives to make an impression not soon forgotten.

WKY has built and equipped studios second to none in the Southwest. Its facilities from microphone to antenna are the most complete and modern available.

WKY has made a deep and favorable impression on Oklahoma listeners with its stand-out local and network program schedule, its long record as a public servant, its showmanship.

Listeners can't forget WKY . . . they don't forget WKY-advertised products. The way they applaud at the sales counter is something an advertiser don't easily forget.



WKY STUDIO DIRECTORY

- | | |
|--------------------------------|--|
| 1. Studio "A" | 15. Reception Lobby and Information Desk |
| 2. Organ Chamber | 16. Advertising Department |
| 3. Studio "B" | 17. Office, Advertising Manager |
| 4. Control Room | 18. Women's Lounge |
| 5. Engineer's Office | 19. Continuity Dept. |
| 6. Battery Room | 20. Production Dept. |
| 7. Organ Blower | 21. Studio "C" and Audition Room |
| 8. Studio "D" | 22. Inner Lobby |
| 9. Corridor | 23. Executives' Offices |
| 10. Home Economics Auditorium | 24. Entrance to Studio "A" |
| 11. Aunt Susan's Kitchen | 25. Sound Effects Room |
| 12. Elevator Lobby | 26. Music Library |
| 13. Elevators | |
| 14. Air Conditioning Equipment | |



WKY

OKLAHOMA CITY
Oklahoma's Only Full-Time NBC Outlet

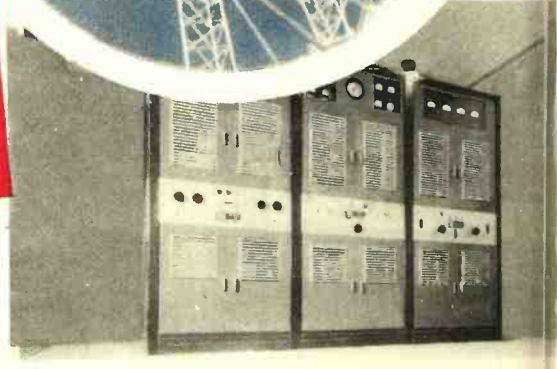
900 KILOCYCLES

Representative

E. Katz Special Advertising Agency



Principal units of the central speech-input control room. Brand new RCA high-fidelity equipment throughout.



WKY's new 5000 watt RCA high-fidelity transmitter. In circle above: View of new Trucon vertical radiator.

Affiliated with the Daily Oklahoman, the Times and the Farmer-Stockman

Census of Radio Homes in the United States by States and Counties

(As of January 1, 1936)

(As prepared by Joint Committee on Radio Research of Association of National Advertisers, American Association of Advertising Agencies and National Association of Broadcasters:—July 1, 1936)

MEMBERSHIP OF JOINT COMMITTEE

Chairman: John Benson, President, A.A.A.A.

Secretary: Paul F. Peter, 420 Lexington Ave., New York City.

FOR THE NAB

James W. Baldwin
NAB Managing Director
Hugh K. Boice
CBS sales vice president
Roy C. Witmer
NBC sales vice president
Arthur B. Church
Manager, K.M.B.C., Kansas City
J. O. Maland
Manager, W.H.O., Des Moines

FOR THE A.A.A.A.

John Benson
President, A.A.A.A.
L. D. H. Weld
McCann-Erickson Inc.
George Gallup
Young & Rubicam Inc.
Chester La Roche
Young & Rubicam Inc.
Frederick C. Gamble
Executive Secretary, A.A.A.A.

FOR THE ANA

Paul B. West
President, ANA
M. H. Leister
Sun Oil Co.
Stuart Peabody
The Borden Co.
D. P. Smelser
Procter & Gamble Co.
Harold Thomas
The Centaur Co.

TECHNICAL SUBCOMMITTEE WHICH DRAFTED COUNTY FIGURES

L. D. H. Weld, chairman
McCann-Erickson Inc.
George Gallup
Young & Rubicam Inc.

D. E. Robinson
Federal Advertising Agency

D. P. Smelser
Procter & Gamble Co.

Dr. Herman S. Hettinger
University of Pennsylvania

Hugh M. Beville Jr.
National Broadcasting Co.

Arthur W. Lehman
Association of National Advertisers

John W. Karol
Columbia Broadcasting System

Alabama	Arizona (Cont'd)	Arkansas (Cont'd)	Colorado (Cont'd)	District of Columbia	Georgia (Cont'd)
Total Radio Homes: 258,008	Greenlee 700	Sebastian 9,600	Arapahoe 3,600	Total Radio Homes: 125,800	Baker 500
Autauga 1,300	Maricopa 25,500	Sevier 1,300	Archuleta 460	Florida	Baldwin 2,300
Baldwin 2,300	Mohave 1,000	Sharp 700	Baca 1,150	Banks 500	Bartow 2,400
Barbour 2,500	Navajo 2,700	Stone 500	Bent 1,260	Barrow 1,100	Bartlett 1,500
Bibb 1,400	Pima 9,400	Union 7,000	Boulder 7,600	Bartow 2,400	Ben Hill 1,500
Blount 1,700	Pinal 2,100	Van Buren 700	Chaffee 460	Berrien 1,100	Bibb 14,200
Bullock 1,400	Santa Cruz 1,300	Washington 5,900	Cheyenne 460	Baker 1,600	Bleckley 800
Butler 2,400	Yavapai 4,200	White 3,400	Clear Creek 460	Bay 1,600	Brantley 400
Calhoun 5,900	Yuma 2,600	Woodruff 1,800	Conejos 920	Bradford 1,900	Brooks 1,600
Chambers 2,700		Yell 1,500	Costillo 460	Brevard 3,200	Bryan 400
Cherokee 1,200			Crowley 690	Broward 500	Bulloch 1,900
Chilton 2,000			Custer 230	Calhoun 600	Burke 2,300
Choctaw 1,100			Delta 2,600	Citrus 600	Butts 900
Clarke 2,000			Denver 73,800	Clay 600	Calhoun 900
Clay 1,300			Dolores 120	Collier 300	Camden 500
Cleburne 800			Douglas 500	Columbia 1,300	Campbell (Incl. in Fulton) 700
Coffee 2,300			Eagle 580	Dade 35,800	Candler 3,100
Colbert 2,700			Elbert 800	De Soto 1,200	Carroll 600
Conecuh 1,800			El Paso 13,100	Duval 30,800	Catoosa 400
Coosa 800			Fremont 3,200	Escambia 8,200	Charlton 18,900
Covington 3,500			Garfield 1,840	Flagler 300	Chattahoochee 300
Crenshaw 1,800			Gilpin 250	Franklin 600	Chattooga 1,600
Cullman 3,500			Grand 460	Gadsden 2,500	Cherokee 1,700
Dale 1,700			Gunnison 1,040	Gilchrist 300	Clarke 5,200
Dallas 5,600			Hinsdale 80	Glades 300	Clay 500
De Kalb 2,800			Huerfano 2,100	Gulf 200	Clayton 800
Elmore 2,700			Jackson 340	Hamilton 700	Clinch 600
Escambia 2,800			Jefferson 3,400	Hardee 1,100	Cobb 3,600
Etowah 6,800			Kiowa 350	Hendry 500	Coffee 1,500
Fayette 1,300			Kit Carson 1,380	Hernando 600	Colquitt 3,100
Franklin 2,000			Lake 1,270	Highlands 1,600	Columbia 500
Geneva 2,100			La Plata 2,400	Hillsborough 28,100	Cook 1,000
Greene 1,300			Larimer 6,800	Holmes 700	Coweta 2,600
Hale 1,600			Las Animas 4,900	Indian River 800	Crawford 400
Henry 1,600			Lincoln 1,150	Jackson 2,800	Crisp 2,000
Houston 4,800			Logan 3,700	Jefferson 900	Dade 200
Jackson 2,500			Mesa 5,600	Lafayette 300	Dawson 200
Jefferson 62,100			Mineral 120	Lake 3,300	Decatur 2,000
Lamar 1,200			Moffat 800	Lee 2,500	De Kalb 9,400
Lauderdale 4,500			Montezuma 990	Leon 3,500	Dodge 1,800
Lawrence 1,600			Montrose 2,300	Levy 800	Dooly 1,300
Lee 3,500			Morgan 3,300	Liberty 460	Dougherty 3,700
Limestone 2,700			Otero 4,400	Madison 1,200	Douglas 900
Lowndes 1,300			Ouray 350	Manatee 3,500	Early 1,200
Macon 2,000			Phillips 1,270	Marion 3,700	Echols 200
Madison 6,300			Pitkin 230	Martin 700	Effingham 700
Marengo 2,600			Powers 2,200	Monroe 1,600	Elbert 1,800
Marion 1,700			Pueblo 14,000	Nassau 800	Emanuel 2,000
Marshall 3,200			Rio Blanco 460	Okaloosa 200	Evans 800
Mobile 19,300			Rio Grande 2,900	Okechoobe 400	Fannin 600
Monroe 2,000			Routt 1,500	Orange 10,400	Fayette 7,600
Montgomery 15,400			Saguache 800	Osceola 1,000	Floyd 600
Morgan 4,800			San Juan 350	Palm Beach 10,200	Forsyth 1,200
Perry 1,900			San Miguel 350	Pasco 1,200	Fulton 68,300
Pickens 1,600			Sedgwick 920	Pinellas 15,500	(Incl. Campbell & Milton)
Pike 2,800			Summit 230	Polk 11,900	Gilmer 400
Randolph 2,000			Teller 920	Putnam 2,200	Glascok 300
Russell 1,900			Washington 1,150	St. Johns 2,900	Glynn 2,800
St. Clair 1,800			Weld 10,000	St. Lucie 1,300	Gordon 1,400
Shelby 2,200			Yuma 2,070	Santa Rosa 1,100	Grady 1,500
Sumter 1,800				Sarasota 2,400	Greene 1,100
Talladega 4,200				Seminole 2,500	Gwinnett 2,300
Tallahassee 2,500				Sumter 800	Habersham 1,200
Tuscaloosa 6,700				Suwannee 1,300	Hall 3,800
Walker 5,100				Taylor 1,200	Hancock 900
Washington 1,000				Union 400	Haralson 1,100
Wilcox 1,600				Volusia 7,300	Harris 800
Winston 1,300				Wakulla 300	Hart 1,200
				Walton 1,100	Heard 500
				Washington 900	Henry 1,200
					Houston 900
					Irwin 800
					Jackson 1,700
					Jasper 700
					Jeff Davis 700
					Jefferson 1,600

(Continued on page 38)

55,000 watts
for sale!

KFI LOS ANGELES

KECA

50,000 WATTS
NBC RED NETWORK

If it's complete domination of the
entire Pacific Southwest,
KFI has it

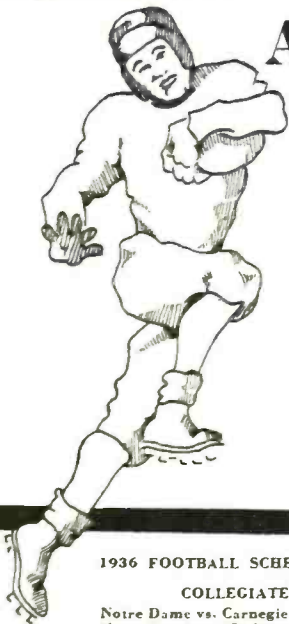
5,000 WATTS
(1000 WATTS NIGHT) NBC BLUE
NETWORK

If it's concentrated coverage of
Los Angeles County and its 2,667,
000 people, plus surrounding coun-
ties, **KECA has it . . .**

WHATEVER YOU WANT...WE HAVE IT!

Carle C. Anthony, Inc. **RADIO DIVISION**

1000 SOUTH HOPE STREET, LOS ANGELES, PHONE: RICHMOND 6111
EDWARD PETRY AND CO., INC., NATIONAL SALES REPRESENTATIVES



A Survey of Listening Habits During 1936 Grid Season

1936 FOOTBALL SCHEDULE

COLLEGIATE	
Notre Dame vs. Carnegie Tech	
Notre Dame vs. Washington U	
Notre Dame vs. Wisconsin	
Notre Dame vs. Pittsburgh	
Notre Dame vs. Ohio State	
Notre Dame vs. Navy	
Notre Dame vs. Army	
Notre Dame vs. Northwestern	
Notre Dame vs. South California	
PROFESSIONAL	
Chicago Cards vs. New York	
Chicago Cards vs. Brooklyn	
Chicago Cards vs. Boston	
Chicago Cards vs. Philadelphia	
Chicago Cards vs. Pittsburgh	
Chicago Cards vs. Detroit	
Chicago Cards vs. Bears	
Chicago Cards vs. Green Bay	

R. L. POLK & COMPANY

PUBLISHERS
DIRECTORIAL DIVISION
120 N. ADAMS ST.
CHICAGO, ILLINOIS

W. I. N. D.
201 North Wells Street
Chicago, Illinois

Gentlemen:

I hereby certify that the following exhibit is a true composite picture of results secured from a series of five telephone surveys conducted by R. L. Polk & Company, covering a period of more than twelve hours of broadcasting between October 3rd and December 6, 1936.

All calls were made in Chicago to parties selected at random from the Chicago Telephone Directory. The following two questions were asked:

1. "Do you have your radio turned on?"
2. (Those answering "Yes" to above, we asked) "What station are you listening to?"

I certify that the following is a true summary of results found.

Total calls made	1935
radios on	819
radios off	1116
Listening to -	
W. B. N.	10.2%
W. O. N.	22.3%
W. M. A. Q.	14.0%
W. F. M. B.	6.3%
W. I. N. D.	22.2%
All others	12.3%
Unsatisfactory	2.6%

I also certify that none of the operators knew the identity of the station requesting the survey, and that the operators gave no assistance or suggestions which might tend to prejudice the answers.

Very truly yours,
R. L. POLK & COMPANY
A. D. Ambrose
Notary Public

FOR SPORTS CHICAGO TUNES TO

W. I. N. D.

560 KC., "The Tip-Top Spot On Your Dial"
GARY, IND.

5000 WATTS
DAY TIME

1000 WATTS
NIGHT TIME

An audience in the nation's second largest market equal to that obtainable from the largest key network stations—at a rate that you are accustomed to pay to cover some prairie shopping center. That's the story of significance to national advertisers. It accounts for W-I-N-D carrying more hours of sponsored programs for national advertisers than any Chicago station.

NATIONAL ADVERTISING OFFICES
201 North Wells St.
CHICAGO, ILLINOIS

The Daytime* Buy Of The Middle West!

"Largest Audience Per Dollar Spent in Chicago"

ONE REASON — OUTSTANDING PROGRAMS

"THE SAFETY COURT"

Direct from the Courtroom, we present the Court proceedings of Chicago's major traffic cases one-half hour daily.

"THE COURTHOUSE REPORTER"

Immediately before the regular Safety Court broadcast, our announcer sets up his microphone in front of the Judge's Chambers. There he interviews people about to enter the Courtroom, as a 15-minute build-up to the regular Court broadcast. This, we think, is sensational!

"BUREAU OF MISSING PERSONS"

Ring the bell for Chicago's largest local radio advertiser... unusual... vital... full of human interest.

"THE WOMEN'S EXCHANGE"

A participating program with showmanship! Not just a spot for announcements, but a half-hour program listened to and enjoyed by a vast audience of appreciative women. Just the thing for the cosmetic, food, household utility, etc. account.

"THE HIGH SCHOOL HOUR"

Chicago's most original radio production! Each week a different high school is invited to create, write and produce its own radio program. Mothers, fathers, sisters and brothers listen to WJJD, due to this feature.

LIVE TALKY THROUGHOUT THE DAY

Less than fifteen per cent recordings used on WJJD's schedule. Two pianos, organ, instrumental combinations, dramatic presentations, sensational news "scops" and the finest studios and staff maintained by any station in Chicago for the sole presentation of good local shows. These, and many other features, are the reasons why daytime audiences tune to WJJD.

* WJJD operates evening hours, too. The general popularity of the American folk music featured during these hours, has led to a "sellout" of only reservations for future time can now be accepted during our evening periods.

NATIONAL SALES OFFICES and STUDIOS
201 NORTH WELLS STREET
CHICAGO, ILLINOIS

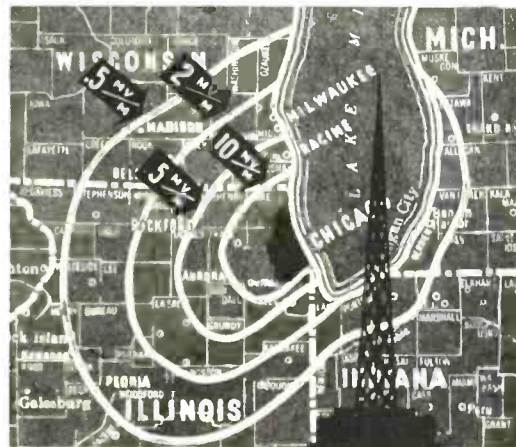
TERRITORY COVERED

"Concentrated coverage of the nation's second market."

The major part of Chicago's population of 3,490,700 receives the highest type of broadcasting service from WJJD, a signal intensity of from 10 to 40 millivolts.

Suburbs and adjacent cities — important buying centers — such as Evanston, Glenview, Waukegan, Kenosha, Des Plaines, Wheelon, Oak Park, Cicero, Aurora, Elgin, and many others, receive this same high type of service.

The primary listening area of WJJD includes portions of the States of Wisconsin, Illinois, Indiana and Michigan as indicated by the 5 mile-wire line. In this area is a population of 5,577,374 persons representing 17% of 312 radio homes.



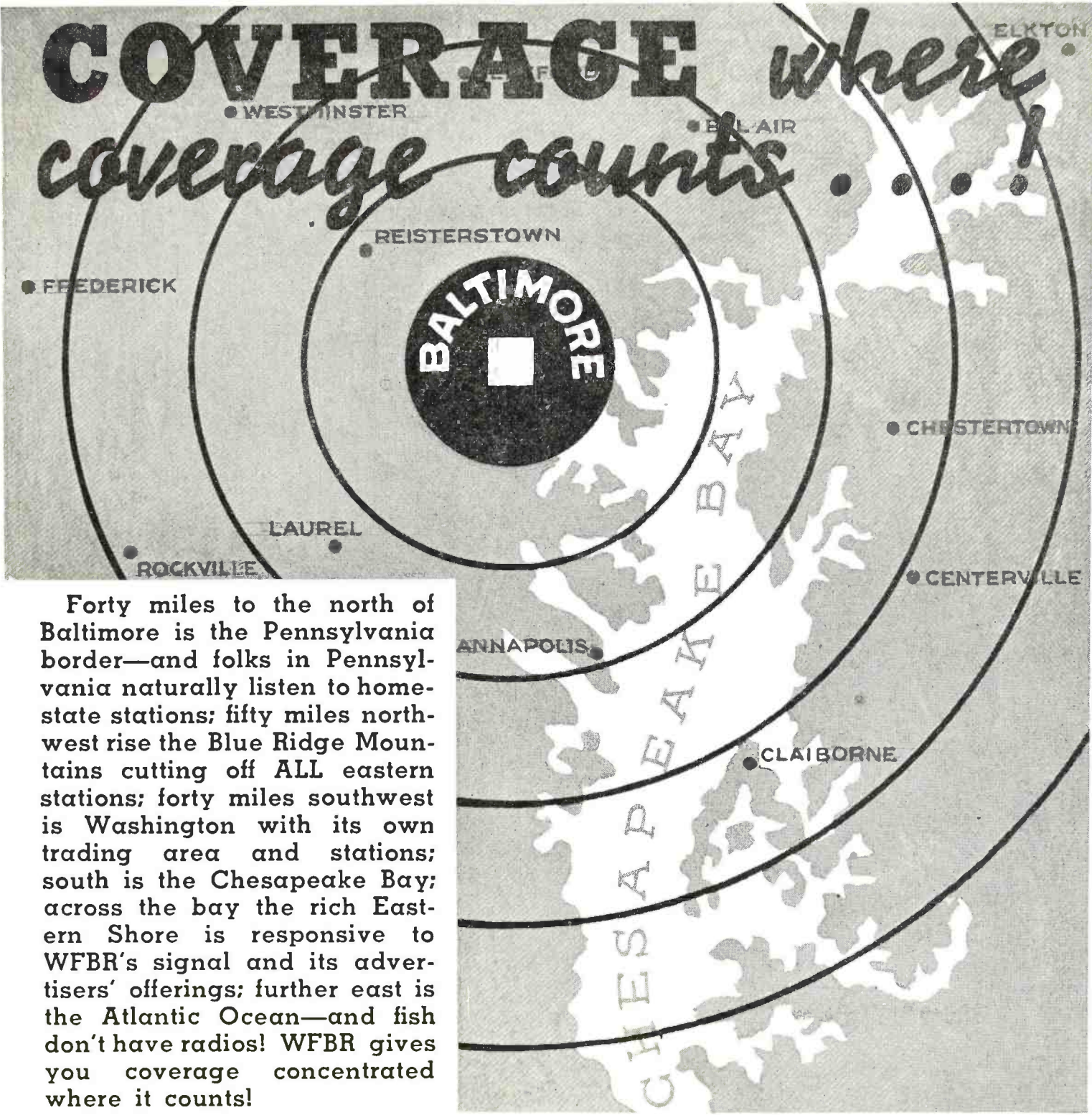
Chicago's Largest
INDEPENDENT
Radio Station

20,000 WATTS
WJJD

COVERAGE

where!

coverage counts...



Forty miles to the north of Baltimore is the Pennsylvania border—and folks in Pennsylvania naturally listen to home-state stations; fifty miles northwest rise the Blue Ridge Mountains cutting off ALL eastern stations; forty miles southwest is Washington with its own trading area and stations; south is the Chesapeake Bay; across the bay the rich Eastern Shore is responsive to WFBR's signal and its advertisers' offerings; further east is the Atlantic Ocean—and fish don't have radios! WFBR gives you coverage concentrated where it counts!

**IN BALTIMORE
THEY LISTEN TO -**

WFBR

National
Representatives
EDWARD PETRY & CO.
NEW YORK · CHICAGO
SAN FRANCISCO
DETROIT

MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

DOING THE REAL JOB

L.B. Wilson

WWE

FOR THE ADVERTISERS!

K44

C I N C I N N A T I

NBC STRIKES GOLD!

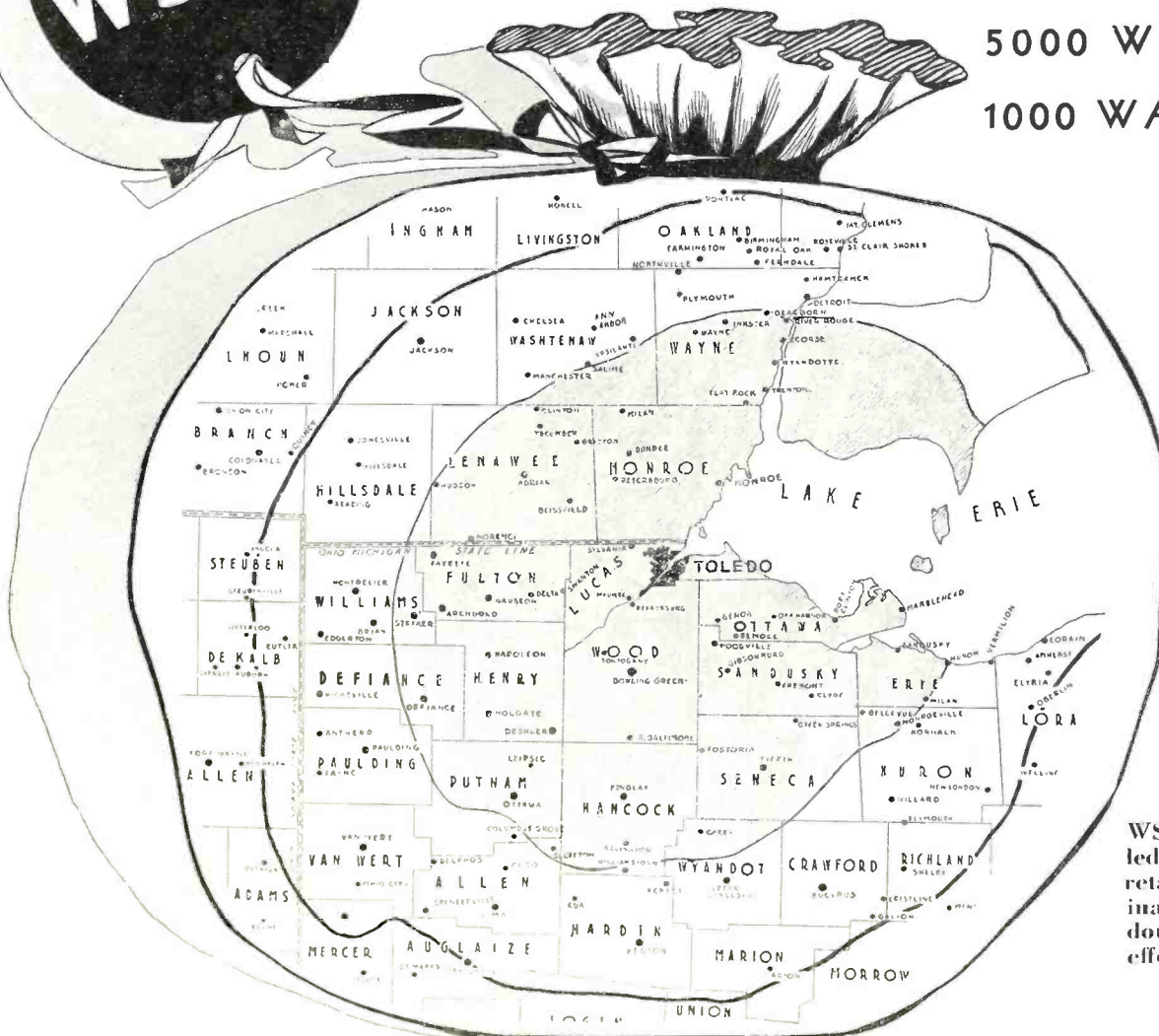
—STAKE YOUR CLAIM NOW

WSPD considers it a noteworthy step in its progress to announce its affiliation with The National Broadcasting Company May 2d as a basic station of the Blue Network. This means that you too, Mr. Advertiser, through your use of WSPD, can "strike gold" in this rich market of Northwestern Ohio and Southern Michigan with its 497,620 radio homes.



5000 WATTS DAY
1000 WATTS NIGHT

Go
Toledo
With
NBC



WSPD dominates in Toledo and its prosperous retail trading area—dominates in popularity—dominates in advertising effectiveness.

THIS PRODUCTIVE TERRITORY IS "IN THE BAG" FOR THE NATIONAL ACCOUNT USING **WSPD**.

Within WSPD's primary area the percentage of radio ownership is extremely high. Approximately 75% of all homes are radio-equipped. This figure does not include automobile sets or those in public places. 497,620 radio homes serve well over a million and a half listeners—the type of prospects eager to hear your sales message and well able to buy your advertised product.



TOLEDO, OHIO

NATIONAL REPRESENTATIVE — THE JOHN BLAIR CO. — NEW YORK CHICAGO DETROIT SAN FRANCISCO



It's a **FACT**

- THAT** the Milwaukee-Wisconsin market is the 12th largest U. S. Retail Market.
- THAT** 1,300,000 people in this area spend \$500,000,000 annually in retail stores.
- THAT** only one metropolitan area has a greater percentage of radio equipped homes.
- THAT** survey after survey has proven WTMJ practically monopolizes the receiving sets in this area during most of the broadcast day.
- THAT** no Chicago station can depend on 10 per cent of the listening audience in this area.
- THAT** WTMJ is the only station delivering thorough coverage of the Milwaukee-Wisconsin market.

NBC
Member

WTMJ Red and Blue
Networks

Owned and Operated by The Milwaukee Journal

Also Operating WJER, W9XAJ, W9XAI, W10XAC, W9XD,
W9XAG, W9XAF—and W9XAZ High Frequency Broadcast.

National Representatives . . . Edward Petry & Co., Inc.



KTAR

PHOENIX
ARIZONA

SERVING THE GOLD NUGGET OF WESTERN MARKETS

In Arizona it's KTAR! As the pioneer radio station in the inland Southwest, it operates on a daily 16³/₄-hour program schedule with 1,000 watts power output, full time, on regional channel of 620 kilocycles.

National or regional advertisers using either NBC Red or Blue networks in the West now have the unusual opportunity of reaching the responsive Arizona market by including KTAR on either network.

Advertisers presenting national or regional spot programs find KTAR fully equipped to efficiently handle either lateral or vertical-cut electrical transcriptions through use of the very latest type RCA turntables.

Four of the nation's finest transcription musical library services, as well as a large variety of custom-built recorded programs, available to all broadcast advertisers.

Excellent local features and the services of the KTAR program department are also available to advertisers using this station's facilities.

Write for complete data on "the gold nugget of western markets."

KTAR BROADCASTING CO.
ATOP THE HEARD BUILDING - PHOENIX - ARIZONA

NATIONAL REPRESENTATIVE
John Blair & Company
NEW YORK CHICAGO
DETROIT SAN FRANCISCO



Southern California Representative
Walter Biddick Company
568 Chamber of Commerce Bldg.
Los Angeles, California

Directory of BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
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(Data corrected to January 1, 1937)

ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BIRMINGHAM	WAPI	1140—ST	5,000	WAPI Broadcasting Corp. Protective Life Bldg.	3-8116	NBC	B. H. Hopson B. H. Hopson Fred Steele	Beatrice Wright C. H. Dow, Jr.	Norman Craig Sears Co.
	WBRC	980	1,000	Birmingham Broadcasting Co. Bankhead Hotel	3-9293	CBS	M. D. Smith, Jr. K. G. Marshall K. G. Marshall	D. J. Connolly John Connolly J. C. Bell	Paul Raymer
	WSGN	1310	250—LS 100—N	Birmingham News Co. Tutwiler Hotel	7-2184	Henry P. Johnston Mrs. Horace O. Hicks Mrs. Horace O. Hicks	Joe Ford, Jr. Al Metcalf, Jr. Paul B. Cram	Kelly-Smith
DECATUR	WMFO	1370—D	100	James R. Doss, Jr. P. O. Box 1025	1010	James R. Doss, Jr. James G. Cobble James C. Cobble	Eston Pace Harold Russey Charles Chandler
DOTHAN	WAGF	1370—D	250	Dothan Broadcasting Co. 204½ E. Main St.	1430	J. C. Smith-J. T. Hubbard Julian C. Smith Fred C. Moseley	Sidney W. Spencer Shelley Helms John T. Hubbard
GADSDEN	WJBY	1210	100	Gadsden Broadcasting Co., Inc. 108 So. Sixth St.	88	B. H. Hopson J. W. Buttram J. W. Buttram	Phil Walkley J. W. Buttram F. J. Murphree, Jr.	Craig & Hollingbery Sears Co.
HUNTSVILLE	WBHP	1200 (Construction Permit)	100	Wilton Harvey Pollard P. O. Box 395	Wilton H. Pollard Wilton H. Pollard	Weston Britt J. V. Sanders
MOBILE	WALA	1380	1,000—LS 500—N	Pape Broadcasting Corp. A. T. & N. Bldg.	Dexter 5893	CBS	W. O. Pape W. O. Pape W. O. Pape	Hubert Grant Richard M. Cole
MONTGOMERY	WSFA	1410	1,000—LS 500—N	Montgomery Broadcasting Co. Jefferson Davis Hotel	Cedar 5880	CBS	S. G. Persons-H. E. Pill Howard E. Pill John B. DeMotte	E. Caldwell Stewart John B. DeMotte Cliff Shelkofsky Paul Duncan	Joseph McGillvra
SELMA	WHBB	1500—D	100	Selma Broadcasting Co. P. O. Box 26	1233	John S. Allen John S. Allen	W. A. Coleman Joe McCormack	J. J. Devine
SHEFFIELD	WMSD	1420	100	Muscle Shoals Broadcasting Corp. P. O. Box 688	9122	Dr. E. L. Chapman Joe Van Sandt Joe Van Sandt	Beulah Freeman John Watt
TUSCALOOSA	WJRD	1200—D	100	James R. Doss, Jr. First National Bank Bldg.	1401	James R. Doss, Jr. James R. Doss, Jr. J. Leslie Doss	Ted R. Woodard Ted R. Woodward Ellis H. Eudy

ARIZONA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
JEROME	KCRJ	1310—D SH	100	Charles C. Robinson Chinkscale Bldg.	124-W	Charles C. Robinson
LOWELL	KSN	1200	250—LS 100—N	Copper Electric Co. Lowell	Bisbee 9	Carleton W. Morris Carleton W. Morris R. B. Thompson Richard C. North, Jr.
PHOENIX	KOY	1390	1,000—LS 500—N	Salt River Valley Broadcasting Co. Phoenix	3-2171	Burridge D. Butler E. A. Nielsen E. A. Nielsen	Jack Williams Homer B. Coureheo
	KTAR	620	1,000	KTAR Broadcasting Co. Heard Bldg.	4-4161	NBC	Sam Kahan Richard O. Lewis J. R. Heath	J. Howard Pyle K. M. Pennington Arthur C. Anderson	John Blair Walter Biddeck
PRESCOTT	KYCA	1500	250—LS 100—N Construction Permit	Southwest Broadcasting Co. Inc. Prescott	Albert Stetson
TUCSON	KGAR	1370	250—LS 100—N	Tucson Motor Service Co. 112 So. 6th Ave.	918	Erank Z. Howe Frank Z. Howe Harvey Davis	Victor Gillard Clifford Livingston	Walter Biddeck
	KVOA	1200	1,000	Arizona Broadcasting Co. Stone & Pennington Bldg.	3703	Harold Steinfeld King Whyte Rena Ballard	Carl Hickman King Whyte Leonard Nalley	Cox & Tanz H. K. Conover
YUMA	KYMA	1420—SH	100	Dr. A. H. Schermann 19½ Ave. & 8th St.	88	A. H. Schermann E. N. Sturdivant E. N. Sturdivant	Edward Rhoden Herbert L. Bigelow, Jr.	Walter Biddeck Cox & Tanz

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1937)

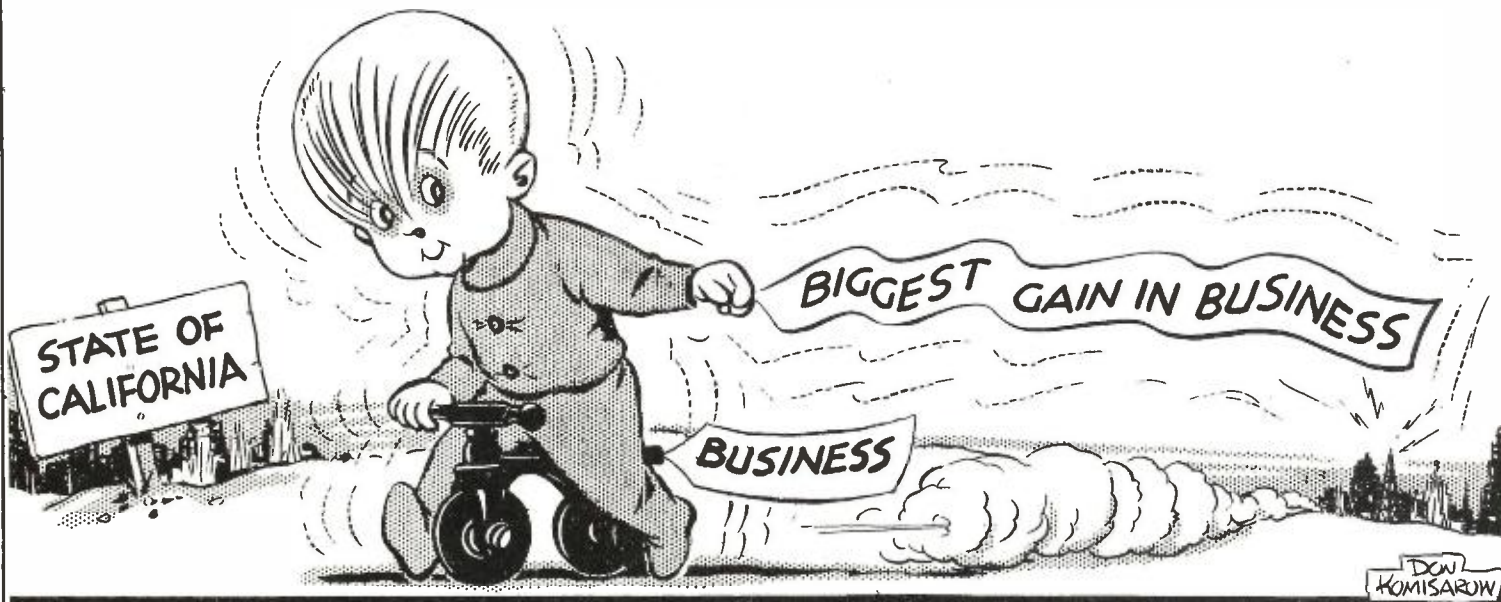
ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BLYTHEVILLE.....	KLCN	1290-D	100	Charles Leo Lintzenich Blytheville	119	Charles L. Lintzenich Charles L. Lintzenich William Secoy	William Secoy Charles L. Lintzenich
ELDORADO.....	KELD	1370	100	Radio Enterprises Inc. Exchange Bldg.	1314	T. H. Barton F. E. Bolls F. E. Bolls	Rodney Smith Leon Sipes Charles Mathis, Jr.
FORT SMITH.....	KFPW	1210	100	Southwestern Hotel Co. Goldman Hotel	4106	John A. England J. F. Willson Jimmie Barrie	Dorothy Gibson Willard Doan
HOT SPRINGS.....	KTHS	1040-SH SA 1060-LS	10,000	Hot Springs Chamber of Commerce Chamber of Commerce Bldg.	212	NBC	R. A. Chitwood Douglas Hotchkiss Ardeth Annen	Alex Keirseey James M. Moran	Furgason & Aston
JONESBORO.....	KBTM	1200-D	100	Beard's Temple of Music 104½ W. Washington	433	W. J. Beard Jay P. Beard Jay P. Beard	J. A. Barber Harold L. Kimsey
LITTLE ROCK.....	KARK	890	1,000-LS 500-N	Arkansas Radio & Equip. Co. 212 Center St.	2-1841	NBC	T. H. Barton Larry Meinert C. K. Beaver	John Gleghorn Dan Winn	Edw. Petry & Co.
	KGHI	1200	250-LS 100-N	Arkansas Broadcasting Co. Pyramid Life Bldg.	9166	A. L. Chilton R. G. Terrill R. G. Terrill	Dorothy M. Smith Bob Buice Arthur Beem
	KLRA	1390	2,500-LS 1,000-N CP 5,000-LS	Arkansas Broadcasting Co. 115 W. 4th	5428	CBS	A. L. Chilton S. C. Vinsonhaler S. C. Vinsonhaler	Alleene Ables Bill Goodrich K. F. Tracy	E. Katz
PINE BLUFF.....	KOTN	1500-D	100	Universal Broadcasting Co. Hotel Pines	900	James A. Noe B. J. Parrish R. W. Etter	Art Taylor Art Taylor J. R. Whitworth
SILOAM SPRINGS...	KUOA	1260-D	2,500	KUOA, Inc. Siloam Springs	170	John E. Brown Storm Whaley Storm Whaley	Helen Angelo McFee J. L. Miller
TEXARKANA.....	KCMC	1420	100	KCMC, Inc. 319 Pine St.	958	C. E. Palmer J. A. Gatens J. A. Gatens	Thomas Dillihunty Annie L. Elliot Carl Wilson

CALIFORNIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BAKERSFIELD.....	KERN	1370	100	McClatchy Broadcasting Co. Elks Club	5700	NBC California	Guy Hamilton Keith B. Collins Keith B. Collins	Robert L. Stoddard C. Van Cott	Joseph McGillvra Walter Biddick
	KPMC	1550	1,000	Pioneer Mercantile Co. P.O. Box 1709	4500	Don Lee Mutual	F. G. R. Schamblin Leo Schamblin Ed. McCaffrey	Curtis Sturm Leo. P. Jarvis
BERKELEY.....	KRE	1370	250-LS 100-N	Central Calif. Broadcasters, Inc. 2337 Shattuck	Berkeley 7713	Laurence F. Moore Arthur Westlund Arthur Westlund	M. Donald Hambly M. Donald Hambly K. Gordon Morrison
CHICO.....	KHSL	950-D	250	Golden Empire Broadcasting Co. Golden Empire Bldg.	237	Harold Smithson Harold Smithson Harold Smithson	Harold Smithson Charles Sherburne
EL CENTRO.....	KXO	1500	100	E. R. Ireys & F. M. Bowles Main St.	1100	Don Lee Mutual	F. M. Bowles-E. R. Ireys F. M. Bowles	E. R. Ireys
EUREKA.....	KIEM	1450	500	Redwood Broadcasting Co. Vance Hotel	93	H. H. Hanseth-W. B. Smullen H. H. Hanseth W. B. Smullen	Cliff Johnson W. B. Smullen H. H. Hanseth
FRESNO.....	KMJ	580	1,000-LS 500-N	McClatchy Broadcasting Co. Van Ness & Calaveras St.	3-5221	NBC California	Guy Hamilton G. L. Engstrom Dick Wegener	Andy Potter Dick Wegener Irvin E. Dickinson	Joseph McGillvra Walter Biddick
GLENDALE.....	KTEV	850-D	250	Cannon System, Ltd. 701 E. Broadway	Douglas 3010	David H. Cannon
LONG BEACH.....	KFOX	1250	1,000 CP 5,000-LS	Nichols & Warinner, Inc. 220 E. Anaheim St.	6-7281	So. Calif.	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols Lawrence B. Weston	Joseph McGillvra
	KGER	1360	1,000	Consolidated Broadcast, Corp. Ltd. P.O. Box 5340 (Los Angeles)	6-6041	C. Merwin Dobyns H. Wadsworth Cole H. Wadsworth Cole	Roy L. Medcalfe Jay Tapp

THEY'RE MOVING IN CALIFORNIA



BANK DEBITS rising an average of 18.6% all over the State.

Retail sales showing the biggest gain in years.

Industry is moving in the fourth largest State in the Union.

Approximately 89% of the sales in California are confined to its six richest trading areas; the

Los Angeles metropolitan trading area and San Diego in the south, the nine bay counties comprising the San Francisco-Oakland trading areas in the north and the great interior markets of the San Joaquin and Sacramento Valleys.

This is yours to have through the facilities of the California Radio System.

THE CALIFORNIA RADIO SYSTEM

KEHE LOS ANGELES
5000 WATTS L. S.

KFBK SACRAMENTO
5000 WATTS

KYA SAN FRANCISCO
5000 WATTS L. S.

KMJ FRESNO
1000 WATTS L. S.

KERN BAKERSFIELD
100 WATTS

KWG STOCKTON
100 WATTS

HEARST RADIO: Network National Representatives
NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO DALLAS

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CALIFORNIA—(Continued)

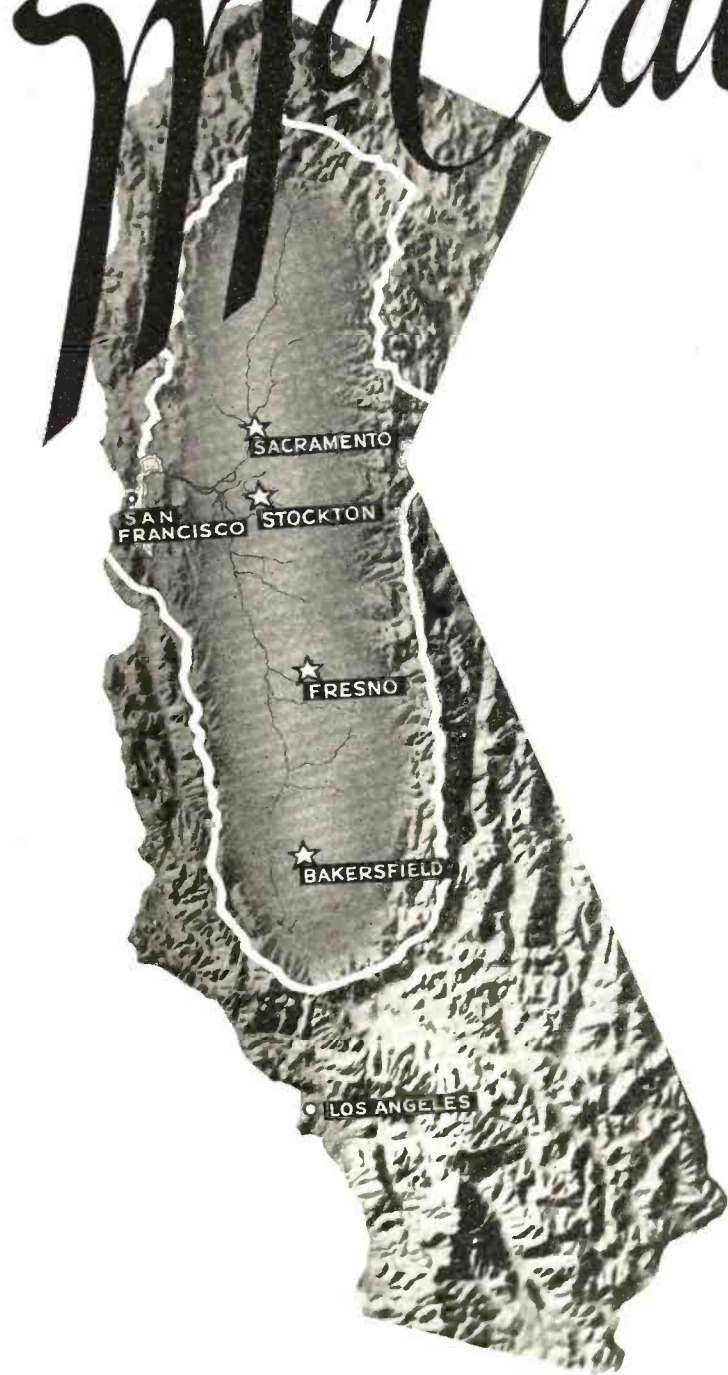
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
LOS ANGELES	KECA	1430	5,000-LS 1,000-N	Earle C. Anthony, Inc. 82nd St. & Compton Ave.	Richmond 6111	NBC-Pacific (Blue)	Earle C. Anthony Harrison Hollway Carl Haverlin	Glenn R. Dolberg H. L. Blatterman- C. W. Mason	Edw. Petry & Co.
	KEHE	780	5,000-LS 1,000-N	Evening Herald Publishing Co. 141 No. Vermont Ave.	Exposition 1341	California	Hearst Radio, Inc. Ford Billings A. E. McDonald	Ray Appleby Mayfield Kaylor William Miller	Hearst Radio
	KFAC	1300	1,000	Los Angeles Broadcasting Co. 3443 Wilshire Blvd.	Fitzroy 1231	E. L. Cord Calvin J. Smith Chas. T. Hughes	Robert W. Swan Calvin J. Smith H. W. Andersen
	KFI	640	50,000	Earle C. Anthony 1000 So. Hope St.	Richmond 6111	NBC-Pacific (Red)	Earle C. Anthony Harrison Hollway Carl Haverlin	Glenn R. Dolberg H. L. Blatterman- C. W. Mason	Edw. Petry & Co.
	KFSG	1120-ST NC	2,500-LS 500-N	Echo Park Evangelical Ass'n. 1100 Glendale Blvd.	Exposition 1141	Aimee Semple McPherson Charles W. Walkem	Charles W. Walkem Myron E. Kluge
	KFVD	1000-L	250 CP 1.000	Standard Broadcasting Co. 645 So. Mariposa Ave.	Fitzroy 1231	J. F. Burke, Sr. & Jr. Frank Burke Frank Burke	Frank Burke Pete Watts James H. Brown
	KFWB	950	5,000-LS 1,000-N	Warner Bros. Broadcasting Corp. 5833 Fernwood Ave.	Hollywood 5315	So. Calif.	Jack Warner Harry Maizlish Chester Mittendorf	William V. Ray Jean Armand Leslie Hewitt	Transamerican
	KGfJ	1200	100	Ben S. McGlashan 1417 So. Figueroa St.	Prospect 2434	Ben S. McGlashan H. Duke Hancock H. Duke Hancock	J. G. Parker I. R. Colbert
	KHJ	900	5,000-LS 1,000-N	Don Lee Broadcasting System, Inc. 1076 W. 7th St.	Van Dyke 7111	Don Lee Mutual	Thomas S. Lee Lewis A. Weiss Roger K. Huston	Don Bernard Raymond R. Morgan Harold G. Peery	William Rambeau
	KMPC (Beverly Hills)	710-L	500	Beverly Hills Broadcasting Corp. 9631 Wilshire Blvd.	Oxford 6211	So. Calif.	G. A. Richards Leo B. Tyson Lisle Sheldon	Baron K. von Egidy Edward Ruggles
	KMTR	570	1,000	KMTR Radio Corp. 915 No. Formosa St.	Hillside 1161	Victor E. Dalton Tex Rickard Tex Rickard	James Burton James Burton Carroll Hauser	Walter Biddick
	KNX	1050	50,000	Columbia Broadcast System, Inc. 5939 Sunset Blvd.	Hollywood 3101	CBS	Donald W. Thornburgh Donald W. Thornburgh Harry Witt	Charles Vanda Lester H. Bowman	Radio Sales John Blair
	KRKD	1120-ST	2,500-LS 500-N	Radio Broadcasters, Inc. Spring Arcade Bldg.	Madison 2281	Frank P. Doherty V. G. Freitag V. G. Freitag	Howard Bell Howard DeLong
MERCED	KYOS	1040-D	250	Merced Star Publishing Co. P. O. Box 1145	1145	Ray McClung	M. F. Woodling John W. Crews
MODESTO	KTRB	740-D	250	McTammany & Bates McHenry & Sylvan Ave.	774	T. R. McTammany T. R. McTammany T. R. McTammany	Margery Van Loon C. W. Smith W. H. Bates, Jr.
MONTEREY	KDON	1210	100	Monterey Peninsula Bestg. Co. 498 Washington St.	5119	Don Lee Mutual	Allen Griffin Howard V. Walters Howard V. Walters	Howard V. Walters R. F. Lewis, Jr.
OAKLAND	KLS	1440-D CP 1280-U	250	S. W. & E. N. Warner 2201 Telegraph Ave.	Higate 1212	S. W. Warner S. W. Warner F. W. Morse	F. W. Morse E. W. Warner R. Butler
	KLX	880	1,000	Tribune Bldg. Co. Tribune Tower	Lakeside 6000	J. R. Knowland, Sr. P. D. Allen P. D. Allen	Chas. Lloyd Roswell Smith
	KROW	930	1,000	Educational Broadcasting Corp. Radio Center Bldg.	Glencourt 6774	H. P. Drey H. P. Drey Harry Phillips	Scott Weakley A. B. Colon Ted Bindner
	KSFO	560	1,000	(See San Francisco)
PASADENA	KPPC	1210-ST NC	100	Pasadena Presbyterian Church 585 E. Colorado St.	Terrace 2193	David Black David Black	David Black N. Vincent Parsons
REDDING	KVCV	1200	100	Golden Empire Bestg. Co. Redding	900	Harold Smithson Harold Smithson Harold Smithson	Harold Smithson Harold Smithson Charles Sherburne
SACRAMENTO	KFBK	1490	5,000	McClatchy Broadcasting Co. 708 Eye St.	Main 8700	NBC California	Guy Hamilton Howard Lane Howard Lane	Charles W. Fleisher Howard Lane Norman D. Webster	Joseph McGillvra Walter Biddick
	KROY	1210-D (Construction Permit)	100	Royal Miller 1520 K. St.	Main 808	Royal Miller E. E. Wolfie E. E. Wolfie
SAN BERNARDINO	KFXM	1210-ST	100	Lee Bros. Broadcasting Co. 512 5th St.	4761	Don Lee Mutual So. Calif.	J. C. & E. W. Lee E. W. Lee J. C. Lee	Howard Baichy Maurice Vroman Paul Oard
SAN DIEGO	KFSD	600	1,000	Airfan Radio Corp., Ltd. U. S. Grant Hotel	Franklin 6353	NBC-Pacific (Blue)	Thomas E. Sharp Glen Litten John O. Van Keuren	Leah McMahon Glen Litten	NBC
	KGB	1330	1,000	Don Lee Broadcasting System 1012 First Ave.	Franklin 6151	CBS Don Lee Mutual	Thomas S. Lee S. W. Fuller Dan J. Donnelly	Dan Young Dan J. Donnelly Milam Cater	William Rambeau
	KVSC	1200 (Construction Permit-S)	100	Pacific Acceptance Corp. San Diego	K. L. Banning

McClatchy Land

THIRD MARKET WEST OF THE NETWORKS' BASIC AREA

The Interior California Area, 450 miles long and averaging 50 miles wide, has MORE RETAIL SALES than any STATE West of the Networks Basic Areas except California and Texas. (1933 U. S. Department of Commerce Report on Retail Sales.)

208,000 Radio Homes in McCLATCHYLAND depend ALMOST EXCLUSIVELY on the McClatchy Radio Stations for radio entertainment.



KFBK

Sacramento

KMJ

FRESNO

KWG

Stockton

KERN*

Bakersfield

Now Available with

NATIONAL BROADCASTING COMPANY

RED AND BLUE PACIFIC COAST NETWORKS

(*KERN Available ONLY on N. B. C. Blue)

CALIFORNIA RADIO SYSTEM

McClatchy Radio Stations Plus KEHE, Los Angeles, and KYA, San Francisco covering this entire rich California market.

Represented Nationally by

HEARST RADIO, INC.

McClatchy Radio Stations Represented by:

JOSEPH McGILLVRA
New York—Chicago

WALTER BIDDICK CO.
Los Angeles—San Francisco—Seattle

McClatchy Broadcasting Co.

SACRAMENTO, CALIFORNIA

McCLATCHY NEWSPAPERS: SACRAMENTO BEE—FRESNO BEE—MODESTO BEE

BROADCASTING • Broadcast Advertising

1937 Yearbook Number • Page 53

Watch

KEHE

5000 Watts LS - 780 Kilocycles

IN 1937



**THE FASTEST GROWING STATION
ON THE ENTIRE WEST COAST**



**MAKING RADIO HISTORY
IN THE *Great* LOS ANGELES MARKET**

NATIONAL REPRESENTATIVES

HEARST RADIO

New York • Chicago • San Francisco • Los Angeles

ALL HAIL!

People of SAN FRANCISCO, OAKLAND AND PACIFIC COAST

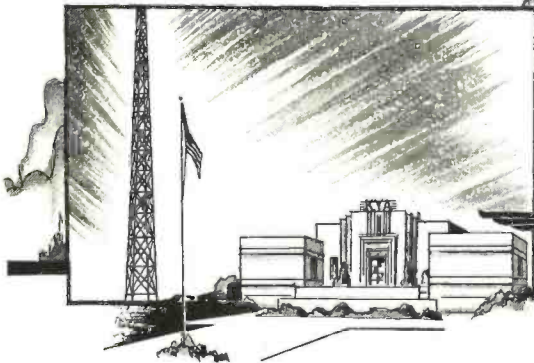
Years ago a great purpose combined to an indefatigable spirit within the people of San Francisco, Oakland, and Northern and Central California, motivated what was to be one day man's answer to a formidable natural obstruction to rapid transit—the bridging of the expansive waterway known as the San Francisco Bay.

Today, all people on the Pacific Coast are proud to see their objective and purpose fulfilled—with the dedication of one of the greatest bridge engineering feats in history, now open to convoy.

Hundreds of thousands of interior families will now increase their frequency of shopping in the San Francisco-Oakland markets.

And KYA in San Francisco is transmitting directly into these homes the shopping news and information of leading merchants in these two leading communities.

Market opportunities for your product will be immensely heightened by including KYA in your advertising schedule.



K Y A • Hearst Building, San Francisco, California
NATIONAL REPRESENTATIVE • HEARST RADIO • NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

A Member of the California Radio System

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SAN FRANCISCO	KFRC	610	5,000-LS 1,000-N	Don Lee Broadcasting System 1000 Van Ness Ave.	Prospect 0100	Don Lee Mutual	Thomas S. Lee Wilbur Eickelburg Ward Ingram Allan Cormack	William Rambeau
	KGGC	1420-SH	100	Golden Gate Broadcasting Co. 230 Eddy St.	Ordway 8963	Robert J. Craig W. N. McGill W. N. McGill	Gordon Willis Andrew Mitchel
	KGO	790	7,500	National Broadcasting Co., Inc. 111 Sutter St.	Sutter 1920	NBC-Pacific (Blue)	NBC-General Elec. Co. Don E. Gilman H. F. Anderson	Kenneth B. Carney David McKay A. H. Saxton	NBC
	KJBS	1070-L	500	Julius Brunton & Sons, Co. 1380 Bush St.	Ordway 4148	No. Calif.	Ralph R. Brunton Ralph R. Brunton C. E. Coveny	Harry H. Wickersham D. Williams
	KPO	680	50,000	National Broadcasting Co. Inc. 111 Sutter St.	Sutter 1920	NBC-Pacific (Red)	NBC-Don E. Gilman Don E. Gilman H. F. Anderson	Kenneth B. Carney David McKay A. H. Saxton	NBC
	KSFO	560	1,000	Associated Broadcasters, Inc. Russ Bldg.	Garfield 4700	CBS	W. J. Dumm (Lessor to CBS) Philip G. Lasky Philip G. Lasky	J. C. Morgan R. W. Dumm R. V. Howard	Radio Sales John Blair
	KYA	1230	1,000 CP 5,000-LS	Hearst Radio, Inc. Hearst Bldg.	Douglas 2536	California	Hearst Radio, Inc. M. E. Roberts M. E. Roberts	H. J. Rogers Paul C. Schulz	Hearst Radio
SAN JOSE	KQW	1010	1,000	Pacific Agricultural Foundation, Ltd. 87 E. San Antonio St.	Ballard 2616	No. Calif.	Ralph R. Brunton H. O. Fiebig C. S. Harper	Joy E. Storm C. S. Harper Harry Saine
SAN LUIS OBISPO	KVEC	1,200-D (Construction Permit)	250	Valley Electric Co. San Luis Obispo	264	Christina M. Jacobson
SANTA ANA	KVOE	1,500	100	Voice of the Orange Empire, Ltd. Moore Bldg.	4901-R	Don Lee Mutual	J. S. Edwards, Inc. Ernest L. Spencer Ernest L. Spencer	Wallace S. Wiggins Wallace S. Wiggins	Cox & Tanz MacGregor & Sollie
SANTA BARBARA	KDB	1,500	250-LS 100-N	Santa Barbara Broadcasters, Ltd. 17 E. Haley St.	2-1427	Don Lee Mutual	Thomas S. Lee Frank C. McBride Ben B. Sanders	Ralph Priest Ben Sanders Robert C. Moody	William Rambeau
SANTA ROSA	KSRO	1310-D (Construction Permit)	250	Press Democrat Publishing Co. Santa Rosa	54	Ernest L. Finley
STOCKTON	KGDM	1100-D	1,000	E. F. Peffer 42 So. California St.	794	Don Lee Mutual	E. F. Peffer A. H. Green A. H. Green	Lillian Best J. D. Kolesar
	KWG	1,200	100	McClatchy Broadcasting Co. Hotel Wolf	580-J	NBC California	Guy C. Hamilton Bernard E. Cooney Bernard E. Cooney	Franklin Wilbur Louis C. Heinzman	Joseph McGilvra Walter Biddick
WATSONVILLE	KHUB	1310-D (Construction Permit)	250	F. W. Atkinson Watsonville Pajaronian	57	F. W. Atkinson

COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALAMOSA	KGIW	1420-SH	100	L. E. Wilson P.O. Box 26	26	L. E. Wilson Donald E. Bennett Donald E. Bennett	Donald E. Bennett Donald E. Bennett W. M. Thomas
COLORADO SPRINGS	KVOR	1270	1,000	Out West Broadcasting Co. Antlers Hotel	Main 278	CBS	E. K. Gaylord Hugh Terry Hugh Terry	Hugh Terry J. I. Meyerson Jack Lovell	E. Katz
DENVER	KFEL	920-ST	500	Eugene P.O. Fallon, Inc. Albany Hotel	Keystone 0178	Mutual Colorado	Gene O'Fallon Gene O'Fallon Gene O'Fallon	Frank Bishop Frank Bishop J. P. Veatch	Transamerican
	KLZ	560	5,000-LS 1,000-N	KLZ Broadcasting Co. Shirley Savoy Hotel	Main 4271	CBS	E. K. Gaylord F. W. Meyer F. W. Meyer	Arthur Wuth U. Joseph Brown T. C. McClelland	E. Katz
	KOA	830	50,000	National Broadcasting Co., Inc. 1625 California St.	Main 6211	NBC	Gen. Elec. Co.-(NBC) A. E. Nelson A. E. Nelson	C. C. Moore R. H. Owen	NBC
	KPOF	880-ST NC	500	Pillar of Fire 1845 Champa St.	Tabor 3733	Bishop Alma White Arthur K. White	Kathleen M. White Paul Schissler
	KVOD	920-ST	500	Colorado Radio Corp. Continental Oil Bldg.	Tabor 2291	NBC	William D. Pyle William D. Pyle Jerry Akers	Budd Heyde T. C. Ekrem J. E. Finch	Ed. Petry & Co.
DURANGO	KIUP	1370	100	C. Guy Shepard 2800 Main Avenue	117	C. Guy Shepard Raymond M. Beckner Raymond M. Beckner	Ed. Janney
GRAND JUNCTION	KFXJ	1200	250-LS 100-N	Western Slope Broadcasting Co. St. Regis Hotel	126	Colorado	Rex Howell Chas. Howell Rex Howell Charles Howell	Norbourne Smith Hal Reid
GREELEY	KFKA	880-ST	1,000-LS 500-N	Mid-Western Radio Corp. 620 8th Ave.	450	Colorado	H. E. Green H. E. Green H. E. Green	Pat Murphy Geo. Provol Geo. Pogue	Radio Markets
LAMAR	KIDW	1420-SH	100	Southwest Broadcasting Co. 129 W. Elm St.	16	Leonard E. Wilson Leonard E. Wilson Sherrill Ellsworth	H. C. Overbaugh Leonard E. Wilson H. C. Overbaugh
PUEBLO	KGHF	1320	500	Curtis P. Ritchie 113 Broadway	3877	NBC Colorado	Curtis P. Ritchie J. H. McGill	R. L. Freed George Ikleman
STERLING	KGEK	1200-SH	100	Elmer G. Beehler Fleming Rd.	679	Elmer G. Beehler Elmer G. Beehler Elmer G. Beehler	Elmer G. Beehler

Everything

NEW

- ★ **NEW** management and policies
- ★ **NEW** awareness of community service obligation
- ★ **NEW** appreciation of radio showmanship
- ★ **NEW** transmitter and equipment
- ★ **NEW** program features
- ★ **NEW** vigor and enterprise
- ★ **NEW SALES EFFECTIVENESS!**

KVOR

COLORADO SPRINGS

"Voice of the Rockies" — Studios: Antlers Hotel

CBS Affiliate for Southeastern Colorado

**AFFILIATED IN MANAGEMENT WITH
WKY-OKLAHOMA CITY, KLZ-DENVER
AND THE OKLAHOMA PUBLISHING CO.**

Representative

E. KATZ SPECIAL ADVERTISING AGENCY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
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 (Data corrected to January 1, 1937)

CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BRIDGEPORT	WICC	600	1,000—LS 500—N	Southern Conn. Broadcasting Corp. Hotel Stratfield	6-1121	NBC-Blue Colonial Yankee Mutual	John Shepherd, 3rd Joseph Lopez Richard Voynow	Judson LaHaye Carleton McVarish Garoy Ray	Edw. Petry & Co.
HARTFORD	WDRC	1330	5,000—LS 1,000—N	WDRC Inc. 750 Main St.	7-1188	CBS	Franklin M. Doolittle William F. Malo William F. Malo	Sterling V. Couch William F. Malo Italo Martino	Free, Johns & Field
	WTHT	1200—D	100	Hartford Times Inc. 933 Main St.	7-6481	Colonial Mutual	Frank E. Gannett Norbert O'Brien Norbert O'Brien	Cedric W. Foster Richard K. Blackburn	J. P. McKinney
	WTIC	1060—ST SA 1040—U	50,000	Travelers Broadcasting Service Corp. 26 Grove St.	2-3181	NBC-Red Yankee	Daniel A. Read Paul W. Morency James F. Clancy	Thomas C. McCray J. C. Randall	Weed & Co.
NEW BRITAIN	WNBC	1380—D	250	State Broadcasting Corp. 147 Main St.	240	Patrick J. Goode H. A. Lafount Richard W. Davis Richard W. Davis	H. L. Goodwin Rogers B. Holt
NEW HAVEN	WELI	900—D	500	City Broadcasting Corp. 221 Orange St.	8-1133	Patrick J. Goode H. A. Lafount James T. Milne James T. Milne	Malcolm M. Parker William T. DeVan, Jr. J. Gordon Keyworth
NEW LONDON	WNLC	1500—D	100	Thames Broadcasting Corp. Mohican Hotel	3353	Roderick L. Morey Gerald J. Morey John C. Hinricks	Russell Brooks Edwin J. Morey Daniel E. Noble
WATERBURY	WATR	1190—L	100	WATR Co. Inc. 47 Grand St.	3-5161	Intercity	Harold Thomas Harold Thomas Samuel Elman	James Parker I. Dumbelton Norman Blake	Weston, Frykman & Allen
	WBRY	1530	1,000	American-Republican Inc. 136 Grand St.	3-1125	Colonial Mutual	William J. Pape E. J. Frey E. J. Frey	D. H. Halpern Eric Pape S. E. Warner

DELAWARE

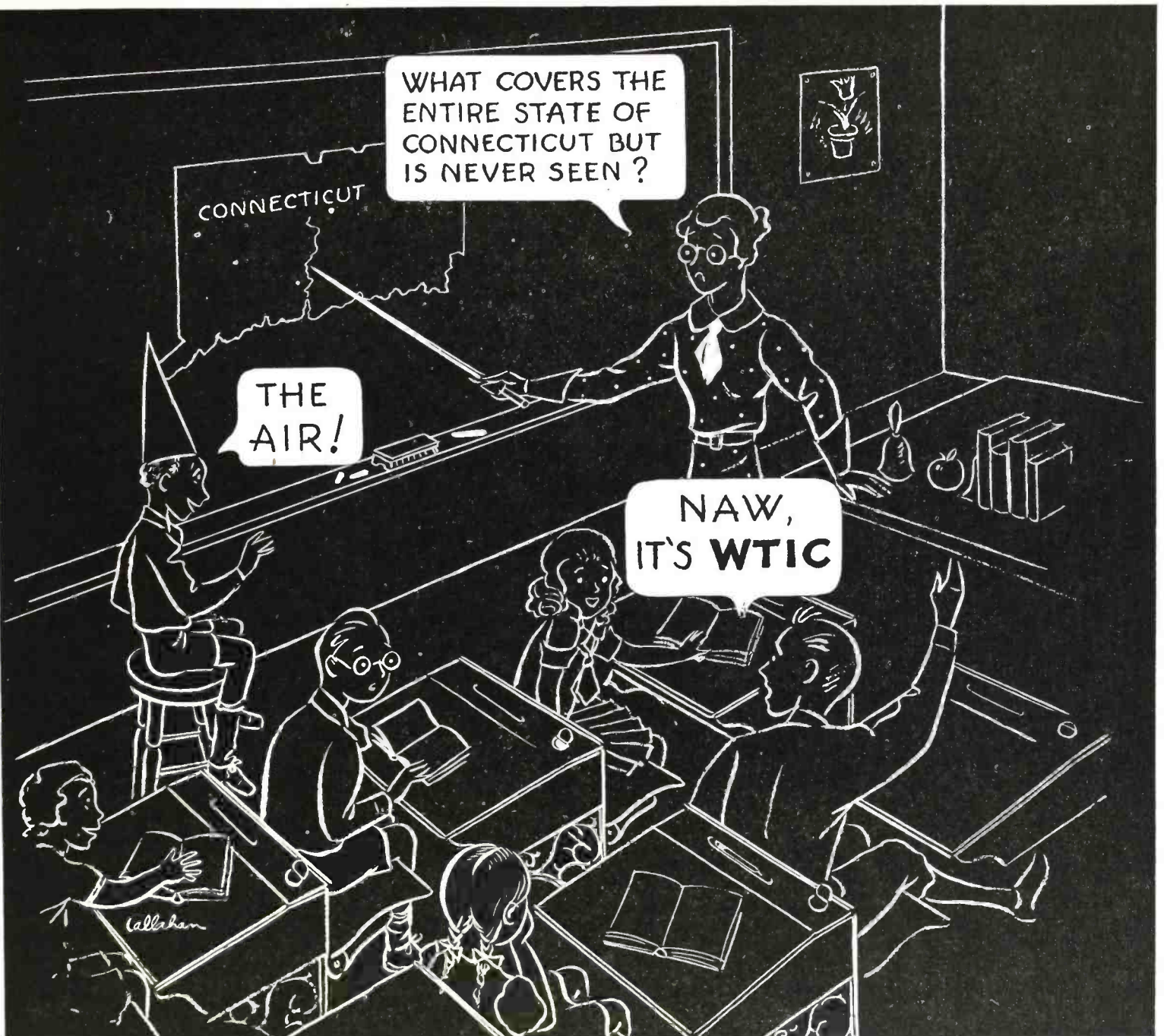
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
WILMINGTON	WDEL	1120	500—LS 250—N	WDEL Inc. 10th & King Sts.	7268	Intercity	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Edward Browning J. E. Mathiot
	WILM	1420—ST	100	Delaware Broadcasting Co. 10th & King Sts.	7268	Intercity	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Edward Browning J. E. Mathiot

DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
WASHINGTON	WJSV	1460	10,000	Old Dominion Broadcasting Co. Earle Bldg.	Met. 3200	CBS	CBS-Harry C. Butcher A. D. Willard, Jr. A. D. Willard, Jr.	Fred Long Ann Gillis Clyde M. Hunt	Radio Sales Inc.
	WMAL	680	500—LS 250—N	National Broadcasting Co. National Press Bldg.	District 0300	NBC-Blue	NBC-Frank M. Russell K. H. Berkeley Vincent F. Callahan	K. H. Berkeley Vincent F. Callahan A. E. Johnson	NBC
	WOL	1310 CP 1230	100 CP 1,000	American Broadcasting Co. 1627 K St., N.W.	Met. 0012	Mutual Intercity	LeRoy Mark W. B. Dolph Henry V. Seay	Madeline Ensign Henry H. Lyon	Transamerican
	WRC	950	1,000—LS 500—N	National Broadcasting Co. National Press Bldg.	District 0300	NBC-Red	NBC-Frank M. Russell Kenneth H. Berkeley Vincent F. Callahan	Fred Shawn Vincent F. Callahan A. E. Johnson	NBC

FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CLEARWATER	WFLA	620	5,000—LS 1,000—N	Clearwater Chamber of Commerce Tarr Bldg. Tampa	Tampa H-1357	NBC	H. H. Baskin W. Walter Tison W. Walter Tison	Mardi Liles Melvin Myer Joe Mitchell	Norman Craig Furgason & Aston
DAYTONA BEACH	WMFJ	1420	100	W. Wright Esch 123 1/2 Magnolia Ave.	91	W. Wright Esch W. Wright Esch Ed Sims	A. B. Esch W. Wright Esch Bryan Wright
GAINESVILLE	WRUF	830—L	5,000	University of Florida Gainesville	1000	U. of Florida Garland Powell	Russell McCaughan Joseph Weil



Johnny's right. And because WTIC blankets Connecticut, local retail advertisers are placing ten times as much advertising with this station as with any other radio station in this vicinity.

Not only does WTIC cover Connecticut, but it also covers a good slice of Massachusetts, New York, Vermont and New Hampshire. Over 483,000 radio homes in its primary service area

are served with the finest NBC Red Network programs and with local productions long favorites with this audience. Here are people who are willing to buy — who have money with which to buy.

Station WTIC offers the *only* way to reach this rich compact market at small cost. Full particulars on request.

WTIC



50,000 WATTS HARTFORD, CONN.

THE TRAVELERS BROADCASTING SERVICE CORPORATION

Member New England and NBC-WEAF Networks

Paul W. Morency, Gen'l Mgr.

James F. Clancy, Bus. Mgr.

New York Office, 220 E. 42nd St.,—J. J. Weed, Mgr.

Chicago Office, 203 N. Wabash Ave.,—C.C. Weed, Mgr.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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FLORIDA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
JACKSONVILLE.....	WJAX	900	5,000—LS 1,000—N	City of Jacksonville 1 Broadcast Place	5-5821	NBC	Thomas C. Imeson John T. Hopkins, III John T. Hopkins, III	John T. Hopkins, III	Norman Craig Furgason & Aston
	WMBR	1370	250—LS 100—N	Florida Broadcasting Co. Carling Hotel	5-4387	CBS Florida	Ed Norton Glenn Marshall, Jr. Frank King	Glenn Marshall, Jr. Glenn Marshall, Jr. Jack Greene	Paul Raymer
LAKELAND.....	WLAK	1310	100	Lake Region Broadcasting Co. 130 So. Mass. Ave.	2143	Florida	J. P. Marchant G. G. Fletcher D. M. Brown	Eddie Vann W. P. Hunter
MIAMI.....	WIOD	1300	1,000	Isle of Dreams Broadcasting Corp. News Tower	3-1113	NBC	Daniel J. Mahoney Francis P. Malone S. A. Vetter	Margaret Duane Milton Scott, Jr.	Wilbur Babeock
	WQAM	560	1,000	Miami Broadcasting Co. 327 N.E. First Ave.	2-6121	CBS Florida	F. W. Borton F. W. Borton F. W. Borton	Norman MacKay Norman MacKay Eugene F. Rider	Furgason & Aston Craig & Hollingbery
ORLANDO.....	WDBO	580	1,000	Orlando Broadcasting Co. Ft. Gatlin Hotel	6181	CBS	Colonel G. C. Johnston Harold P. Danforth Harold P. Danforth	Emily Beckett W. Gage McBride James E. Yarbrough	Niles, Field
PENSACOLA.....	WCOA	1340	500	Pensacola Broadcasting Co. San Carlos Hotel	2159	CBS	John H. Perry Henry G. Wells, Jr. Royce Powell	James Hendrix Royce Powell Beecher Hayford	John Perry
ST. AUGUSTINE....	WFOY	1210 (Construction Permit)	100	Fountain of Youth Properties, Inc.	736	Walter B. Frazer
ST. PETERSBURG...	WSUN	620	5,000—LS 1,000—N	St. Petersburg Chamber of Com. Municipal Pier	4747	NBC	City of St. Petersburg Harold H. Meyer Harold H. Meyer	Louis J. Link Joseph Mitchell	Furgason & Aston
TALLAHASSEE.....	WTAL	1310	100	Florida Capital Broadcasters Thomasville Road	1310-R	Florida	Gilbert Freeman Richard Kingston David Bain
TAMPA.....	WDAE	1220	5,000—LS 1,000—N	Tampa Times Co. 114 So. Franklin St.	M-1818	CBS Florida	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton William Pharr Moore	E. Katz
WEST PALM BEACH.	WJNO	1200	100	Hazlewood, Inc. P. O. Box 2016	8233	CBS	John R. Beacham George A. Hazlewood George A. Hazlewood	George A. Hazlewood Russel Bennet

GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALBANY.....	WGPC	1420	100	Americus Broadcasting Corp. Albany	165	J. W. Woodruff, Jr. Hammond B. Smith Hammond B. Smith	Miss Para Lee Brock M. F. Adams, Jr.
ATHENS.....	WTFI	1450	500	Liberty Broadcasting Co. 133 E. Washington St. (Construction Permit to move to Atlanta; change call to WAGA)	1741	Norman K. Winston Atlanta Journal A. Lynne Brannen A. Lynne Brannen	A. Lynne Brannen Vernon J. Cheek
ATLANTA.....	WATL	1370	250—LS 100—N	Atlanta Broadcasting Co. Henry Grady Bldg.	Walnut 4377	J. W. Woodruff Maurice C. Coleman V. R. Blakemore	Earle Pudney Maurice C. Coleman Frank Parkins	Joseph McGillvra
	WGST	890	1,000—LS 500—N CP 5,000—LS CP 1,000—N	Georgia School of Technology Ansley Hotel	Walnut 8441	CBS	Operated Under Lease W. H. Summerville W. H. Summerville	A. John Fulton Frank Gauthier Cliff Rogers	E. Katz
	WSB	740	50,000	Atlantic Journal Co. Biltmore Hotel	Hemlock 1045	NBC	John A. Brice Lambden Kay John M. Outler, Jr.	Roy McMillan C. F. Dougherty	Edw. Petry & Co.
AUGUSTA.....	WRDW	1500	100	Augusta Broadcasting Co. Inc. 1001 Broadway	2976	Arthur Lucas David Farmer J. E. Reynolds	Jack Bennett Ben B. Boeckman Harvey Aderhold	Joseph McGillvra
COLUMBUS.....	WRBL	1200	100 CP 250—LS	WRBL Radio Station Inc. 1814 Second Ave.	317	J. W. Woodruff, Jr.- D. Farmer J. W. Woodruff, Jr. J. W. Woodruff, Jr.	George Gautney	Joseph McGillvra
GRIFFIN.....	WKEU	1500—D	100	Radio Station WKEU Griffin Hotel	90	A. W. Marshall, Jr. A. W. Marshall, Jr. R. L. McConnell	C. B. Daniel A. W. Marshall, Jr.
MACON.....	WMAZ	1180—L	1,000	Southeastern Broadcasting Co. 211 Cotton St.	3131	E. K. Cargill E. K. Cargill Frank Crowther	Allie Williams Wilton Cobb Geo. P. Rankin, Jr.
ROME.....	WRGA	1500	250—LS 100—N	Rome Broadcasting Corp. National City Bank Bldg.	1995	John W. Quarles John W. Quarles John W. Quarles	James Burke Price Selby James Burke
SAVANNAH.....	WTOC	1260	1,000	Savannah Broadcasting Co. Inc. De Soto Hotel	2-0127	CBS	W. T. Knight, Jr. W. T. Knight, Jr.	Dwight J. Bruce William B. Smart Laws L. Meador	Paul Raymer
THOMASVILLE....	WPAX	1210—D	100	H. Wimpy 117 Remington Ave.	909	H. Wimpy H. Wimpy Charles Lawton George W. Fahrubel
WAYCROSS.....	WAYX	1200	100	Waycross Broadcasting Co. 620 Plant Ave.	965	S. F. Sapp S. F. Sapp Jack Murray	S. F. Sapp Jack Murray John J. Tobola

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W S U N
in
ST. PETERSBURG

f l o r i d a

FLORIDA'S CENTER OF POPULATION

"Where income from
agriculture exceeds
\$135,000,000"

NBC

OUTLET FOR

TAMPA

(POPULATION 150,000)

ST. PETERSBURG

(POPULATION 50,000)

5000 WATTS DAY **620 Kc.** 1000 WATTS NIGHT

STUDIOS & BUSINESS OFFICE

RECREATION PIER ST. PETERSBURG

GENERAL MANAGER,
HAROLD A. MEYER

IT'S
W I O D
in
MIAMI

f l o r i d a

A National Address
A National Market

OF SURPASSING GROWTH

U. S. Retail Sales Census for 1935 Shows
IN WIOD'S PRIMARY AREA

1935 PER CAPITA PURCHASES	\$481
(Nation's per capita 1935)	\$267
1933 PER CAPITA PURCHASES	\$277
(Nation's per capita 1933)	\$204

A 74% INCREASE

in retail purchasing power by
WIOD PRIMARY AREA LIS-
TENERS from 1933 to 1935.

NBC Outlet for

The Nation's Year 'Round Riviera
(The Southeast Florida Gold Coast)
The Empire of the Caribbean.

1300 Kilocycles 1000 Watts
Day and Night

STUDIO and BUSINESS OFFICE
NEWS TOWER
MIAMI, FLORIDA

REPRESENTATIVES

George P. Hollingbery Wilbur Babcock
Chicago New York

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
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IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BOISE	KIDO	1350	2,500—LS 1,000—N	Boise Broadcast Station Hotel Boise	660		F. L. Hill-C. G. Phillips C. G. Phillips C. G. Phillips	Billy Phillips B. Scotland Gordon Sloat	Sears Co.
IDAHO FALLS	KID	1820	1,000—LS 500—N	KID Broadcasting Co. Inc. B. W. M. Bldg.	4		Jack W. Duckworth Jack W. Duckworth	Doug Doan W. J. Provis	Radio Markets
LEWISTON	KRLC	1420 CP 1390	100 CP 250	H. E. Studebaker Lewis-Clark Hotel	1950		H. E. Studebaker Donald A. Wike Arthur Q. Moore	Bob Garred	
NAMPA	KFXD	1200	250—LS 100—N	Frank E. Hurt 1024 12th Ave., So.	1200		Frank E. Hurt Edward Hurt Doyle Cain	Maxine Hurt Edward Hurt	
POCATELLO	KSEI	900	500—LS 250—N	Radio Service Corp. Pocatello	960		O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruthe Fletcher Robert E. Lee, Jr. James E. Mitchell	
TWIN FALLS	KTFI	1240	1,000—LS 500—N SA 1,000—N	Radio Broadcasting Corp. 143 Second St., W.	30		S. M. Soule S. M. Soule F. M. Soule	Jay Spracker John Gardner Franklyn Cox	

ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BLOOMINGTON	WJBC	1200—ST	250—LS 100—N	Arthur M. McGregor-Dorothy C. McGregor Bloomington	535		A. M. McGregor A. M. McGregor Hugh L. Gately	Richard C. Noble Hugh L. Gately Marshall Seacrist	Sears Co. Cox & Tanz
CARTHAGE	WCAZ	1070—D	100 CP 250	Superior Broadcasting Service 502 Wabash Ave.	520		Robert E. Compton Robert E. Compton John Palmer	Naomi Alexander Robert E. Compton	Charles Caley
CHAMPAIGN	WDWS	1370—D (Construction Permit)	100	Champaign News-Gazette Inc. 48 Main St.	5252		Helen M. Stevick	Jack Wainscott	
CHICAGO	WAAF	920—D	1,000	Drivers Journal Publishing Co. Palmer House	Randolph 1749		Ward A. Neff William E. Hutchinson Norman Boggs	Edward E. Simmons Carl Ulrich	P. W. & G. F. Minnick
	WBBM	770—ST SA Synchronize KFAB—N	50,000	Columbia Broadcasting System Inc. 410 No. Michigan Ave.	Whitehall 6000	CBS	CBS—H. Leslie Atlass H. Leslie Atlass Harry Mason Smith	Robert Brown Wayde Grinstead Frank B. Falknor	Radio Sales
	WCRD	1080—ST, L	5,000	WCRD Inc. 4000 Washington Blvd.	Van Buren 6201		Gene T. Dyer Gene T. Dyer Gene T. Dyer	Joe Rudolph Edward W. Jacker	
	WCFL	970	5,000	Chicago Federation of Labor 600 Lake Shore Drive	Superior 5300	NBC	E. N. Nockels E. N. Nockels C. P. McAssey	R. Calvert Haws C. P. McAssey Maynard Marquardt	Niles, Field
	WCRW	1210 SH	100	Clinton R. White 2756 Pine Grove Ave.	Diversey 4440		Clinton R. White J. A. White J. A. White	Clinton R. White	
	WEDC	1210 SH	100	Emil Donemark Inc. 3860 Ogden Ave.	Crawford 4100		Emil Donemark Herschel Fitz Charles	Herschel Fitz Charles	
	WENR	870 ST	50,000	National Broadcasting Co Merchandise Mart	Superior 8300	NBC-Blue	NBC—Niles Trammell P. G. Parker G. B. McDermott	S. N. Strutz E. C. Carlson H. C. Luttgens	NBC
	WGES	1360 SH	1,000 LS (Sundays) 500—N	Oak Leaves Broadcasting Station 122 No. Pulaski Rd	Van Buren 6201		J. Louis Guyon Gene T. Dyer Gene T. Dyer	Val Shorman Joe Brubaker	
	WGN	720	50,000	WGN Inc. 435 No. Michigan Ave.	Superior 0100	Mutual	W. E. Macfarlane Quin A. Ryan E. W. Wood, Jr.	Quin A. Ryan Frank P. Schreiber C. J. Meyers	
	WIND (Gary, Ind)	560	500—LS 1,000—N	(See Gary, Indiana)					
	WJJD	1130—L	20,000	WJJD Inc. 201 No. Wells St	State 5466	Affiliated	Ralph L. Atlass Ralph L. Atlass H. P. Sherman	Joe Allabough C. W. Guenther	Weed & Co
	WLS	870—ST	50,000	Agricultural Broadcasting Co 1230 W. Washington Blvd	Haymarket 7500	NBC-Blue	Burridge D. Butler Glen Snyder William R. Cline	Harold A. Safford Thomas L. Rowe	John Blair
	WMAQ	670	50,000	National Broadcasting Co Merchandise Mart	Superior 8300	NBC-Red	NBC—Niles Trammell P. G. Parker G. B. McDermott	S. N. Strutz E. C. Carlson H. C. Luttgens	NBC
	WMIH	1080—L ST—N	5,000	Mundy Hill Institute 153 Institute Place	Diversey 1570		Henry C. Crowell Henry C. Crowell	Wendell P. Loveloss A. P. Frye	
	WSBC	1310 SH	100	WSBC Inc. Madison & Western Ave	State 2255		Gene T. Dyer Frank A. Stanford Frank A. Stanford	Caleb C. Friak	
CICERO	WHFC	1420	250—LS 100—N	WHFC Inc. 6138 W. Cermak Rd	Lawrence 8226		R. W. Hoffman R. W. Hoffman R. W. Hoffman	C. J. Lanphier W. H. Scott George Busch	
DECATUR	WJRH	1200—ST	100	Commodore Broadcasting Inc. 301 No. Water St	5371		Charles R. Cook Charles R. Cook Charles R. Cook	Larry Simms Myrtle Bradley Eddie Z. Schau	

AGAIN!

first in Chicago

- ... **FIRST In Percentage of Commercially Sponsored Programs**
- ... **FIRST In Number of Chicago Accounts**
- ... **FIRST In Number and Duration of Repeat Contracts and Steady Accounts**
- ... **FIRST In Results Per Dollar Spent**

1000 AND 500 WATTS

WGES

—Under Personal Management of *GENE T. DYER*

These Stations Sell RESULTS!

WCBD

5000 WATTS
CHICAGO

WSBC

100 WATTS
CHICAGO

WEMP

100 WATTS
MILWAUKEE

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ILLINOIS—(Continued)

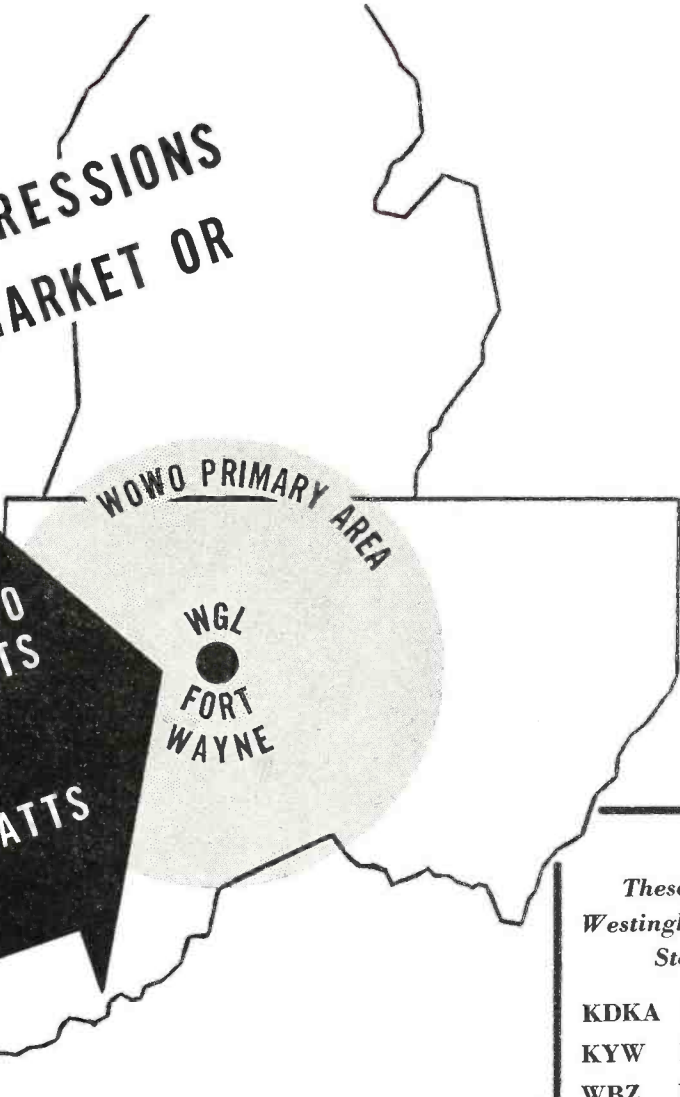
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
EAST DUBUQUE....	WKBB	1500	250—LS 100—N	Sanders Bros. Radio Station Hotel Julien, Dubuque, Ia.	Dubuque 572	Affiliated	Walter E. Klauer James D. Carpenter James D. Carpenter	E. Gilbert Forbes A. M. Link Leonard Carlson
EAST ST. LOUIS....	WTMV	1500	100—N 250—LS	(See St. Louis, Missouri)					
HARRISBURG.....	WEBQ	1210—SH	250—LS 100—N	Harrisburg Broadcasting Co. 100 East Poplar St.	28	Dr. J. V. Capel I. M. Taylor I. M. Taylor	Virginia Crane Joseph R. Tate
JOLIET.....	WCLS	1310 SH	100	WCLS Inc. Joliet	5656	Affiliated	R. W. Hoffman M. E. Maxwell M. E. Maxwell	Wally Nehrling Odsler Wedin
PEORIA.....	WMBD	1440	1,000—LS 500—N	Peoria Broadcasting Co. Alliance Life Bldg.	7133	CBS	Edgar L. Bill Edgar L. Bill Charles C. Caley	Dean R. Upson Charles C. Caley Ted Giles	Free, Johns & Field
QUINCY.....	WTAD	900—D	1,000	Illinois Broadcasting Corp. W. C. U. Bldg.	Main 364	W. Emery Lancaster R. H. Malcomson W. J. Rothschild	Zoula Gatewood Will Sohm Francis Wentura
ROCKFORD.....	WROK	1410	500 CP 1,000—LS	Rockford Broadcasters Inc. 209 So. Water St.	Main 5632	Affiliated	Lloyd C. Thomas Lloyd C. Thomas Lloyd C. Thomas	John C. McCloy Norman H. Brinsley Thomas Cameron	Kelly-Smith
ROCK ISLAND.....	WHBF	1210	250—LS 100—N	Rock Island Bestg. Co. Rock Island	918	Affiliated	Ben H. Potter John W. Potter Maurice Corken	Ivan Streed Maurice Corken J. E. Gray	Weed & Co.
SPRINGFIELD.....	WCBS	1420—SH	100	WCBS, Inc. 208½ So. 5th St.	Main 260	Harold L. Dewing Harold L. Dewing Harold L. Dewing	D. Corrigan Minor Wilson	Sears Co.
	WTAX	1210	100	WTAX Inc. Reisch Bldg.	Main 1600	Affiliated	Jay A. Johnson Jay A. Johnson Jay A. Johnson Edward Ring	Wilson-Dalton- Robertson
TUSCOLA.....	WDZ	1020—D	250	WDZ Broadcasting Co. Star Store Bldg.	98	Edgar L. Bill Clair B. Hull Clair B. Hull Mark Spies	Charles Caley
URBANA.....	WILL	890—ST CP 580—LS	250—N CP 1,000—LS	University of Illinois Urbana	7-2616	Dr. Arthur C. Willard Joseph F. Wright	Frank E. Schooley W. E. Phillips

INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ANDERSON.....	WHBU	1210	250—LS 100—N	Anderson Broadcasting Corp. Citizens Bank Bldg.	234	L. M. Kennett L. M. Kennett Loyal Podhaski	Chet Miller Roy Fulwider
ELKHART.....	WTRC	1310—ST	250—LS 100—N	Truth Publishing Co. Hotel Elkhart	948	Affiliated	C. D. Greenleaf R. R. Baker R. R. Baker	Carl Schrock Bob Kelley Kenneth Singleton	Radio Markets
EVANSVILLE.....	WEOA	1370	100 CP 250—LS	Evansville on the Air 519 Vine St.	2-1171	Affiliated	Alvin Eades Martin L. Leich Martin L. Leich	Pat Flaherty Roper John B. Caraway, Jr.	Ferguson & Aston
	WGBF	630—ST	500 CP 1,000—LS	Evansville on the Air 519 Vine St.	2-1171	Alvin Eades Clarence Leich Guy R. Crecelius	Pat Flaherty Roper Fay Gehres	Ferguson & Aston
FORT WAYNE.....	WGL	1370	100	Westinghouse Radio Stations, Inc. 215 W. Main St.	Anthony 2136	NBC	Westinghouse W. Ward Dorrell Paul Mills	Clair Weidenoar J. A. Becker Fred W. Fischer
	WOWO	1160—ST	10,000	Westinghouse Radio Stations, Inc. 215 W. Main St.	Anthony 2136	CBS NBC-Blue (After May 1)	Westinghouse W. Ward Dorrell C. R. Durbin	Franklin Tooke J. A. Becker Fred W. Fischer	E. Katz
GARY.....	WIND	560	5,000—LS 1,000—N	Johnson Kennedy Radio Corp. 504 Broadway	9191	Affiliated	Ralph L. Atlas E. S. Mittendorf Ralph L. Atlas	Ned L. Reglein Kenneth C. Shirk
HAMMOND.....	WHIP	1480—D (Construction Permit—S)	5,000	Hammond-Calumet Bestg. Corp. Hammond Bldg.	1-0000	George F. Courrier
	WWAE	1200—ST	100	Hammond-Calumet Bestg. Corp. Hammond Bldg.	1-0000	Affiliated	G. F. Courrier Dois Keane	Harold A. Fall Roland G. Pamler
INDIANAPOLIS.....	WFBM	1230	5,000—LS 1,000—N	Indianapolis Power & Light Co. 307 No. Pennsylvania St.	Lincoln 8506	CBS	H. T. Pritchard R. E. Blossom R. E. Blossom	F. O. Sharp M. R. Williams	Edw. Petry & Co.
	WIRE	1400	1,000—LS 500—N CP 5,000—LS CP 1,000—N	Central Newspapers, Inc. 540 No. Meridian St.	Riley 4471	NBC-Red	E. C. Pulliam E. C. Pulliam Robert Bausman	Jack Stillwill Lawrence Hammer Earl Lewis	William Rambeau
MUNCIE.....	WLBC	1310—ST	250—LS 100—N	Donald A. Burton Anthony Bldg.	Main 5411	Affiliated	Donald A. Burton Donald A. Burton William F. Craig	D. E. Russell M. M. Crain
NEW ALBANY.....	WGRC	1370—D	250	Northside Broadcasting Corp. Indiana Theatre Bldg.	150	Affiliated	Charles Lee Harris Charles Lee Harris Arthur L. Harris	Robert J. McIntosh Robert J. McIntosh Alva E. Smith
RICHMOND.....	WKBV	1500—SH	100	Knox Radio Corp. Box 308	7322	William O. Knox

IF YOU WANT
 PROFITABLE LISTENER IMPRESSIONS
 IN THIS RICH TRI-STATE MARKET OR
 IN FT. WAYNE, USE—

WOWO 10,000 WATTS
 OR **WGL** 100 WATTS



*These are the
 Westinghouse Radio
 Stations*

- KDKA** Pittsburgh
- KYW** Philadelphia
- WBZ** Boston
- WBZA** Springfield,
Mass.
- WOWO** Ft. Wayne
- WGL** Ft. Wayne

TWO NEW members of the familiar family of Westinghouse Radio Stations, serving a prosperous tri-state audience.

WOWO serves 33 counties in Indiana, 15 in Ohio and 7 in Michigan, a fertile market where retail sales are larger than Pittsburgh's, Cleveland's, St. Louis' or Baltimore's. Time and again WOWO has proved its ability to build profitable sales in this prosperous middle western market. It can do the same for you.

For Fort Wayne, locally, there is WGL . . . the Mighty Midget of the middle west . . . a proved builder of profitable local sales . . . an ideal outlet for test campaigns.

No middle western radio schedule is complete without one of these stations. We'll be glad to give you more information. Write, 'phone or wire WOWO—WGL, 213 West Main Street, Ft. Wayne, Indiana.

WESTINGHOUSE RADIO STATIONS, INC.



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. S—Stay of CP pending litigation or rehearing.
 (Data corrected to January 1, 1937)

INDIANA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
SOUTH BEND.....	WFAM	1200—ST	100	South Bend Tribune 205 W. Colfax Ave.	3-6161	CBS	F. A. Miller Franklin D. Schurz R. H. Swintz	Robert Drain A. E. Richards Paul Mangus	Paul Raymer
	WSBT	1360—ST	500	South Bend Tribune 205 W. Colfax Ave.	3-6161	CBS	F. A. Miller Franklin D. Schurz R. H. Swintz	Robert Drain A. E. Richards Paul Mangus	Paul Raymer
TERRE HAUTE.....	WBOW	1310	250—LS 100—N	Banks of the Wabash Inc. 19½ So. 6th St.	Crawford 3394	Affiliated	W. W. Behrman W. W. Behrman W. W. Behrman	Leo Baxter Ralph Walton Don Petit	Ferguson & Aston
WEST LAFAYETTE..	WBAA	890—SH NC	1,000—LS 500—N	Purdue University W. LaFayette	6076	Purdue University W. A. Knapp	Clarence E. Dammon John Hammond

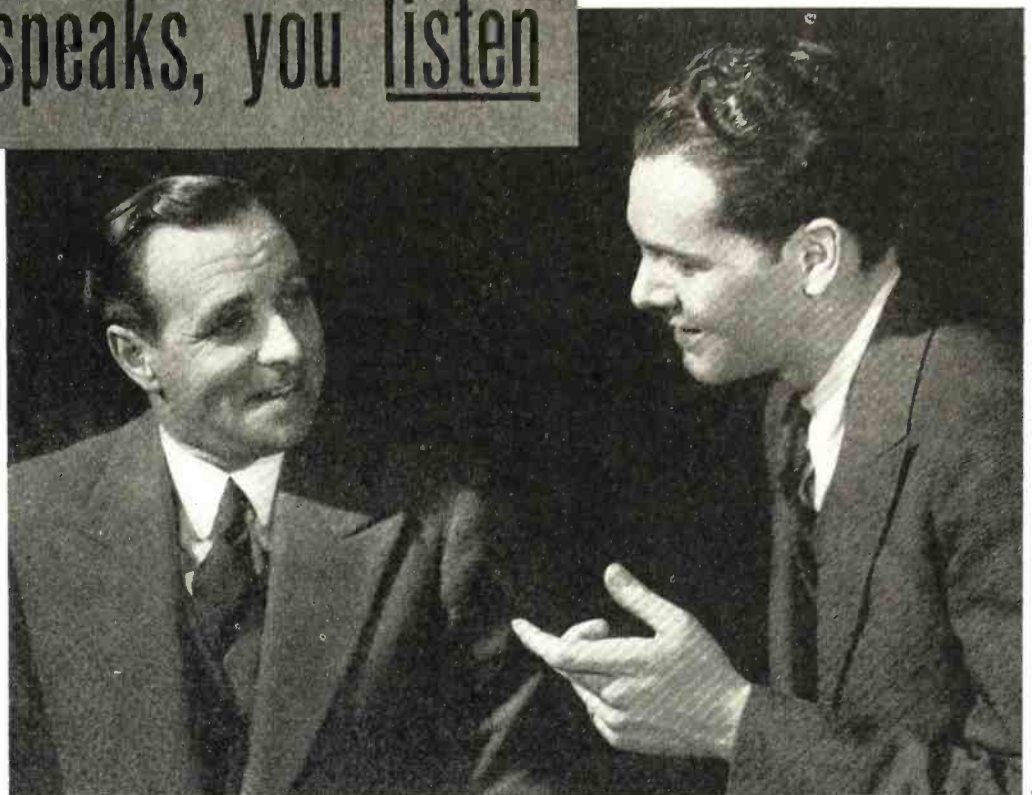
IOWA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
AMES.....	WOI	640—D NC	5,000	Iowa State College Ames	2210	Charles E. Failey W. I. Griffith	W. I. Griffith W. E. Stewart
BOONE.....	KFGQ	1370—SH NC	100	Boone Biblical College 924 W. 2nd St.	616W	Boone Biblical College Lois Crawford	Lois Crawford W. E. Stewart
CEDAR RAPIDS	WMT	600	5,000—LS 1,000—N	Iowa Broadcasting Co. Montrose Hotel, Cedar Rapids Russell-Lamson Hotel, Waterloo	6127	NBC—Blue Iowa Mutual	Gardner Cowles, Jr. Sumner D. Quarton W. B. Quarton (Cedar Rapids) D. E. Inman (Waterloo)	Douglas Grant Lee Cole (Cedar Rapids) Jack Comfort (Waterloo) Charles Quentin	E. Katz
COUNCIL BLUFFS...	KOIL	1260	2,500—LS 1,000—N	(See Omaha, Nebraska)					
DAVENPORT.....	WOC	1370	250—LS 100—N	Tri-City Broadcasting Co. 1002 Brady St.	2-3521	CBS	B. J. Palmer Clark A. Luther Clark A. Luther	J. Neil Reagan H. W. Higby	Free, Johns & Field
DECORAH.....	KGCA	1270—D ST—NC	100	Charles Walter Greenley 211 Winnebago	131	Charles W. Greenley
	KWLC	1270—D ST	100	Luther College Decorah	690	Dr. O. J. H. Preus	Dr. W. L. Strunk O. M. Eittreim
DES MOINES.....	KRNT	1320	1,000—LS 500—N CP 5,000—LS CP 1,000—N	Iowa Broadcasting Co. 715 Locust Street	3-2111	CBS Iowa	Gardner Cowles, Jr. Luther L. Hill Craig Lawrence	C. R. Daly G. Phender Greenburg Paul R. Huntsinger	E. Katz
	KSO	1430	1,000—LS 500—N CP 2,500—LS	Iowa Broadcasting Co. 715 Locust St.	3-2111	NBC-Blue Iowa Mutual	Gardner Cowles, Jr. Luther L. Hill Craig Lawrence	C. R. Daly C. Phender Greenburg Paul R. Huntsinger	E. Katz
	WHO	1000	50,000	Central Broadcasting Co. 914 Walnut St.	3-7147	NBC-Red	B. J. Palmer J. O. Maland J. O. Maland	Harold Fair Harold Fulton Paul A. Loyet	Free & Peters
DUBUQUE.....	WKBB	1500	250—LS 100—N	(See East Dubuque, Ill.)					
IOWA CITY.....	WSUI	880—NC	1,000—LS 500—N	State University of Iowa Iowa City	2111-237	Iowa State U. C. H. Menzer	Pearl B. Broxam S. J. Ebert
MARSHALLTOWN..	KFJB	1200	250—LS 100—N	Marshall Electric Co. 1603 W. Main St.	2515	E. N. Peak A. E. Mickel A. E. Mickel	J. E. Wintermeier S. S. Davis
MASON CITY.....	KGLO	1210	100	Globe-Gazette Co. Mason City	2800	Lee P. Loomis F. C. Eighmey	Weed & Co.
SHENANDOAH.....	KFNF	890—ST	1,000—LS 500—N	KFNF Inc. 407 Sycamore St.	1	Henry Field Fred Tunnidiff W. E. Macdonald	W. E. Macdonald Wiley D. Wenger
	KMA	930	5,000—LS 1,000—N	May Seed & Nursery Co. Lowell & Elm Sts.	193	Earl E. May J. C. Rapp Bob Kaufman	Gareth M. Hitchcock J. C. Rapp	Wilson-Dalton- Robertson Walter Biddick
SIoux CITY.....	KSCJ	1330	5,000—LS 1,000—N	Perkins Bros. Co. 415 Douglas St.	8-7526	CBS	W. H. Sammons C. W. Corkhill C. W. Corkhill	Bertha Reese C. W. Corkhill S. C. Dier	Craig & Holling- bery

KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ABILENE.....	KFBI	1050—L	5,000	Farmers & Bankers Life Insurance Co. Abilene	1200	F. B. Jacobshagen K. W. Pyle K. W. Pyle	Mary Eberhardt G. F. Johnson	Wilson-Dalton- Robertson
COFFEYVILLE.....	KGGF	1010—SH	1,000	Powell & Platz 8th & Elm Sts.	147	Hugh J. Powell Hugh J. Powell W. B. Darrah	Melvin E. Drake Hugh J. Powell J. Fred Case	Wilson-Dalton- Robertson
DODGE CITY.....	KGNO	1340	250	Dodge City Broadcasting Co. National Bank Bldg.	1340	J. C. Denious
GARDEN CITY.....	KIUL	1210	100	Garden City Broadcasting Co. 404 No. Main St.	666	S. H. Patterson Virginia Lowther Virginia Lowther	Virginia Lowther Virginia Lowther Howard Johnson

When a friend speaks, you listen



... In Iowa, WHO is a friend
whose voice carries weight
when delivering your message!

LIKE human friendships, strong radio friendships develop slowly.

The friendship which millions of Iowans and Iowa neighbors feel toward WHO could not have mushroomed overnight. Instead, it has been developed through many years of enjoyable entertainment, helpful service, friendly contact.

Since 1922, the men who direct the operation of WHO have kept in close touch with listener-preferences in the mid-west. The result is a program-schedule so close to the desires of this territory that thousands of sets are rarely tuned to any other station. Radio executives, accustomed to the quick shift of metropolitan audiences from station to station, are often amazed to observe how many mid-western sets regularly stay tuned to WHO.

When you invite a radio station into your home, day after day, over a period approaching fifteen years, you naturally develop a strong feeling of friendship for that station — friendship which is

an important asset to the advertisers who use that station.

For when a friend speaks, you listen. And Iowans listen with friendly confidence to what they hear over WHO. That is one vital reason why, among radio advertisers who measure station performance, WHO has built an outstanding reputation for results at low cost.

As a typical illustration of this audience-friendship, nearly 200,000 listeners

have written for pictures of the Iowa Barn Dance Frolic, one of the feature-broadcasts originating at WHO.

For 123 hours out of every week, WHO makes worthwhile contributions toward broadening the lives of the millions within range of its 50,000-watt transmitter.

When a friend speaks, you listen. And to these millions, WHO is a real friend—

A friend whose voice carries weight when delivering your message.

WHO
Des Moines
FULL TIME
CLEARED CHANNEL
50,000 Watts

CENTRAL BROADCASTING COMPANY, DES MOINES
J. O. MALAND, MANAGER PHONE 3-7147

National Representatives: **FREE & PETERS, Inc.** — New York, Detroit, Chicago, Los Angeles, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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KANSAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
GREAT BEND	KVGB	1370 (Construction Permit)	100	Ernest Edward Ruehlen 2103 Forest Ave.	Ernest Edward Ruehlen Ernest Edward Ruehlen Ernest Edward Ruehlen	Jere W. Murphy C. L. Gallon Carl Hall
HUTCHINSON	KWBG	1420	100	Nation's Center Broadcasting Co. Great American Life Insurance Bldg.	125	W. B. Greenwald W. B. Greenwald W. B. Greenwald	W. P. Robinson W. P. Robinson Harold Bourell
KANSAS CITY	KCKN	1310	100	WLBK Broadcasting Co. 901 No. 8th St.	Drexel 4300	Kansas	Arthur Capper- W. A. Bailey Ellis Atteberry Ellis Atteberry	Don Evans- Ruth Royal Ellis Atteberry Clark Smith	Capper Publica- tions
LAWRENCE	KFKU	1220—ST NC	5,000—LS 1,000—N	University of Kansas Lawrence	109	University of Kansas Harold Ingham	Harold Ingham R. P. Stringham
	WREN	1220—ST	5,000—LS 1,000—N	(See Kansas City, Mo.)					
MANHATTAN	KSAC	580—ST NC	1,000—LS 500—N	Kansas State College College Campus	2236	Kansas State College	L. L. Longsdorf W. E. Peery
PITTSBURG	KOAM	790—D (Construction Permit—S)	1,000—D	Pittsburg Broadcasting Co. Pittsburg	A. S. Graham E. V. Baxter Norman Baxter
SALINA	KSJS	1500 (Construction Permit)	100	R. J. Laubengayer Salina	545	R. J. Laubengayer
TOPEKA	WIBW	580—ST	5,000—LS 1,000—N	Topeka Broadcasting Assn. 1035 Topeka Bldd.	3-2377	CBS Kansas	Arthur Capper- Chas. Sessions Don Searle Don Searle	Ben Ludy Karl Troeglen	Capper Publica- tions
WICHITA	KANS	1210	100	Charles C. Theis Lassen Hotel	4-2387	Charles C. Theis Herbert Hollister Herbert Hollister	Jack Todd Herbert Hollister Herbert Hollister	Furgason & Aston
	KFH	1300	5,000—LS 1,000—N	Radio Station KFH Co. York Rite Temple Bldg.	3-5254	CBS	John Rigby- V. Murdock Estate C. U. Price Russel L. Lowe	Winnifred Walling- Maureen Lee R. M. Kent Amos C. Dadisman	Edw. Petry & Co.

KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ASHLAND	WCMI	1310	250—LS 100—N	Ashland Broadcasting Co. WCMI Bldg.	Main 363	J. T. Norris James F. Kyler James F. Kyler	Hester Kyler Jack Bell E. D. Herider
COVINGTON	WCKY	1490	5,000	(See Cincinnati, O.)					
LEXINGTON	WLAP	1420	250—LS 100—N	American Broadcasting Corp. Main and Esplanade Sts.	1721	J. L. & G. N. Nunn Winston L. Clark Winston L. Clark	Ted Grizzard Winston L. Clark Sanford Helt	Radio Markets
LOUISVILLE	WAVE	940	1,000	WAVE Inc. Brown Hotel	Jackson 8391	NBC	George W. Norton, Jr. Nathan Lord James F. Cox	George C. Patterson Louis Reker Wilbur Hudson	Free & Peters
	WHAS	820	50,000	Louisville Times Co. 300 W. Liberty St.	Wabash 2211	CBS	Robert W. Bingham Credo Harris W. L. Coulson	Joe Eaton Dolly Sullivan Howard E. Campbell	Edw. Petry & Co.
MIDDLESBORO	WLMU	1210 (Construction Permit—S)	100	Lincoln Memorial University Harrogate Tenn.
PADUCAH	WPAD	1420	250—LS 100—N	Paducah Broadcasting Co. Ninth & Terrell Sts.	4100	Pierce E. Lackey Pierce E. Lackey W. Prewitt Lackey	Fred Stone W. Prewitt Lackey C. G. Sims	Spot Broadcasting

LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALEXANDRIA	KALB	1420—D	100	Alexandria Broadcasting Co. Third & Jackson Sts.	65	W. H. Allen J. W. Worthington Gordon Hilton	Ken White J. W. Worthington Paul Curtis
BATON ROUGE	WJBO	1120—SH	500	Baton Rouge Broadcasting Co. Inc. 334 Florida St.	3647	Charles P. Manship, Jr. H. Vernon Anderson H. Vernon Anderson	Paul Goldman Paul Armstrong Wilbur Golson
LAFAYETTE	KVOL	1310	100	Evangeline Broadcasting Co. 300 Jefferson St.	336	Morgan Murphy George H. Thomas Robert A. Escudier	Henry C. Wood Hazel Guilbeau James G. Cooper
LAKE CHARLES	KPLC	1500	100 CP 250-LS	Calcasieu Broadcasting Co. Majestic Hotel	82	L. M. Sepaugh C. R. Porter C. Frank Carroll	Kenneth McDaniel Ed. Wilkerson E. C. Moses

WAVE CAN'T SELL YOUR RICE IN CHINA!

If you're trying to get Chinese coverage, don't use WAVE. We don't cover China. We don't reach China. We don't even want to touch China. What we do want, and are doing, is to give advertisers one concentrated coverage of Kentucky's richest market—at the lowest possible cost And we do it. Our rates are based on this coverage only. No allowance for China, Mexico or even the back hills of this general section 830,080 first aerea listeners, of whom over 420,000 live virtually within sight of our tower! 1,132,692 total potential listeners—and the N. B. C. type of program that turns "potentials" to actuals.

The proof of the pudding (not rice pudding) is that WAVE produces more results per dollar. Shall we dish you up a sample?

National Representatives
FREE & PETERS, INC.

Station **WAVE** Louisville
1000 WATTS INCORPORATED 940 K. C.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LOUISIANA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
MONROE	KMLB	1200	250—LS 100—N	Liner's Broadcasting Station Frances Hotel	4321	J. C. Liner, Sr. Don Breitenmoser J. C. Liner, Jr.	Lois Pace J. C. Liner, Jr. O. L. Morgan	Radio Markets
NEW ORLEANS	WBNO	1200—ST	100	Coliseum Place Baptist Church St. Charles Hotel	Raymond 2429	J. E. Richards Harry S. McLeod E. R. Musso	A. Brunies Jack Halliday W. Bradburg	Cox & Tanz
	WDSU	1250	1,000	WDSU, Inc. Hotel Monteleone	Raymond 7135	Joseph H. Uhalt Joseph H. Uhalt P. K. Ewing	Earl H. Smith Fred Fabre	Transamerican Walter Biddick
	WJBW	1200—ST	100	Charles C. Carlson Godchaux Bldg.	Raymond 4146	Charles C. Carlson Robert Louis Sanders George Blumenstock	Ralph Rogers George Blumenstock Charles Whitney
	WSMB	1320	1,000	WSMB Inc. Maison Blanche Bldg.	Main 5920	NBC	E. V. Richards H. Wheelahan H. Wheelahan	Bill Brenzel H. G. Nebe	Ed. Petry & Co
	WVL	850—SH SA—U	10,000	Loyola University Roosevelt Hotel	Raymond 2196	CBS	Rev. O. L. Abell, S. J. Arthur C. Pritchard Arthur C. Pritchard	James V. Willson Albert S. Foster O. L. Abell
SHREVEPORT	KRMD	1310	100 CP 250-LS	Radio Station KRMD Inc. 901 Louisiana Ave.	6171	R. M. Dean G. V. Wilson G. V. Wilson	Irvin Welch G. V. Wilson R. M. Dean
	KTBS	1450	1,000	Tri-State Broadcasting System Commercial National Bank Bldg.	4171	NBC	John D. Ewing John C. McCormack Jack O. Gross	B. G. Robertson Jack Keasler C. H. Maddox	Branham Co.
	KWKH	850—SH SA 1100—U	10,000	International Broadcasting Corp. Commercial National Bank Bldg.	4171	CBS	John D. Ewing John C. McCormack Jack O. Gross	Fred Ohl Jack Keasler W. E. Antony	John Blair

MAINE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Program Director Station Manager Commercial Manager	Chief Owner or Executive Mdsq. or Promotion Mgr. Chief Engineer	Representatives
AUGUSTA	WRDO	1370	100	WRDO Inc. 1 Commercial St.	2285	Yankee Colonial	Henry P. Rines Conrad E. Kennison	Arthur Atwood Harold T. Dinsmore
BANGOR	WABI	1200—SH	250—LS 100—N	Community Broadcasting Co. Inc. Park St.	6658	Fred B. Simpson B. M. Havey	R. M. Wallace Nelson Lawson	Niles, Field
	WLBZ	620	1,000—LS 500—N	Maine Broadcasting Co. 100 Main St.	6023	CBS Yankee Colonial	Thompson L. Guernsey Thompson L. Guernsey Edward E. Guernsey	Jack Atwood Maurice Blumenthal Bernard Kellom	Weed & Co.
PORTLAND	WCSH	940	2,500—LS 1,000—N	Congress Square Hotel Co. 157 High Street	3-9667	NBC-Red Yankee	Henry P. Rines George F. Kelley, Jr. Linwood T. Pitman	Albert Willard Smith G. Fred Crandon	Weed & Co.
	WGAN	640—L (Construction Permit)	500	Portland Broadcasting System Portland	3-9667
PRESQUE ISLE	WAGM	1420—SH	100	Aroostook Broadcasting Corp. National Bank Bldg.	60	L. E. Hughes R. W. MacIntosh R. W. MacIntosh L. E. Hughes	M. V. White A. C. Hughes

MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BALTIMORE	WBAL	1060—ST *SA 760 (*Part time while synchronizing with WJZ)	10,000 *2,500-N	WBAL Broadcasting Co. Lexington Bldg.	Plaza 4900	NBC-Blue Mutual	Hearst Radio Inc. Edwin M. Spence Edwin M. Spence	Gustav Klemm Edward Codel Gerald W. Cooke	Hearst Radio
	WCAO	600	1,000—LS 500—N	Monumental Radio Co. 811 West Lanvale St.	Madison 7222	CBS	Lewis M. Milbourne J. Thomas Lyons J. Thomas Lyons	Gordon A. Scheihing J. Thomas Lyons Martin L. Jones
	WCBM	1370	250—LS 100—N	Baltimore Broadcasting Corp. Park Ave. & Lexington St.	Plaza 5350	Intercity Maryland	John Elmer George H. Roeder John Elmer	C. Porter Houston
	WFBR	1270	1,000—LS 500—N	Baltimore Radio Show, Inc. 7 St. Paul St.	Plaza 6030	NBC-Red	Robert S. Maslin Hope H. Barroll, Jr. Purnell H. Gould	Bertram Honauer Robert S. Maslin, Jr. William Q. Ranft	Edw. Petry & Co.
CUMBERLAND	WTBO	800—D	250	Associated Broadcasting Corp. 31 Frederick St.	299	Quaker Maryland	Roger W. Clipp H. B. McNaughton William P. T. Mullen	Robert Rosamond E. T. McKenzie
FREDERICK	WFMD	900—D	500	Monocacy Broadcasting Co. Francis Scott Key Hotel	1466	Laurence Leonard A. V. Tidmore Charles E. Rhoads	Robert L. Longstreet Lewis W. Rice
HAGERSTOWN	WJEJ	1210—D SH—N	100—LS 50—N	Hagerstown Broadcasting Co. 16 W. Washington St.	2323	Maryland	Arthur L. Blessing Grover C. Crilley Clarence H. Myers	William H. Paulsgrove G. H. Brewer

Picture Baltimore and Maryland



BALTIMORE AND MARYLAND—the eighth largest market in the United States.

BALTIMORE AND MARYLAND—a market with a diversification of industries that run from oyster-dredging to making straw hats—farming to shipping.

BALTIMORE AND MARYLAND—a market with the buying power of over one billion dollars per year.

BALTIMORE AND MARYLAND—a market that you cannot afford to overlook.

AND WBAL—is the only logical station for you to use in a market that offers you so much.

10,000
WATTS

WBAL

10,000
WATTS

BALTIMORE, MARYLAND

Maryland's only clear channel high-power station

NATIONAL REPRESENTATIVE

HEARST RADIO

New York • Chicago • San Francisco • Los Angeles

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

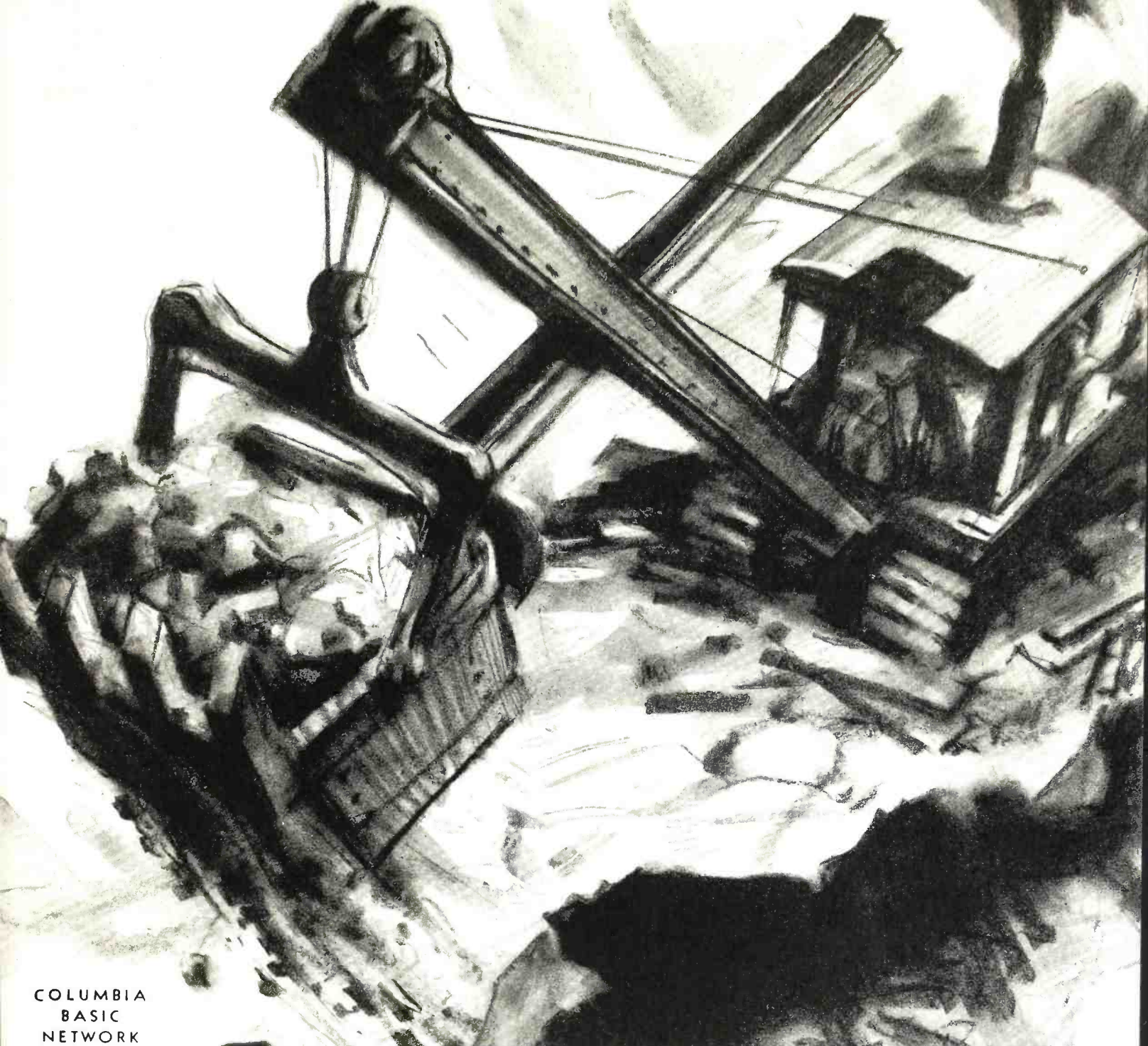
ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. S—Stay of CP pending litigation or rehearing.
 (Data corrected to January 1, 1937)

MASSACHUSETTS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BOSTON.....	WAAB	1410	500	Bay State Broadcasting Corp. 21 Brookline Ave.	Commonwealth 0800	Colonial Mutual	John Shepard, 3rd R. L. Harlow William Warner	Linus Travers Carleton McVarish Paul DeMars	Edw. Petry & Co.
	WBZ	990 (Synchronizes with WBZA, Springfield)	50,000	Westinghouse E. & M. Co. Hotel Bradford	Hancock 4261	NBC-Blue	Westinghouse (NBC) John A. Holman Gordon B. Ewing	John F. McNamara George A. Harder Dwight A. Myer	NBC
	WCOP	1120-D	500	Massachusetts Broadcasting Corp. Copley Plaza Hotel	Commonwealth 1717	Arde Bulova—H. A. Lafount Gerald H. Slattery Gerald H. Slattery	Arthur Leary Whitman Hall	Weed & Co.
	WEEI	590	1,000 CP 5,000-LS	Columbia Broadcasting System, Inc. 182 Tremont St.	Hubbard 2323	CBS	CBS—Harold E. Fellows Harold E. Fellows	Arthur F. Edes Philip K. Baldwin	Radio Sales
	WHDH	850-D	1,000	Matheson Radio Co., Inc. Hotel Touraine	Hancock 0900	John J. Matheson Ralph G. Matheson James P. Higgins	Edwin Otis Richard Hammond
	WMEX	1,500	250-LS 100-N	Northern Corp. WMEX Bldg.	Commonwealth 3900	Intercity	John E. Reilly Alfred J. Pote Marie Mason	Vivienne Cameron William S. Pote Alfred J. Pote	Craig & Hollingbery
	WNAC	1230	5,000-LS 1,000-N	Shepard Broadcasting Service 21 Brookline Ave.	Commonwealth 0800	NBC-Red Yankee	John Shepard, 3rd R. L. Harlow Charles W. Phelan	Linus Travers Carleton McVarish Paul De Mars	Edw. Petry & Co.
FALL RIVER.....	WSAR	1450	1,000	Doughty & Welch Electric Co. Academy Bldg.	450	Yankee Colonial Mutual	William T. Welch William T. Welch Frederic W. Ayer	Josephine Y. Welch Frederic W. Ayer John C. Pavao
	WLLH	1370	250-LS 100-N	Merrimac Broadcasting Co. Lowell	2121	Yankee Colonial Mutual	A. S. Moffat Robert Donahue Haskell Bloomberg	Robert Donahue William MacDonald	Edw. Petry & Co.
NEW BEDFORD.....	WNBH	1310	250-LS 100-N	E. Anthony & Sons, Inc. 251 Union St.	5533	Yankee Colonial Mutual	Standard Times—Mercury Irving Vermilya Sol Chain	Sol Chain Sol Chain Clyde Pierce
SPRINGFIELD.....	WBZA	990 (Synchronizes with WBZ Boston)	1,000	Westinghouse E. & M. Co. Hotel Kimball	2-4166	NBC-Blue	Westinghouse (NBC) John A. Holman Gordon B. Ewing	John F. McNamara F. W. Cole H. E. Randol	NBC
	WMAS	1420	250-LS 100-N	WMAS, Inc. 70 Chestnut St.	7-1414	CBS	A. S. Moffat Albert W. Marlin Edward J. Samuel	F. Turner Cooke Edward J. Samuel James L. Spates	Edw. Petry & Co.
	WSPR	1140-L	500	Conn. Valley Broadcasting Co. 63 Chestnut St.	6-2757	Colonial Mutual	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	Wayne Henry Latham Milton W. Stoughton Hillis W. Holt	Sears Co.
WORCESTER.....	WORC	1280	500	Alfred F. Kleindienst 60 Franklin St.	5-3101	CBS	Alfred F. Kleindienst Edward E. Hill Walter R. Moran	Arthur S. Hall Alfred F. Kleindienst	Craig & Hollingbery
	WTAG	580	500 CP 1,000	Worcester Telegram Publishing Co. 20 Franklin St.	5-4321	NBC-Red Yankee	H. G. Stoddard John J. Storey John J. Storey	Lillian F. Murphy John J. Storey Hobart H. Newell	Weed & Co.

MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BATTLE CREEK.....	WELL	1420	100	Enquirer-News Co. 1 West Michigan Ave.	5655	Michigan (NBC)	Albert L. Miller Dan Jayne Forrest F. Owen Raymond B. Roof	William Rambeau
BAY CITY.....	WBCM	1,410	1,000	James E. Davidson Hotel Wenonah	4212	Michigan (NBC)	James E. Davidson Stanley F. Northcott Stanley F. Northcott	Lionel H. DeRemer Lionel H. DeRemer Ralph H. Carpenter	Niles, Field Sears Co. Cox & Tanz
CALUMET.....	WHDF	1370-SH	250-LS 100-N	Upper Mich. Broadcasting Co. Scott Street	869	A. L. Burgan George L. Burgan F. Paul Petermann	Albert W. Payne William Jackson	Cox & Tanz
DETROIT.....	WJBK	1500	250-LS 100-N	James F. Hopkins, Inc. 6559 Hamilton Ave.	Trinity 2-2000	Richard A. Connell James F. Hopkins M. E. Kent	Sybil Krieghoff M. E. Kent Paul Frinke	George Roessler
	WJR	750	50,000	The Goodwill Station Fisher Bldg.	Madison 4440	CBS	G. A. Richards Leo Fitzpatrick Leo Fitzpatrick	Olive Shorman Andrew Friedenthal	Edw. Petry & Co.
	WBMC	1420	250-LS 100-N	Michigan Broadcasting Co. 7310 Woodward Ave.	Madison 9100	E. J. Hunt W. W. Gedde E. A. Wooten	H. M. Steed E. H. Clark
	WWJ	920	5,000-LS 1,000-N	The Evening News Ass'n. 626 La Fayette Blvd.	Randolph 2000	NBC-Red	W. E. Scripps Easton C. Woolley Harry Bannister	Wynn Wright Walter Hoffman	Paul Raymer
	WXYZ	1240	1,000	King-Trendle Broadcasting Corp. Madison Theatre Bldg.	Cherry 8321	NBC-Blue Michigan	George W. Trendle H. Allen Campbell Arch Shaw	Russell Neff C. C. Hicks H. S. Christian Lynne C. Smeby	William Rambeau
CKLW (Windsor)	1030	5,000	W. Ontario Bestg. Co., Ltd. Union Guardian Bldg.	Cadillac 7200	Mutual	M. G. Campbell W. R. Lapp L. J. Du Mahaut	Arthur E. Sutton W. J. Carter	Joseph McGillvra	



COLUMBIA
BASIC
NETWORK

POWER

WJR
50,000
WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

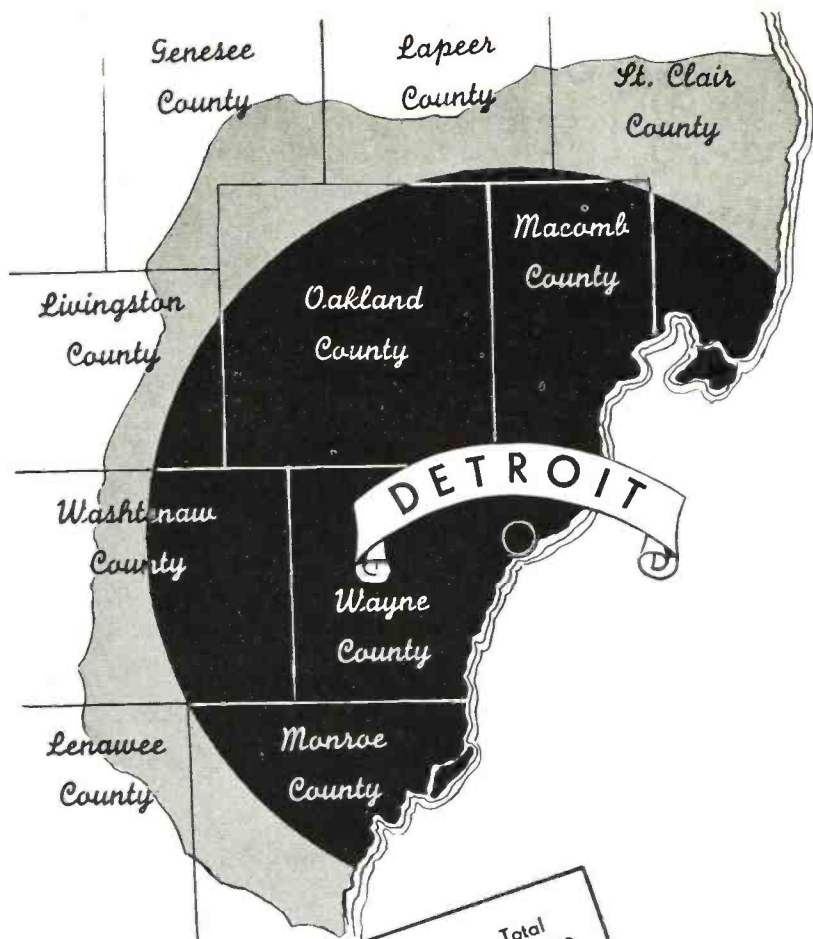
THE GOODWILL STATION

DETROIT

G. A. RICHARDS
PRESIDENT

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

LEO FITZPATRICK
VICE-PRES. & GEN. MGR.



40 MILE

Primary Coverage of

WXYZ

REACHES 7 COUNTIES with a Population of Two and a Quarter Millions

WXYZ dominates a big, rich, responsive market of cosmopolitan character, where retail sales annually top the 460 million mark.

Primary zone, represented in black, is bounded by the 40-mile circle. A territory determined by mail response, on the theory that letters are the best evidence of where the station is heard clearly and consistently.

Here, in this rich market, WXYZ's Sales and Merchandising department makes friends with dealers in foods and drugs, while sixteen and one-half hours of daily entertainment and information, emanating from the NBC Blue Network and from WXYZ's own studios, inspire listeners to buy the advertised commodities.

The combination of WXYZ's service to dealers (point of sales contact)—the high standard of entertainment—plus the highly praised policy of eliminating commercial offerings tending to exploit and offend the public, has won supremacy for WXYZ in this territory.

POPULATION:
RADIO FAMILIES:
TELEPHONES:
FARMS:
PASSENGER CARS:
COMMERCIAL
CARS (Trucks):
RETAIL SALES
(Detroit only):
POPULATION
(Detroit only):

	Primary	Secondary	Total
POPULATION:	2,241,223	116,879	2,358,102
RADIO FAMILIES:	307,013	17,792	324,805
TELEPHONES:	57,889	10,354	68,243
FARMS:	15,720	7,704	23,424
PASSENGER CARS:	454,959	29,082	484,041
COMMERCIAL CARS (Trucks):	41,532	9,251	50,783

\$369,936,000

1,568,662

138 Square Miles

Food Stores
Drug Stores
Beer Stores
Liquor Dealers

(Class A and B Food and Drug Dealers;
Beer and Liquor Dealers not classified.)

3910
879
6500
320

WXYZ is the basic outlet for National Broadcasting Company's Blue Network in the Detroit territory and is one of the original broadcasters of entertainment furnished by the Canadian Radio Commission. During the seven years under its present ownership, the station has been distinguished as official spokesman for the Detroit Board of Commerce, the American Legion, the Masonic Temple, the Detroit Board of Health and Detroit civic projects.

WXYZ was among the first stations in America to broadcast Hockey Games, Lessons in Voice Culture, Piano Instruction and a sustained schedule of style shows, each of which was at one time thought to be incomprehensible to listeners.

WXYZ has been and is a trail blazer, a pathfinder in the realm of entertainment, dominating in its field through its owners' showmanship experience gained during thirty years of owning and operating the largest chain of deluxe theatres in any one city in America.

WXYZ builds its own shows, maintains the largest staff of engineers, announcers and dramatic players of any station in Detroit.

WXYZ's new vertical radiator type antenna, now under construction, will reach a height of 474 feet above street level, with provision for ultra high frequency transmission, and will add four times the strength of former coverage.

NBC Blue Network

KING-TRENDLE BROADCASTING CORP.

300 Madison Theater Building . . . Detroit

Eastern Office:
550 Chanin Building
New York, New York

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Western Office:
Russ Building
San Francisco, Cal.

THE *Only* RADIO SHOW IN TOWN

IN MICHIGAN'S LARGEST MARKET
Outside of Detroit!

A FOUR STAR SHOW that
isn't duplicated in hundreds of miles!

- ★ **Choice of NBC RED**
- ★ **Choice of NBC BLUE**
- ★ **Choice of Michigan Network**
- ★ **Sparkling Local Features**

Combine such unsurpassed radio entertainment with the most fertile radio market in all of Michigan—215 radios per thousand population—and you know why WOOD-WASH is doing an exceptional selling job for its 87 major advertisers.

WOOD • WASH

Michigan's **ONLY** Major Network
Affiliated Outside of Detroit . . .

KING-TRENDLE
BROADCASTING CORP.

16th Fl. Grand Rapids National Bank Building,
Grand Rapids, Michigan.

William G. Rambeau Company
National Sales Representatives

**150 NBC SHOWS
EVERY WEEK**

**30 BIG TIME COMMERCIALS
NBC-RED NBC-BLUE
MICHIGAN RADIO NETWORK**



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. S—Stay of CP pends litigation or rehearing.
(Data corrected to January 1, 1937)

MICHIGAN—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
EAST LANSING	WKAR	850-D NC	1,000	Michigan State College East Lansing	Lansing 5-9113	Michigan State College Robert J. Coleman	Robert J. Coleman Norris Grover
FLINT	WFDF	1310	100	Flint Broadcasting Co. Union Industrial Bldg.	2-7158	Michigan (NBC)	A. M. and F. S. Loeb Howard M. Loeb Frederick S. Loeb	Adrian R. Cooper R. V. Osgood Frank D. Fallain
GRAND RAPIDS	WOOD- WASH	1270	500 CP1,000-LS	King-Trendle Broadcasting Corp. Grand Rapids Nat. Bk. Bldg.	9-4211	Michigan (NBC)	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek Paul Frederick Fred Russell	William Rambeau
IRONWOOD	WJMS	1420	100	WJMS, Inc. 124 E. McLeod Ave.	928	William L. Johnson N. C. Ruddell N. C. Ruddell	N. C. Ruddell R. L. Johnson
JACKSON	WIBM	1370	250-LS 100-N	WIBM, Inc. Radio Block	6121	Michigan (NBC)	Herman Radner Roy Radner	Bill Cizek Charles Wirtanen
KALAMAZOO	WKZO	590-D	1,000	WKZO, Inc. 124 W. Michigan Ave.	6400	Michigan (NBC)	John E. Fetzer John E. Fetzer Guy T. Stewart	Kent Josef Bill Cavanagh Edwin Rector	Free, Johns & Field
LANSING	WJIM	1210	250-LS 100-N	Harold F. Gross City National Bldg.	2-1333	Michigan (NBC)	Harold F. Gross Harold F. Gross Fred Wagenvoord	Roger Beane O. S. Jones Charles Sprague
LAPEER	WMPC	1200-SH NC	250-LS 100-N	First Methodist Protestant Church 81 Liberty St.	455	Frank S. Hemingway Frank S. Hemingway	Frank S. Hemingway Hollis F. Hoyes
MARQUETTE	WBEO	1310-D SH	100	Lake Superior Broadcasting Co. Mining Journal Bldg.	616	F. J. Russell	J. J. Devine
MUSKEGON	WKBZ	1500	250-LS 100-N	Karl L. Ashbacher Michigan Theatre Bldg.	2-2651	G. F. Ashbacher G. F. Ashbacher G. F. Ashbacher	R. Van Wyck George Krivitzky	H. K. Conover
ROYAL OAK	WEXL	1310	50	Royal Oak Broadcasting Co. 212 W. Sixth St.	Elmhurst 6524	George B. Hartrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight Ellis C. Thompson J. L. McFarland

MINNESOTA

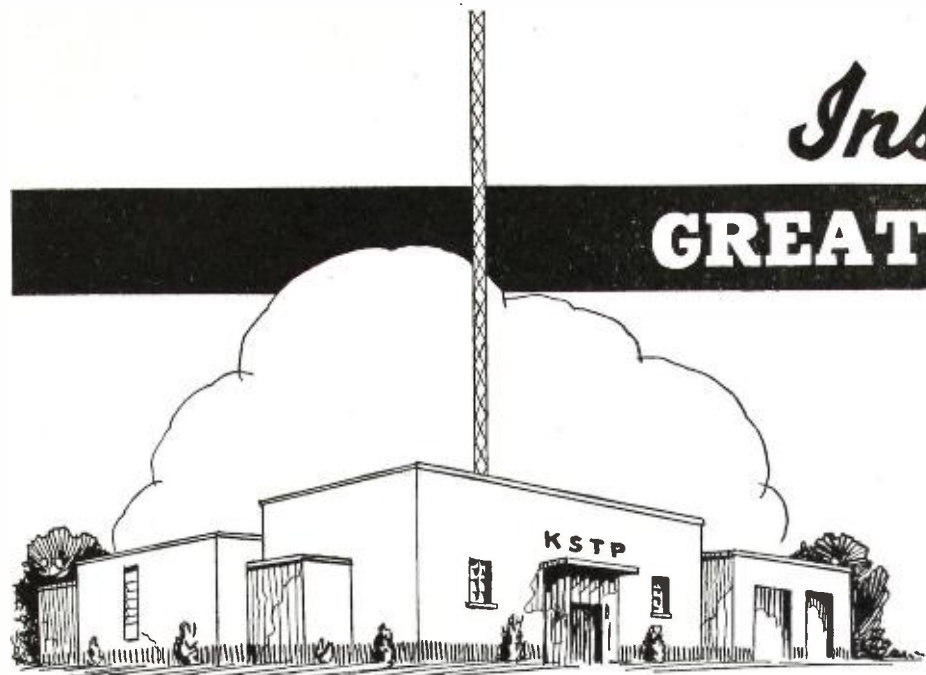
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
DULUTH	KDAL	1500	100	Red River Broadcasting Co. 218 Bradley Bldg.	Melrose 2230	Dalton Le Masurier Dalton Le Masurier A. H. Flaten	Dorothy Pe Karna Darrell D. Bandy Robert A. Dettman
	WEBC	1290	5,000-LS 1,000-N	Head of the Lakes Bestg. Co. Spalding Hotel	Melrose 1537	NBC	Morgan Murphy W. C. Bridges Tom W. Gavin	Hale Byers Frank Watson Charles Persons	Craig & Holling- bery Walter Biddick
FERGUS FALLS	KGDE	1200	250-LS 100-N	C. L. Jaren Fergus Falls	898	C. L. Jaren C. L. Jaren C. L. Jaren	M. Walz
HIBBING	WMFG	1210	250-LS 100-N	Head of the Lakes Bestg. Co. Androy Hotel	180	Morgan Murphy W. C. Bridges H. S. Hyett	R. E. Coe C. A. Persons	Craig & Holling- bery
MINNEAPOLIS- ST. PAUL	KSTP	1460	25,000-LS 10,000-N	National Battery Bestg. Co. Hotel St. Paul	Cedar 4400	NBC-Red	Stanley E. Hubbard Stanley E. Hubbard Ray Jenkins	K. M. Hance Ray Jenkins Hector Skifter	Paul Raymer
	WCCO	810	50,000	Columbia Broadcasting System, Inc. Nicollet Hotel Minneapolis	Main 1202	CBS	CBS-E. H. Gammons E. H. Gammons K. W. Husted	Hoyle C. Cavanor Arthur H. Lund Hugh S. McCartney	Radio Sales
	WDGY	1180-L	5,000-LS 1,000-N	Dr. George W. Young 909 West Broadway Minneapolis	Cherry 3377	Affiliated	Dr. George W. Young Dr. George W. Young Edward P. Shurick	Gertrude E. Fane Gertrude E. Fane George K. Jacobsen	Wilson-Dalton- Robertson
	WLB	1250-SH NC	1,000	University of Minnesota Minneapolis	Main 8177	U. of Minnesota	H. B. Gislason William C. Boese
	WMIN	1370	250-LS 100-N	WMIN Broadcasting Co. St. Anthony Ave. St. Paul	Nestor 6501	Edward Hoffman Robert F. Schultz Robert F. Schultz	Charles Irving Glen Martin
	WTCN	1250-SH	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg. Minneapolis	Main 6562	NBC-Blue	Kingsley Murphy C. T. Hogeman	Donn A. Clayton J. Frank Perkins John Sherman	Free & Peters
MOORHEAD	KVOX	1310-ST (Construction Permit)	100	R. K. Herbst Moorhead	Fargo 6000	R. K. Herbst
NORTHFIELD	WCAL	1250-SH NC	2,500-LS 1,000-N	St. Olaf College Northfield	Main 731J	St. Olaf College M. C. Jensen	Dr. Martin Hegland M. C. Jensen
ROCHESTER	KROC	1310	100	So. Minnesota Bestg. Co. Martin Hotel	3924	Stanley E. Hubbard Gregory Gentling Maxine Jacobs	N. W. Scheel Gregory Gentling Fred C. Clarke	Paul Raymer
VIRGINIA	WHLB	1370	100	Head of the Lakes Bestg. Co. 14th St. & Auburn Road	2000	Morgan Murphy Harry Hyett Barney Irwin	M. Cannellin C. B. Persons	Craig & Holling- bery Walter Biddick

Insured Results

GREATER COVERAGE

and

LIFELIKE HIGH FIDELITY RECEPTION



... when you select KSTP — the Northwest's Leading Radio Station

KSTP'S New Transmitter, location and modernization gives the Strongest Signal in the Twin City Metropolitan Area . . . an increase of 600%. A signal of 70,000 microvolts (70 millivolts) in downtown Saint Paul and Minneapolis. High Fidelity of tone plus faithful reproduction assures LIFE-LIKE Reception at all times under all weather conditions.

KSTP has the largest trained staff of any station in the Northwest . . . backed by a management with over 12 years commercial broadcasting experience.

KSTP Dominates the 8th U. S. Retail Market represented by the Twin Cities. More than 50% of the total Twin Cities' Radio-Listening Audience has indicated its preference for KSTP in every authentic survey made during the past nine years. That means MOST LISTENERS PER DOLLAR and the BEST BUY in the entire Northwest.

KSTP for 9 consecutive years has had the largest listening audience in the Metropolitan Area in and around Minneapolis and Saint Paul where 1,250,000 residents spend 81.2 cents out of every retail dollar in the entire state of Minnesota. That's why MORE local and national advertisers select KSTP.*

KSTP is the exclusive Minnesota outlet for the Nation's Greatest Radio Shows . . . the N. B. C. Red and Blue Networks.

*PROOF OF POPULARITY

Actual recorded facts from a station check made during the entire week of October 10, 1936:

KSTP

No. of Accounts

Local55	—	64.0%
National31	—	36.0%
Total86	—	61.5%

SECOND STATION

No. of Accounts

Local24	—	44.5%
National30	—	55.5%
Total54	—	38.5%

KSTP

NORTHWEST'S LEADING RADIO STATION

Stanley E. Hubbard . . General Manager

MINNEAPOLIS

SAINT PAUL

25,000 WATTS

For Rates and Schedules, Address: Ray C. Jenkins, General Sales Manager, KSTP, MINNEAPOLIS—ST. PAUL, MINNESOTA, or our NATIONAL REPRESENTATIVES: In New York, Chicago, Detroit, and San Francisco—Paul H. Raymer Company.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. S—Stay of CP pending litigation or rehearing.
 (Data corrected to January 1, 1937)

MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promot. on Mgr. Chief Engineer	Representatives
GRENADA	WMFN	1210 (Construction Permit)	100	Attala Broadcasting Corp. Box 631, Kosciusko	172		J. E. & C. E. Wharton		
HATTIESBURG	WFOR	1370	100	Forrest Broadcasting Co. 109 Walnut St.	55		C. J. Wright C. J. Wright C. J. Wright	W. G. Rohmer C. H. Dyess	
JACKSON	WJDX	1270	2,500-LS 1,000-N	Lamar Life Insurance Co. Lamar Life Bldg.	7415	NBC	Lamar Life Ins. Co. Wiley P. Harris C. Allen Lacy, Jr.	Maurice Thompson C. Allen Lacy, Jr. Percy G. Root	Craig & Hollingbery
KOSCIUSKO	WHEF	1500	250-LS 100-N	Attala Broadcasting Corp. P.O. Box 631	173		C. E. & J. E. Wharton J. E. Wharton J. E. Wharton	Mrs. J. E. Wharton J. E. Lewis J. E. Wharton	Cox & Tanz
LAUREL	WAML	1310	100	New Laurel Radio Station, Inc. Laurel	288		D. A. Matison Hugh M. Smith	Armand A. Touchstone	
MERIDIAN	WCOC	880	1,000-LS 500-N	Mississippi Broadcasting Co. Great Southern Hotel	1042		R. S. & D. W. Gavin D. W. Gavin D. W. Gavin	Mrs. D. W. Gavin D. W. Gavin	
MISSISSIPPI CITY	WGCM	1210 CP 1120	250-LS 100-N CP 500	WGCM P.O. Box 207, Gulfport	Gulfport 1000		Sam Gates J. K. Milner J. K. Milner	H. A. Genung, Jr. Stokes Gresham, Jr.	
VICKSBURG	WQBC	1360-D	1,000	Delta Broadcasting Co., Inc. Hotel Vicksburg	312		L. P. Cashman O. W. Jones O. W. Jones	Charles P. Colmery Loren L. Miller C. E. Drake	

MISSOURI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CAPE GIRARDEAU	KFVS	1210-SH	250-LS 100-N	Oscar C. Hirsch Hotel Marquette	2104		Oscar C. Hirsch Oscar C. Hirsch Oscar C. Hirsch	Virginia Bohn Oscar C. Hirsch Ralph L. Hirsch	
COLUMBIA	KFRU	630-ST	1,000-LS 500-N	KFRU, Inc. 9th & Elm	Columbia 3129		Elzey Roberts C. L. Thomas Walter E. Weiler	George Guyan Wallace Mosier Robert W. Nickles	Wilson-Dalton Robertson
JEFFERSON CITY	KWOS	1310-D (Construction Permit)	100	Tribune Printing Co. 400 E. Capitol St.	5000		R. C. Goshorn Pemberton C. Gordon R. L. Rose		Mitchell & Ruddell
JOPLIN	WMBH	1420	250-LS 100-N	Joplin Broadcasting Co. Keystone Hotel	330		Joplin Globe D. J. Poynor D. J. Poynor	Ken Sigars D. J. Poynor R. J. Stark	
KANSAS CITY	KCMO	1370	100	KCMO Broadcasting Co. Commerce Trust Bldg.	Victor 2647		T. L. Evans A. F. Schliecker A. F. Schliecker	J. L. Simmons A. F. Schliecker L. C. Sigman	
	KMBC	950	5,000-LS 1,000-N	Midland Broadcasting Co. Pickwick Hotel	Harrison 2654	CBS	Arthur B. Church Arthur B. Church J. Leslie Fox	Fran Heyser Mark N. Smith A. R. Moler	Free & Peters
	KXBY	1530	1,000	First National Television, Inc. Power & Light Bldg.	Harrison 5818		Sidney Q. Noel Sidney Q. Noel C. G. Heyer	Ward Kieth C. G. Heyer G. L. Taylor	H. K. Conover
	WDAF	610	5,000-LS 1,000-N	Kansas City Star Co. 1729 Grand Ave.	Harrison 1200	NBC-Red	George B. Longan H. Dean Fitzner R. Gardner Reames	Harry J. Kaufman Joseph A. Flaherty	Edw. Petry & Co.
	WHB	860-D	1,000	WHB Broadcasting Co. Scarritt Bldg.	Harrison 1161	Mutual	Donald D. Davis John T. Schilling Donald D. Davis	Nelson Rupard M. H. Straight Henry E. Goldenberg	Wilson-Dalton Robertson
	WREN	1220-ST	5,000-LS 1,000-N	WREN Broadcasting Co. WREN Bldg., Lawrence, Kans.	Lawrence 110	NBC-Blue	R. C. Jackman Vernon H. Smith Vernon H. Smith	Verl Bratton Ernest Pontius Fred Wheeler	Craig & Hollingbery
ST. JOSEPH	KFEQ	680-D	2,500-D	KFEQ Inc. Schneider Bldg.	6-1314		Barton Pitts Barton Pitts Glenn G. Griswold	C. Earl Williams J. Ted Branson J. Wesley Koch	Mitchell & Ruddell
ST. LOUIS	KFUO (Clayton)	550-ST NC	1,000-LS 500-N	Evangelical Lutheran Synod 801 DeMun St.	Cabany 2499		R. Kretzschmar Herman H. Hohenstein	Herman H. Hohenstein Carl H. Meyer	
	KMOX	1090	50,000	Columbia Broadcasting System Inc. Mart Bldg.	Central 8240	CBS	CBS—James D. Shouse James D. Shouse Kenneth W. Church	Merle S. Jones Graham L. Tevis	Radio Sales
	KSD	550-ST	5,000-LS 1,000-N	Pulitzer Publishing Co. 12th & Olive St.	Main 1111	NBC-Red	Joseph Pulitzer George M. Burbach Edward W. Hamlin	Frank Eschen Robert L. Coe	Free & Peters
	KWK	1350	5,000-LS 1,000-N	Thomas Patrick Inc. Hotel Chase	Rosedale 3210	NBC-Blue Mutual	Robert Thomas Convey Clarence G. Cosby	Sterling Harkins James P. Burke	Paul Raymer
	KXOK	1250 (Construction Permit—S)	1,000	Star-Times Publishing Co. 12th & Delmar Sts.	Chestnut 6000		Elzey Roberts		
	WEW	760-D NC	1,000	St. Louis University 221 No. Grand Blvd.	Jefferson 8080		Robert Johnston George E. Rueppel	Richard Cross Joseph A. Volk	
	WIL	1200	250-LS 100-N	Missouri Broadcasting Corp. Melbourne Hotel	Jefferson 8403	Affiliated	Lester A. Benson Lester A. Benson Edgar P. Shutz	Neil Norman Bill Durney Chal Stoup	

**15 Years
on the Air**

KSD

IN ST. LOUIS



Birthday
FEB. 14

**NOW OPERATING
ON THE LATEST
RCA HIGH FIDEL-
ITY TYPE 5000
WATT TRANSMITTER**

**THE DEVELOPMENT OF LISTENER
CONFIDENCE AND PREFERENCE**

During its fifteen years on the air KSD has developed a listener confidence and a listener preference in Greater St. Louis which rests upon a dual foundation:

First, KSD has clear cut, fundamental policies, adopted to protect both listeners and sponsors.

Second, KSD has always provided a very desirable class of programs and features.

**POLICIES, BOTH LISTENERS
AND SPONSORS APPROVE**

In its copy supervision and selectivity of advertising, KSD exercises a censorship which eliminates the unworthy

**ASSOCIATED PRESS NEWS--
BASIC RED NETWORK STATION**

KSD broadcasts the Associated Press News. The full time of two experienced news-writers is given to the preparation of this feature on KSD at regular intervals each day.

KSD is a basic station of the Red Network of the National Broadcasting Co. To KSD listeners, this assures programs featuring National Radio Stars, with popular, diversified entertainment appealing to all classes.

**IN GREATER ST. LOUIS LISTENERS TUNE TO KSD
FOR MANY OF THE MOST POPULAR
PROGRAMS**

Station KSD—St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, Inc., National Advertising Representative

New York Chicago Detroit San Francisco Los Angeles

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. S—Stay of CP pending litigation or rehearing.
 (Data corrected to January 1, 1937)

MISSOURI—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ST. LOUIS.....	WTMV (East St. Louis)	1500	100	Mississippi Valley Broadcasting Co. Broadview Hotel	East 4390	Lester E. Cox William H. West William H. West	Woody Klose Woody Klose A. L. Bergtold
SPRINGFIELD.....	KGBX	1230	500	Springfield Broadcasting Co. Springfield	1360	NBC	Ralph D. Foster Lester E. Cox Ralph D. Foster	George E. Wilson John Pearson Fritz Bauer	Wilson-Dalton- Robertson
	KWTO	560—D	5,000	Ozarks Broadcasting Co. Springfield	1360	NBC	Ralph D. Foster Lester E. Cox Ralph D. Foster	George E. Wilson John Pearson Fritz Bauer	Wilson-Dalton- Robertson

MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BILLINGS.....	KGHL	780	5,000—LS 1,000—N	Northwestern Auto Supply Co. 5th Ave. & No. Broadway	3121	NBC	C. O. Campbell C. O. Campbell E. M. Yocum	Julia Richards J. A. Kiechli	E. Katz
BUTTE.....	KGIR	1340	2,500—LS 1,000—N	KGIR Inc. Butte	2-2344	NBC	E. B. Craney- T. W. Symons, Jr. E. B. Craney Leo McMullen	Fred Ruegg Fred Ruegg	Joseph McGillvra Walter Biddick
GREAT FALLS.....	KFBB	1280	2,500—LS 1,000—N	Buttrey Broadcast Inc. First National Bank Bldg.	4377	CBS	F. A. Buttrey J. Jacobsen J. Jacobsen	J. Wikens John Parker	Walter Biddick Joseph McGillvra
KALISPELL.....	KGEZ	1310	100	Donald C. Treloar Kalispell	32	Donald Treloar Donald Treloar W. B. LaBonte	Oliver Hockley Don Gorman
LEWISTON.....	KDNC	1200	250—LS 100—N (Construction Permit)	Lewiston Democrat-News Lewiston	7	Earl F. McGinnis
MISSOULA.....	KGVO	1260	1,000	Mosby's Inc. 240 No. Higgins Ave.	2155	CBS	A. J. Mosby A. J. Mosby	Verne Sawyer Lee Nash Vern Rowley	Joseph McGillvra Walter Biddick
WOLF POINT.....	KG CX	1450	1,000	E. E. Krebsbach Wolf Point	102J	E. E. Krebsbach Claude Turner Claude Turner	Adolph Jystad G. M. King Harold Klimpel

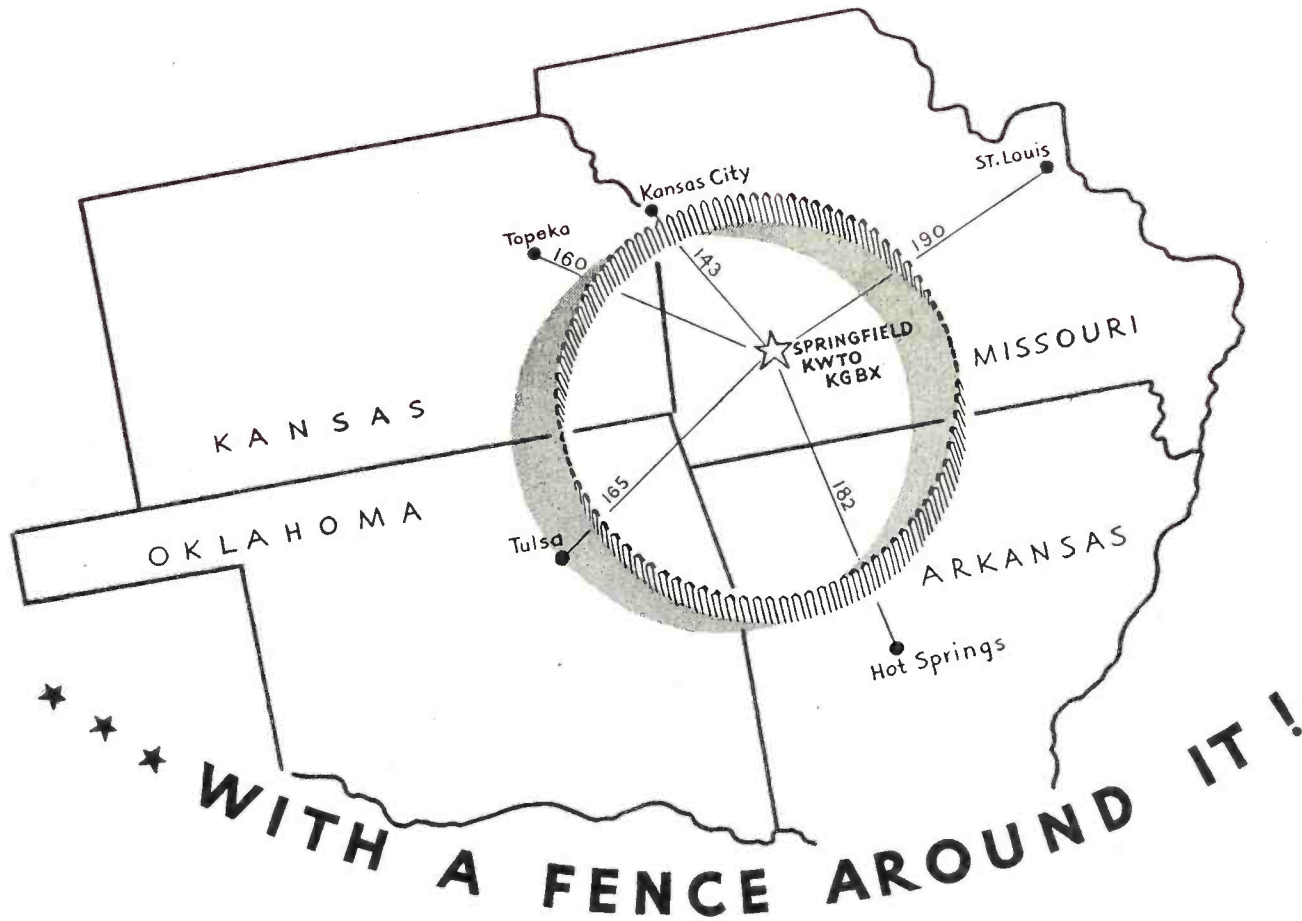
NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CLAY CENTER.....	KMMJ	740—L	1,000	KMMJ, Inc. Clay Center	209	Don Searle Randy Ryan Randy Ryan Marvin Price	Ferguson & Aston
KEARNEY.....	KGFW	1310	100	Central Nebraska Broadcasting Corp. Kearney	3-1551	C. Standiford- K. S. Fisher Clark Standiford Cliff Conaway	Jack Reaska D. V. Toastenson
LINCOLN.....	KFAB	770—ST SA—N	10,000	KFAB Broadcasting Co. Hotel Lincoln	B-3214	CBS	John M. Henry Reginald B. Martin Buryl Lottridge	Lyle De Moss R. Bruce Wallace Harry Harvey	Free, Johns & Field
	KFOR	1210	250—LS 100—N	Cornbelt Broadcasting Corp. Hotel Lincoln	B-3214	CBS Mutual	John M. Henry Reginald B. Martin Buryl Lottridge	Lyle De Moss R. Bruce Wallace Harry Harvey	Free, Johns & Field
NORFOLK.....	WJAG	1060—L	1,000	Norfolk Daily News Norfolk	20	Gene Huee Art Thomas Art Thomas	Art Thomas Art Thomas Frank Weidenback	Wilson-Dalton- Robertson
NORTH PLATTE....	KGNF	1430—D	1,000	Great Plains Broadcasting Co. 1521 W. 12th St.	132	W. I. LeBarron W. I. LeBarron Ralph Jones	John Alexander J. B. LeBarron J. B. Eaves
OMAHA.....	KOIL	1260	2,500—LS 1,000—N	Central States Broadcasting Co. Omaha	Jackson 7626	NBC-Blue Mutual Corn Belt	John M. Henry John M. Henry J. B. Lottridge	Bob Cunningham R. Bruce Wallace Harry Harvey	Free & Peters
	WAAW	660—D	500	Omaha Grain Exchange 19th & Harney Sts.	Atlantic 2228	J. T. Buchanan Frank P. Manchester Adam Reinemund	James C. Douglass James C. Douglass Walter Myers	Wilson-Dalton- Robertson
	WOW	590	5,000—LS 1,000—N SA 5,000—N	Woodmen of the World Ins. Co. Insurance Bldg.	Jackson 6844	NBC-Red	De Emmet Bradshaw William Ruess John J. Gillin, Jr.	Harry Burke Howard O. Peterson William Kotera	John Blair
SCOTTSBLUFF.....	KGKY	1500	250—LS 100—N	Hilliard Co. Inc. 1517½ Broadway	856	L. L. Hilliard L. L. Hilliard L. L. Hilliard	Allen Mehling Earnest A. Neath Harland A. Morrison

NEVADA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
RENO.....	KOH	1380	500	The Bee Inc. 440 No. Virginia St.	5106	CBS	McClatchy Newspapers Joy True Joy True	Ethel Leonard Norman Webster	Joseph McGillvra Walter Biddick

COVERAGE



AND DO YOU KNOW —

That: Radio Stations KWTO and KGBX enjoy the practically exclusive daytime coverage of an area 190 miles in diameter, comprising the heart of the Ozarks region with its many prosperous buyers;

Eighty-three per cent of this tremendous audience have radios, as indicated by an extensive survey;

In the same survey, more than ninety-three per cent of the radio owners stated that they got Springfield stations more clearly and with more volume than any other daytime stations, and many reported that their reception of outside stations was very limited;

Right from the start, national advertisers recognized the value of KGBX coverage, and in its second month as an NBC station, KGBX was carrying many of the major commercial programs of the networks;

Because of its particularly isolated position, with no other NBC stations within 143 airline miles, KGBX carries both Red and Blue Network Programs;

Advertising over KWTO and KGBX is just what you need to sell your product to the vast, well-to-do Ozarks audience.

KWTO

★ 560 Kc. ★
"Keep Watching the
Ozarks"



SPRINGFIELD • MISSOURI

National Representatives

WILSON • DALTON • ROBERTSON
KANSAS CITY • CHICAGO • NEW YORK

KGBX

★ 1230 Kc. ★
Full Time NBC
Red or Blue Network

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
LACONIA.....	WLNH	1310	100	Northern Broadcasting Co. Masonic Temple Bldg.	501	Intercity Colonial Yankee	M. and C. S. Jenney Hugh M. Hescoek Hugh M. Hescoek	Tom Clayton Hugh M. Hescoek Ken Taylor
MANCHESTER.....	WFEA	1340	1,000—LS 500—N	N. H. Broadcasting Co. Carpenter Hotel	7970	CBS Colonial Yankee Mutual NBC—After March 1	Henry P. Rines Charles G. H. Evans Charles G. H. Evans	Arch Soutar Vincent H. Chandler	Weed & Co.
PORTSMOUTH.....	WHEB	740—D	250	Granite State Broadcasting Corp. Portsmouth	2670	H. J. Wilson H. J. Wilson H. J. Wilson	V. E. Bennett G. E. Knightly	Cox & Tanz

NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ASBURY PARK.....	WCAP	1280—ST	500	Radio Industries Broadcast Co Convention Hall	2955	G. A. Burley Thomas F. Burley	V. N. Scholes E. Ruckle
ATLANTIC CITY.....	WPG	1100—SH	5,000	City of Atlantic City Convention Hall	4-6538	CBS	City of Atlantic City Norman Reed E. R. Truex	Margaret Keever William H. Appleby Earle Godfrey	Hibbard Ayer
CAMDEN.....	WCAM	1280—ST	500	City of Camden City Hall	9000	City of Camden F. S. Caperoon L. M. Maxwell	Miss M. J. Costanzo John J. Cummings
JERSEY CITY.....	WAAT	940—D	500	Bremer Broadcasting Corp. 50 Journal Square	Journal Square 2-0716	A. H. Pollock- P. H. LaStayo Dale Kennedy Paul H. LaStayo	Gabrielle C. Haas Louis King D. D. Jones
	WHOM	1450	250	New Jersey Broadcasting Corp. 29 W. 57th St., N. Y. C.	Plaza 3-4204	Paul F. Harron Paul F. Harron Joseph Lang	Anne G. Clancy West Willcox A. W. Burnham
NEWARK.....	WHBI	1250—ST	2,500—LS 1,000—N	May Radio Broadcast Co. 100 Chipman St.	Mitchell 2-7354	James L. Shearer
	WNEW	1250—ST	2,500—LS 1,000—N	(See New York City)					
	WOR	710	50,000	(See New York City)					
RED BANK.....	WBRB	1210—ST	100	Monmouth Broadcasting Co. 63 Broad St.	980	Thomas F. Burley, Jr. V. N. Scholes A. W. Mayhew	Lillian Maybew Robert Johnson
TRENTON.....	WTNJ	1280—ST	500	WOAX Inc. Hotel Hildebrecht	5876	Charles E. Loew Paul F. Harron Edward D. Clery	Harry E. Melvain Douglas Arthur Edward P. Knowles	Craig & Holling- bery Cox & Tanz
ZAREPHATH.....	WAWZ	1350—ST NC	1,000—LS 500—N	Pillar of Fire Zarephath	Bound Brook 223	Bishop Alma White Ray B. White	Ray B. White N. L. Wilson

NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALBUQUERQUE.....	KGGM	1230	500—LS 250—N CP 1,000	New Mexico Broadcasting Co. KIMO Theatre Bldg.	929	A. R. Hebenstreit Mike Hollander Joe Bryant	Elmer Fondren Mike Hollander Leonard Dodds	Walter Biddick
	KOB	1180—ST	10,000	Albuquerque Broadcasting Co. P. O. Box 1319	1180	T. M. Pepperday George S. Johnson George S. Johnson	Allen Davidson George S. Johnson	Craig & Holling- bery Walter Biddick
CARLSBAD.....	KLAH	1210	100	Carlsbad Broadcasting Co. Crawford Hotel	244	J. W. Hawkins Jack W. Hawkins Robert Bryant
CLOVIS.....	KICA	1370—SH	100	Western Broadcasters Inc. Hotel Clovis	3	Charles C. Alsup Charles C. Alsup C. R. Anderson	Charles C. Alsup Charles C. Alsup Jack Lund
GALLUP.....	KAWM	1500 (Construction Permit)	100	A. W. Mills Gallup	52W	A. W. Mills
ROSWELL.....	KGFL	1370—SH	100	KGFL, Inc. 507 No. Main St.	288	W. E. Whitmore W. E. Whitmore Ed. Stout W. E. Whitmore Carl Busart	Walter Biddick
SANTA FE.....	KRQA	1310	100	J. Laurance Martin 759 Cerillas Rd.	1456	J. Laurance Martin J. Laurance Martin J. Laurance Martin J. Laurance Martin	Cox & Tanz

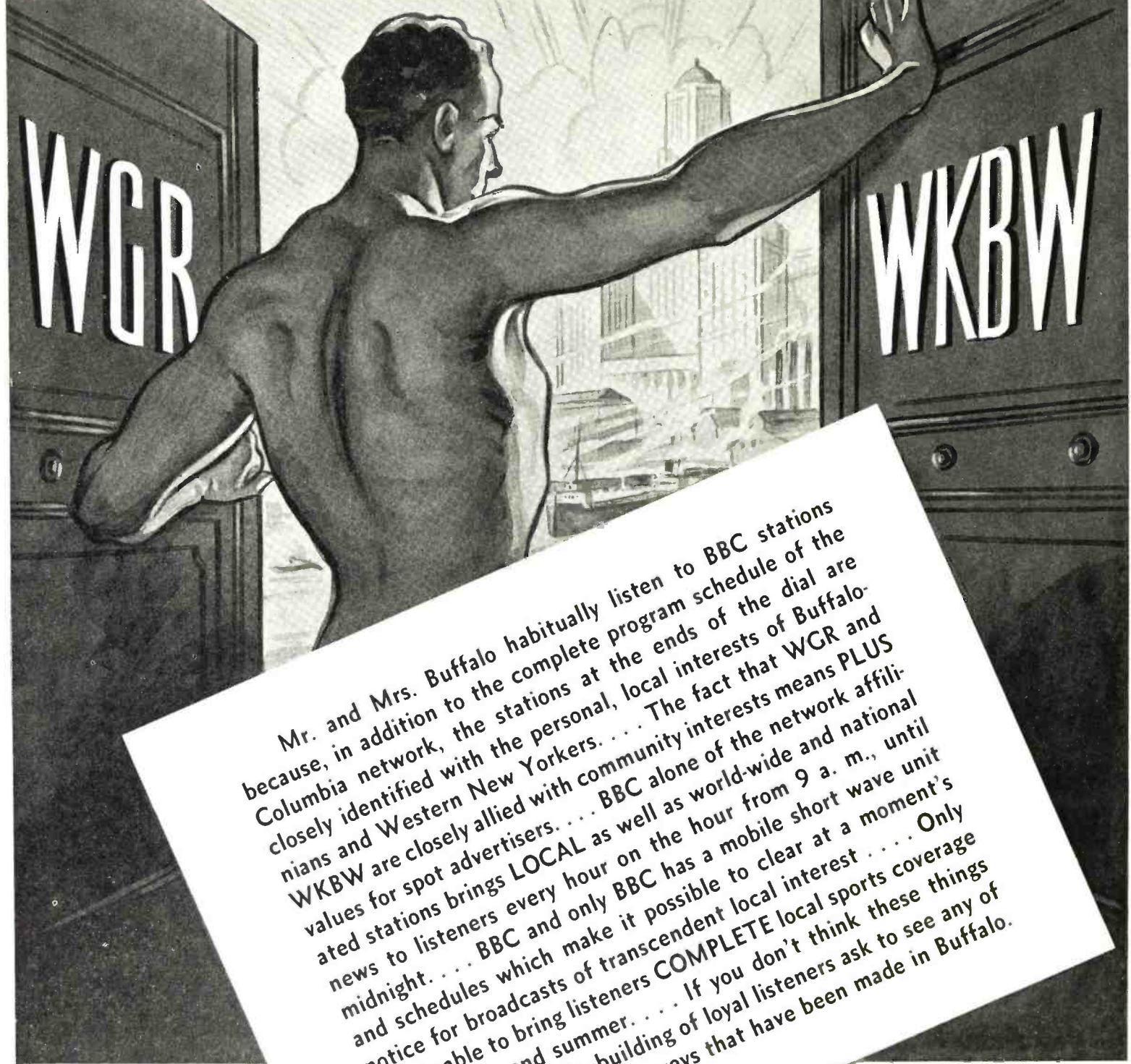
WHAT MAKES A GOOD STATION

Great!

If one good station's greatness were to be judged upon two things alone, WOR might point proudly to (1) its listener response and (2) its advertising effectiveness. For more than fourteen years WOR has basked in the spotlight of metropolitan affection, winning for itself a following of 17 million listeners, with the majority of whom WOR is often the first dialing choice. That such is a fact is reflected well in the cost sheets of those advertisers whose products we sell. And that these same listeners are grateful to WOR has been recorded for a perhaps disinterested posterity in a mailed-to-station count which, for the twelve months of 1936, soared to the merry height of more than 1,750,000 letters received.



BBC...THE RADIO GATEWAY TO BUFFALO



Mr. and Mrs. Buffalo habitually listen to BBC stations because, in addition to the complete program schedule of the Columbia network, the stations at the ends of the dial are closely identified with the personal, local interests of Buffalonians and Western New Yorkers. . . . The fact that WGR and WKBW are closely allied with community interests means PLUS values for spot advertisers. . . . BBC alone of the network affiliated stations brings LOCAL as well as world-wide and national news to listeners every hour on the hour from 9 a. m., until midnight. . . . BBC and only BBC has a mobile short wave unit and schedules which make it possible to clear at a moment's notice for broadcasts of transcendent local interest. . . . Only BBC is able to bring listeners COMPLETE local sports coverage both winter and summer. . . . If you don't think these things are important in the building of loyal listeners ask to see any of the many Ross-Federal surveys that have been made in Buffalo.

WGR

WKBW

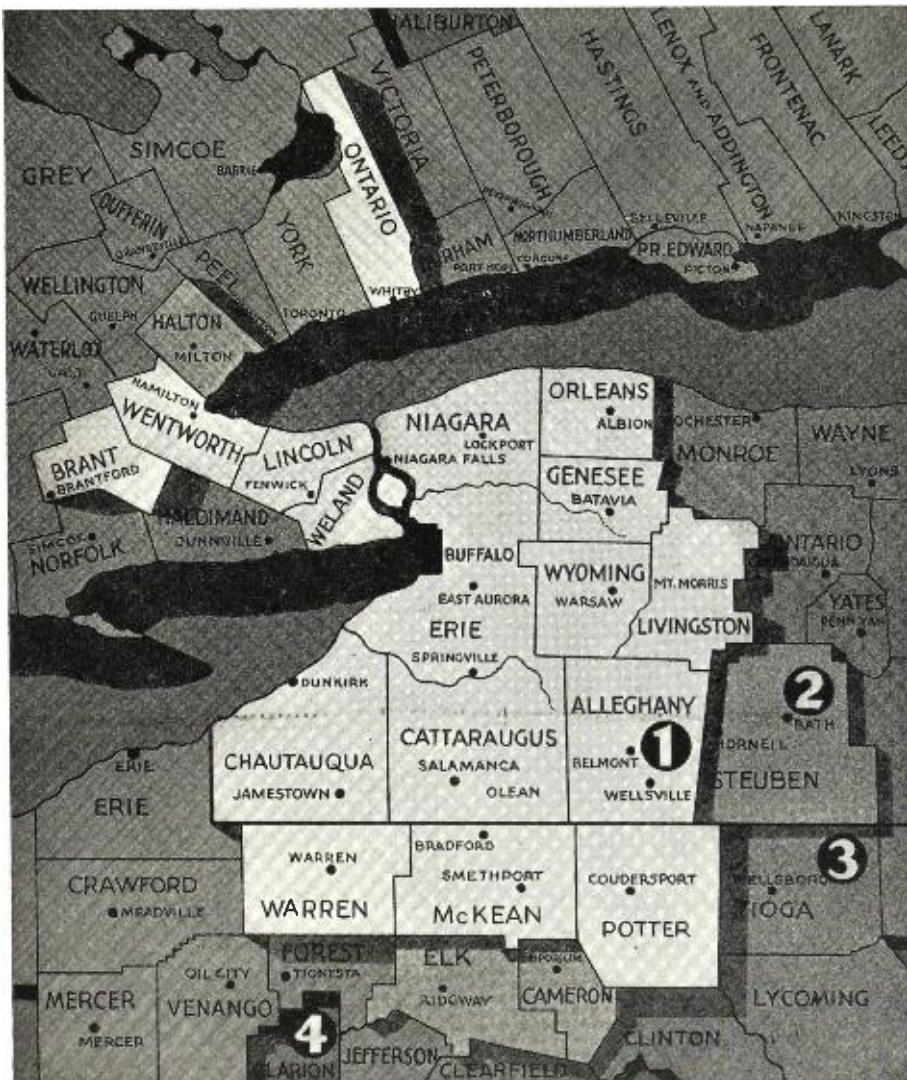
OWNED AND OPERATED BY THE BUFFALO BROADCASTING CORPORATION
REPRESENTED BY FREE & PETERS, INC.

DO YOU

... get 1 sale in 50 from this rich area? If you have national distribution, one sale in every fifty of your product or service should be made in this area . . . for the Buffalo Trading Area represents almost exactly two per cent of the sales opportunity in these United States. It is equal in sales possibilities to many Western states, exceeds many Southern states. Yet it is a compact, easily covered area. Three hours' drive in any direction takes a salesman to the outer limits. That means economy of man power.

What's even more important, Western New York is right now on top of the world. Statistical indices everywhere have been reporting that "business is good in Buffalo" . . . not just for the last two or three weeks, but for weeks and weeks, months and months. Here's an example fresh from the record: On August 31st of this year, the Clerk of Erie County reported 1000 more passenger car registrations than for the entire year of 1930, the previous all-high mark. To paraphrase a political adage: as Buffalo goes, so goes Western New York, whose dairy, fruit and poultry farmers supply the urban population with food stuffs at better and better prices.

Here is a market you can be sure of: recovered, responsive, ready-to-buy. A market that is completely and economically covered by two radio stations, WGR and WKBW. No other radio station nor any single newspaper gives you the complete, compact market at one price. All of the facts about the market and the stations are yours for the asking. Read them and you'll agree: Buffalo is a must market in your fall and winter merchandising plans; WGR and WKBW must media on your schedules.



WGR

WKBW

**OWNED AND OPERATED BY THE BUFFALO BROADCASTING CORPORATION
REPRESENTED BY FREE & PETERS, INC.**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1937)

NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALBANY	WABY	1370	100	Adirondack Broadcasting Co. 110 No. Pearl St.	4-4194	NBC N. Y. State	Harold E. Smith Harold E. Smith O. A. Sardi	Weed & Co.
	WOKO	1430	1,000-LS 500-N	WOKO, Inc. Hotel Ten Eyck	4-4193	CBS	H. E. Smith- R. M. Curtis Harold E. Smith Harold E. Smith	Snedden Weir O. A. Sardi	Craig & Hollingbery
AUBURN	WMBO	1310	100 CP 250-LS	WMBO, Inc. Metcalf Bldg.	433	N. Y. State	Roy L. Albertson Frederick L. Keesee Frederick L. Keesee	William Rothrum Frederick L. Keesee James Carman	Cox & Tanz
BINGHAMTON	WBNF	1500	100	Howitt-Wood Radio Co., Inc. Arlington Hotel	2-3461	CBS	John C. Clark Cecil D. Mastin Harry Trenner	E. T. Lamb Lester Gilbert	Hibbard Ayer
BROOKLYN	WARD	1400-ST	500	United States Broadcasting Corp. 427 Fulton Street	Triangle 5-3301	Anna Unger Aaron Kronenberg Oscar Kronenberg	Bruce Henry Oscar Kronenberg Abe Haas
	WBBC	1400-ST	500	Brooklyn Broadcasting Corp. 554 Atlantic Ave.	Triangle 5-6690	Peter J. Testan Peter J. Testan Peter J. Testan	Bert Childs Peter Testan, Jr.
	WBBR	1300-ST NC	1,000	Peoples Pulpit Ass'n. 124 Columbia Heights	Main 4-9735	Judge Rutherford M. A. Howlett
	WCNW	1500-SH	250-LS 100-N	Arthur Faske WCNW Bldg.	Ingersol 2-1500	Arthur Faske Miss M. J. Milberne L. W. Berne	Roger Wayne H. Finkle Arthur Faske
	WLTH	1400-ST	500	Voice of Brooklyn, Inc. 105 Second Ave.	Orchard 4-1203	Samuel J. Gellard Samuel J. Gellard Samuel J. Gellard	Andre Skalski Samuel J. Gellard
	WMBQ	1500-SH	100	Metropolitan Broadcasting Corp. 95 Leonard St.	Stagg 2-9307	P. J. Gollhofer- L. E. Kiefer Lillian E. Kiefer Lillian E. Kiefer	Lillian E. Kiefer Lillian E. Kiefer Charles P. Evans
	WVFW	1400-ST	500	Paramount Broadcasting Corp. 1 Nevins St.	Triangle 5-0313	Anthony D'Angelo Eva L. D'Angelo Eva L. D'Angelo	Anne Dimin Anne Dimin Herman Florez
BUFFALO	WBEN	900	5,000-LS 1,000-N	WBEN, Inc. Hotel Statler	Cleveland 6400	NBC-Red	A. H. Kirchhofer Edgar H. Twamley Clifford M. Taylor	Edgar H. Twamley Ralph J. Kingsley	Edw. Petry & Co.
	WBNY	1370-SH	250-LS 100-N	Roy L. Albertson 485 Main St.	Cleveland 3365	N. Y. State	Roy L. Albertson Roy L. Albertson Roy L. Albertson	John A. McLean Thomas L. Vines
	WEBR	1310	250-LS 100-N	WEBR, Inc. 23 North St.	Lincoln 7133	NBC-Blue	A. H. Kirchhofer Louis W. Kaiser William Doerr, Jr. Ralph J. Kingsley
	WGR	550	1,000 CP 5,000-LS	Buffalo Broadcasting Corp. Rand Bldg.	Washington 3100	CBS	Hiram W. Deyo I. R. Lounsberry L. H. Avery	H. C. Rice Karl B. Hoffman	Free & Peters
	WKBW	1480	5,000	Buffalo Broadcasting Corp. Rand Bldg.	Washington 3100	CBS	Hiram W. Deyo I. R. Lounsberry L. H. Avery	H. C. Rice Karl B. Hoffman	Free & Peters
WSVS	1370-SH NC	50	Seneca Vocational High School 666 E. Delavan Ave.	Fillmore 7192	E. S. Pierce, Principal Lowell C. Kitchin	Lowell C. Kitchin Paul J. Doddridge	
CANTON	WCAD	1220-SH NC	500	St. Lawrence University Canton (Application pending to move to Watertown, N. Y. and be operated by Watertown Times.)	276 Harold K. Bergman	Ruth Willard Ward C. Priest
ELMIRA	WESG	1040-D SA 850	1,000	Cornell University Mark Twain Hotel	5181	CBS	Star-Gazette Inc., Lessor Dale L. Taylor C. Glover DeLancy	Ernest Oliver True McLean	J. P. McKinney
FREEMONT	WGBB	1210-ST	100	Harry H. Carman 64 So. Grove St.	2418	H. H. Carman H. H. Carman H. H. Carman	A. Cheesman Andrew Mercier
JAMESTOWN	WJTN	1210	50 CP 250-LS CP 100-N	James Broadcasting Co., Inc. Wellman Bldg.	3908	H. C. Wilder Charles Denny S. Goldman H. Kratzert
NEWBURGH	WGNV	1210-ST	100	Peter Goelet 161 Broadway	4600	Peter Goelet Peter Goelet Peter Goelet	Peter Goelet Peter Goelet Edward Johnstone
NEW YORK	WABC	860	50,000	Columbia Broadcasting System, Inc. 485 Madison Ave.	Wickersham 2-2000	CBS	CBS-Wm. S. Paley Hugh K. Boice Hugh K. Boice	W. B. Lewis V. M. Ratner A. B. Chamberlain	Radio Sales
	WBNX	1350-ST	1,000	WBNX Broadcasting Co. 260 E. 161st St.	Melrose 5-0833	A. L. Haskell W. C. Alcorn S. W. Caulfield	E. Erwin F. Johnson H. L. Wilson	H. K. Conover
	WEAF	660	50,000	National Broadcasting Co. RCA Bldg.	Circle 7-8300	NBC-Red	NBC-Lenox R. Lohr F. E. Spencer, Jr.	John F. Royal E. P. H. James O. B. Hanson	NBC
	WEVD	1300-ST	1,000	Debs Memorial Radio Fund, Inc. 160 W. 44th St.	Bryant 9-2360	Adolph Held Henry Greenfield Henry Greenfield	Morris S. Novik Charles W. Brown
	WFAB	1300-ST	1,000	Fifth Ave. Broadcasting Corp. 154 W. 57th St.	Circle 7-2610	P. F. Harron-J. Lang Joseph Lang	H. Albert H. Byam

TIME MAY BE ETERNAL BUT IT IS NOT ELASTIC

WHEN the advertising volume of a newspaper increases it easily can be taken care of through the simple process of adding pages. In a modern plant it is no problem to turn out either a 16 or 48-page edition.

NOT so in radio, where there are but 24 hours in a day. You can't stretch them one second. So what?

ALL the valuable hours on the major networks are gone. Certain times of the day—once regarded as too dead for commercials—are filled. Keen, far-sighted advertisers who anticipated the rush are enjoying a legitimate monopoly of the most productive periods on most stations.

IN Buffalo the year 1937 is going to outstrip the boom days of 1929. Our factory payrolls have gone up more than 50 per cent in the past twelve months or so. Our vast steel industry is operating at capacity. The 2,500 diversified plants here are running full blast.

IF you want to cash in on this new era of prosperity in one of the best markets in the United States, Station WBNY is your direct contact with a vast army of consumers. WBNY is doing a real job for all its advertisers—and they will frankly tell you so.

W B N Y

Owned and Operated by Roy L. Albertson

Studios—485 Main Street

BUFFALO

Telephone Cleveland 3365

"He Who Hesitates in Radio Is Lost!"

W-I-N-S

by

Invitation



WINS

*Enters New York's homes
by invitation.*

ADVERTISING OVER WINS IS NOT FORCED UPON
RELUCTANT MINDS; FOR WITH IT COMES PROGRAMS
OF NEWS-ADVENTURE-COMEDY-DRAMA-MUSIC.

*WINS is the key station of the
New York State Broadcasting System.*

W-I-N-S

58th Street, East of Park Avenue

NEW YORK CITY

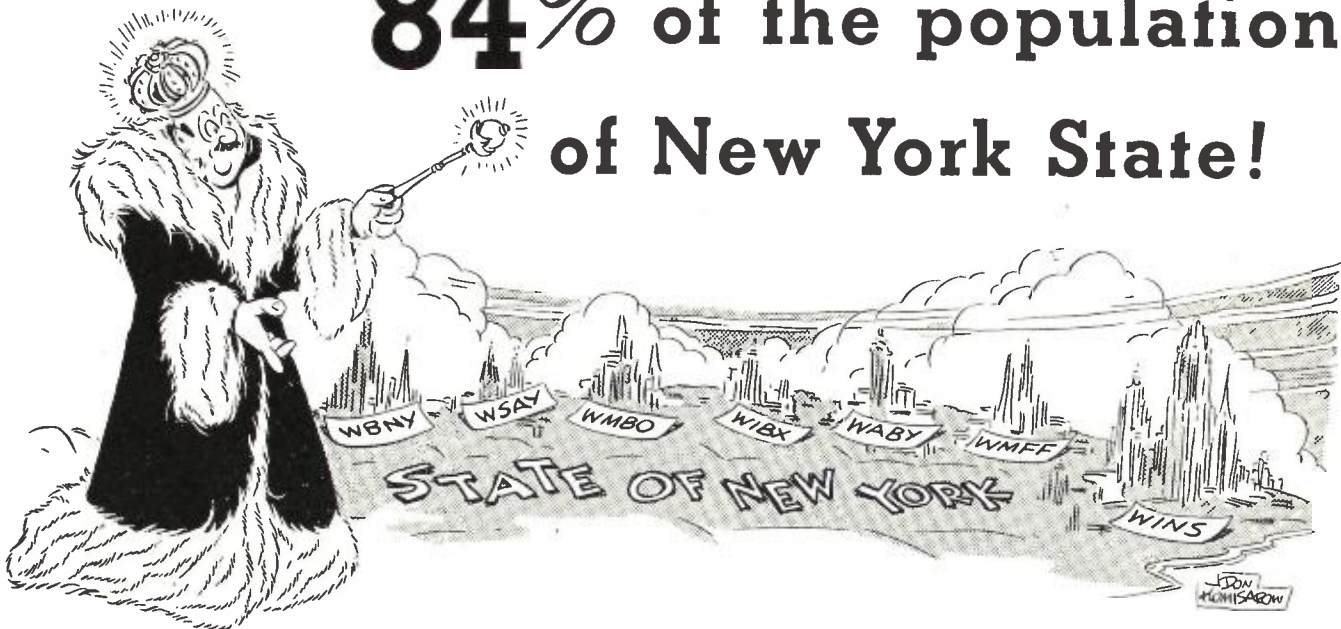
NATIONAL REPRESENTATIVES

HEARST RADIO

New York • Chicago • San Francisco • Los Angeles

Yours to Command!

84% of the population
of New York State!



The richest concentrated market in the world is yours to dominate by commanding the people's attention. Simply carry your message into their homes via The New York State Broadcasting System.

THESE ARE THE RADIO STATIONS:

WINS New York City	WMBO . . Auburn
WABY . . Albany	WSAY . . Rochester
WIBX . . . Utica	WBNY . . Buffalo

The rates are low and the potential results, high. For test campaigns this offers an ideal combination.

For Complete Details address

THE NEW YORK STATE BROADCASTING SYSTEM

114 East 58th Street, New York-ELdorado 5-6100

4-147 General Motors Building, Detroit

326 W. Madison Street, Chicago

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. S—Stay of CP pends litigation or rehearing.
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NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
NEW YORK (Continued)	WFAS (White Plains)	1210-ST	100	Westchester Broadcasting Corp. Hotel Roger Smith	White Plains 8352	Selma Seitz Frank A. Seitz Selma Seitz-I. T. Porter	Frank A. Seitz Frank A. Seitz Harry C. Laubenstein	Cox-Tanz Northwest Adv. Co.
	WHN	1010	5,000-LS 1,000-N	Marcus Loew Booking Agency 1640 Broadway	Bryant 9-7800	Loew's, Inc. Louis K. Sidney Herbert L. Pettey	Louis K. Sidney G. R. Windham	E. Katz
	WINS	1180-L	1,000	Hearst Radio, Inc. 114 E. 58th St.	Eldorado 5-6100	N. Y. State	J. V. Connolly Burt Squire Carl Colman	Dorothy Kempe Frank P. Foster, II Charles Pease	Hearst Radio
	WJZ	760	50,000	National Broadcasting Co. RCA Bldg.	Circle 7-8300	NBC-Blue	NBC—Lenox R. Lohr F. E. Spencer, Jr.	John F. Royal E. P. H. James O. B. Hanson	NBC
	WLWL	1100-SH	5,000	Missionary Society of St. Paul 415 W. 59th St.	Columbus 5-7030	Father Harney Rev. J. J. Malloy J. P. Kiernan
	WMCA	570	1,000	Knickerbocker Broadcasting Co. 1697 Broadway	Circle 6-2200	Intercity	Donald Flamm Donald Flamm Bertram Lebharr, Jr.	Alfred Hall Al Rose Frank Marx	Ray Linton
	WNEW	1250-ST	2,500-LS 1,000-N	Wodaam Corp. 501 Madison Ave.	Plaza 3-3300	R. E. O'Dea- M. H. Biow Bernice Judis Herman Bess Hugh Boice, Jr. Max J. Weiner	Weed & Co.
	WNYC	810-D NC	1,000	City of New York Municipal Bldg.	Worth 2-4740	Municipality Frederick J. H. Kracke	C. R. Bohnsack Seymour N. Siegel Isaac Brimberg
	WOR (Newark)	710	50,000	Bamberger Broadcasting Service 1440 Broadway	Pennsylvania 6-8383	Mutual	Alfred J. McCosker Theodore C. Streibert William B. Gellatly	Julius F. Seebach Joseph Creamer J. R. Poppele	R. J. Barrett, Jr. (Chicago) Paul Belaire (Boston)
	WOV	1130-D	1,000	International Broadcasting Corp. 132 W. 43rd St.	Bryant 9-6080	Arde Bulova John Iraci John Iraci	John C. Schramm Robert E. Study
	WQXR (Long Island City)	1550	1,000	Interstate Broadcasting Co. 730 Fifth Ave.	Columbus 5-6366	John V. L. Hogan Elliott M. Sanger Elliott M. Sanger	Douglass MacKinnon John V. L. Hogan
	WWRL (Woodside)	1500-SH	250-LS 100-N	Long Island Bestg. Corp. 41-30 58th St.	Newtown 9-3300	William H. Reuman William H. Reuman Frank R. Clarke	Lou Cole Frank R. Clarke W. H. Reuman
OLEAN.....	WHDL	1400	250	Olean Broadcasting Co., Inc. Exchange National Bank Bldg.	4666	E. B. Fitzpatrick Leonard L. Hofmann Herbert N. MacEwen	David W. Jefferies Tom Brown Hubert M. Hathaway	Radio Markets
PLATTSBURG.....	WMFF	1310-D	250	Plattsburg Broadcasting Corp. Hotel Cumberland	802	N. Y. State	E. H. & L. F. Bragg George F. Bissell George F. Bissell	Bernard Adams Wilbur Morrison Clark LaVier	Weed & Co.
ROCHESTER.....	WHAM	1150	50,000	Stromberg-Carlson Tele. Mfg. Co. Sagamore Hotel	Stone 1862	NBC-Blue	E. A. Hanover William Fay Franc Kelly	Kenneth Loysen Arthur Kelly John Long, Jr.	Craig & Hollingbery
	WHEC	1430	1,000-LS 500-N	WHEC, Inc. 40 Franklin St.	Stone 1320	CBS	Clarence Wheeler Gunnar O. Wiig Le Moine C. Wheeler Maurice H. Clarke	Paul Raymer
	WSAY	1210-D	100	Brown Radio Service 328 Main St. E.	Stone 702	N. Y. State	Gordon P. Brown Gordon P. Brown E. K. Johnson	Ken Sparnon Levere Fuller Gordon P. Brown
SARANAC LAKE.....	WNBZ	1290-D	100	E. Smith & W. Mace 70 Broadway	824	Earl J. Smith Earl J. Smith Earl J. Smith	Ray English T. J. MacLeod
SCHENECTADY.....	WGY	790	50,000	General Electric Co. 1 River Road	4-2211	NBC-Red	NBC-Gen. Electric Co. Kolin Hager Kalph Nordberg	A. O. Coggeshall A. MacDonald W. J. Purcell	NBC
SYRACUSE.....	WFBL	1360	5,000-LS 1,000-N	Onondaga Radio Bestg. Corp. Onondaga Hotel	2-1147	CBS	Samuel H. Cook Samuel Woodworth Charles F. Phillips	George Perkins K. G. Soule A. R. Marcy	Free & Peters
	WSYR- WSYU	570	1,000	Central New York Bestg. Corp. Starrett-Syracuse Bldg.	3-0158	NBC-Blue	Harry C. Wilder Howard C. Barth	Fred R. Ripley Simon Goldman Armand G. Belle Isle	Paul Raymer
TROY.....	WHAZ	1300-ST	1,000	Rensselaer Polytechnic Institute 110 Eighth St.	6810	William O. Hotchkiss W. J. Williams	A. Olin Niles H. D. Harris
UTICA.....	WIBX	1200	300-LS 100-N CP 250-LS	WIBX, Inc. 187 Genesee St.	2-2101	CBS N. Y. State	Scott Howe Bowen Dale Robertson A. W. Triggas	Phil Ross Ken Sheilaer David Foote	Craig & Hollingbery
WATERTOWN.....	WNNY (Construction Permit-S)	1420	250-LS 100-N	Black River Valley Broadcasts, Inc. Watertown	1670	Henry A. Wise

NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ASHEVILLE.....	WWNC	570	1,000	Asheville Citizen-Times, Inc. Flat Iron Bldg.	850	NBC	Don S. Elias Don S. Elias J. W. McIver	Ezra A. McIntosh J. W. McIver Cecil B. Hoskins	Hibbard Ayer Furgason & Aston
CHARLOTTE.....	WBT	1080	50,000	Columbia Broadcasting System, Inc. Wiilder Bldg.	3-7107	CBS	CBS-Wm. A. Schudt, Jr. Wm. A. Schudt, Jr. D. H. Long	Charles Crutchfield J. J. Beloungy	Radio Sales

IN WESTERN NEW YORK

WHAM

50 KILOWATTS
CLEAR CHANNEL
FULL TIME

COVERS 631,200
RADIO FAMILIES*

1150 KILOCYCLES

* NBC System of Audience
Measurement by "Aireas."

For UNIFORM DAY And NIGHT Coverage

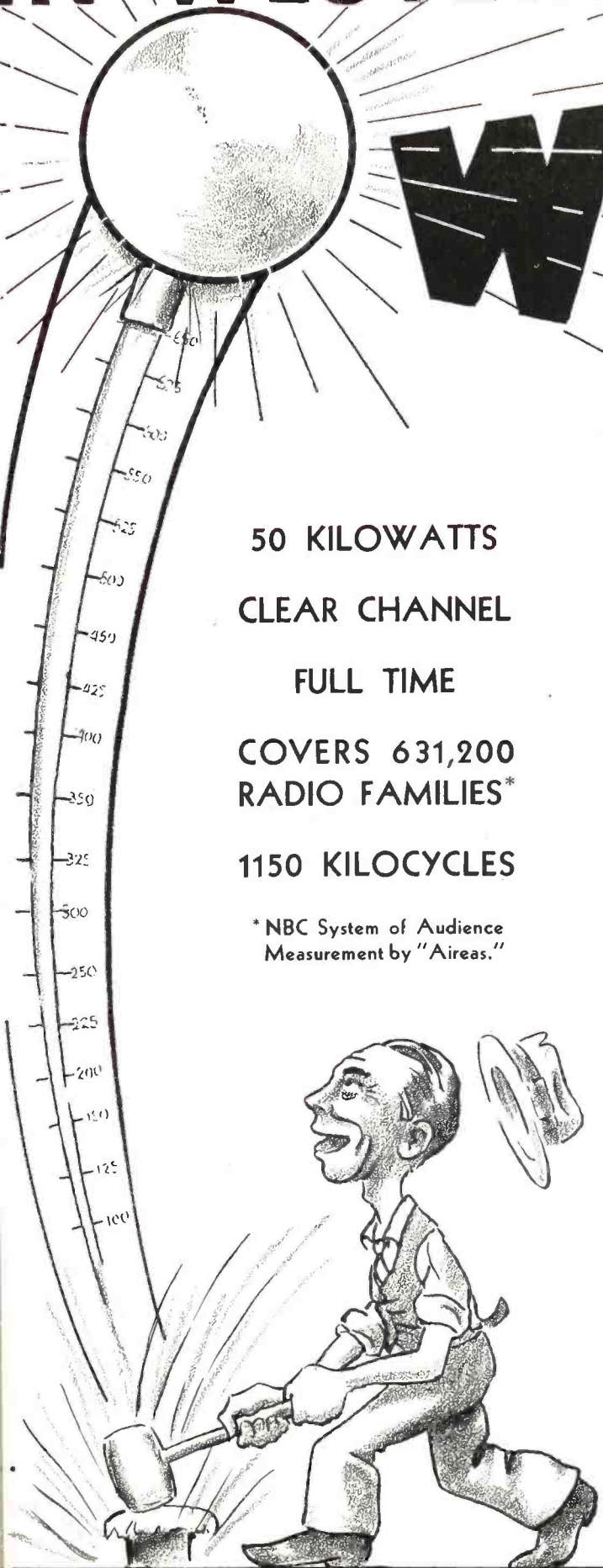
In Western New York State's rich industrial and farming belt, WHAM is the only 50,000 watt station—the only station operating full time on a clear channel with full power.

WHAM is the station the radio listener tunes to for dependable reception *day or night*.

Owned and Operated by the
Stromberg-Carlson Telephone Manufacturing Co.
ASSOCIATED WITH N B C

New York
Craig and Hollingbery, Inc.,
250 Park Avenue

Chicago
Craig and Hollingbery, Inc.,
307 N. Michigan Avenue



"The Stromberg-Carlson Station"

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. S—Stay of CP pending litigation or rehearing.
 (Data corrected to January 1, 1937)

NORTH CAROLINA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
CHARLOTTE (Continued)	WSOC	1210	250-LS 100-N	WSOC, Inc. Mecklenburg Hotel	7139	NBC	E. J. Gluck E. J. Gluck W. C. Irwin	Paul W. Norris	Sears Co. Hibbard Ayer
DURHAM	WDNC	1500	100	Durham Radio Corp. Washington Duke Hotel	J-1001	CBS	C. C. Council J. F. Jarman, Jr. C. J. Woodhouse	Lee E. Vickers R. A. Dalton	E. Katz
GASTONIA	WJBR	1420 (Construction Permit)	100	Joe B. Roberts 213 So. Willow St.	Joe B. Roberts Joe B. Roberts
GREENSBORO	WBIG	1440	1,000-LS 500-N	North Carolina Bestg. Co. O. Henry Hotel	6125	CBS	Joseph M. Bryan Edney Ridge Edney Ridge	Ernie Smith Edney Ridge Earl Allison
HIGH POINT	WMFR	1200-D	100	Radio Station WMFR, Inc. 156½ South Main	4593	J. A. Hart- W. M. Nelson Wayne M. Nelson E. Z. Jones	G. C. Davis O. G. Hilton
KINSTON	WFTC	1200 (Construction Permit)	250-LS 100-N	Jones Weiland 90 Queen St.	Jonas Weiland Jonas Weiland
RALEIGH	WPTF	680-L SA-N	5,000	WPTF Radio Co. 324 Fayetteville St.	3007	NBC	J. R. Weatherspoon Richard H. Mason Royal E. Penny	Graham Poyner Royal E. Penny Henry Hulick	Free, Johns & Field
ROCKY MOUNT	WEED	1420-ST	250-LS 100-N	W. Avera Wynne P.O. Box 221	1420	W. Avera Wynne W. Avera Wynne B. W. Frank	Robert Wallace W. Avera Wynne
WILMINGTON	WMFD	1370-D	100	Richard Austin Dunlea 320 No. Front St.	3	R. A. Dunlea R. A. Dunlea W. H. Hancammon, Jr.	W. E. Britt W. H. Humphrey, Jr.
WINSTON-SALEM	WAIR	1250-D (Construction Permit)	250	Radio Station WAIR Robert E. Lee Hotel	6161	C. G. Hill G. D. Walker C. G. Hill	S. H. Walker	Kelly-Smith
	WSJS	1310	100	Winston-Salem Journal Co. 416 No. Marshall St.	4141	CBS	Owen Moon N. L. O'Neil N. L. O'Neil	John Miller Douglas Lee	Kelly-Smith

NORTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
BISMARCK	KFYR	550	5,000-LS 1,000-N	Meyer Broadcasting Co. 320 Broadway	19	NBC	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	Al Lowrey Dick Burris Ivar Nelson	Ferguson & Aston
DEVILS LAKE	KDLR	1210	100	KDLR, Inc. 1025 3rd St.	1090	Bert Wick Bert Wick Bert Wick	Hub Warner Richard Moritz	Sears Co.
FARGO	WDAY	940	5,000-LS 1,000-N	WDAY, Inc. Black Bldg.	6800	NBC	E. C. Reineke E. C. Reineke Barney J. Lavin	Ken Kennedy David B. Henley Julius Hetland	Free, Johns & Field
GRAND FORKS	KFJM	1410	1,000-LS 500-N	University of North Dakota First National Bank Bldg.	1200	U. of No. Dakota Dalton Le Masurier Elmer Hanson	Myron J. Bennett Gleason Kistler E. J. O'Brien
JAMESTOWN	KRMC	1310-ST (Construction Permit)	100	Roberts-McNab Co. Jamestown	390	R. B. McNab- A. L. Roberts A. J. Breitback
MANDAN	KGCU	1240-SH	250	Mandan Radio Ass'n., Inc. Mandan	566	J. K. Kennelly J. K. Kennelly
MINOT	KLPM	1240-SH	250	John P. Cooley Minot	1267	John B. Cooley Ethel H. Cooley Richard J. Schmidt	Victor Bell C. W. Baker	Transamerican Sears Co.
VALLEY CITY	KOVC	1500	100	George Bairey 312 5th Avenue	408	George B. Bairey George B. Bairey W. E. Fritch	Lavell Waltman Mike McCarthy George B. Bairey

OHIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
AKRON	WADC	1320	5,000-LS 1,000-N	Allen T. Simmons Akron	Hemlock 5151	CBS	Allen T. Simmons Allen T. Simmons	H. L. Hageman E. A. Marchal John Aitkenhead, Jr.
	WJW	1210	250-LS 100-N	WJW, Inc. 41 So. High St.	Jefferson 6111	John F. Weimer S. W. Townsend S. W. Townsend	Arthur W. Graham Gerald Roberts
CANTON	WHBC	1200	100 CP 250-LS	Edward P. Graham 319 W. Tuscarawas St.	5385	Edward P. Graham C. W. Hayes C. W. Hayes	George Beebout Kenneth Sliker
CINCINNATI	WCKY	1490	5,000	L. B. Wilson, Inc. Covington, Ky.	Hemlock 7655	NBC-Blue	L. B. Wilson L. B. Wilson George H. Moore	Lee Goldsmith Charles H. Topmiller
	WCPO	1200	250-LS 100-N	Continental Radio Co. Sinton Hotel	Parkway 1111	Karl A. Bickel William A. Clark William A. Clark	Robert Bentley Glen A. Davis



WHAT ARE WE OFFERED FOR FARGO?

Nosuh, us country boys wouldn't try to sell
Brooklyn Bridge to you city slickers—

But no joke: We can sell Fargo to you, and
throw in the Red River Valley [one of the
richest and most responsive agricultural
areas in the nation].

If this sounds like a gold-brick, let us send you
some facts about what we're doing—and
for whom.

W DAY, INC.

N. B. C.

FARGO
N. D.

Affiliated with the Fargo Forum

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

FREE, JOHNS
& FIELD, INC.
NATIONAL
REPRESENTATIVES

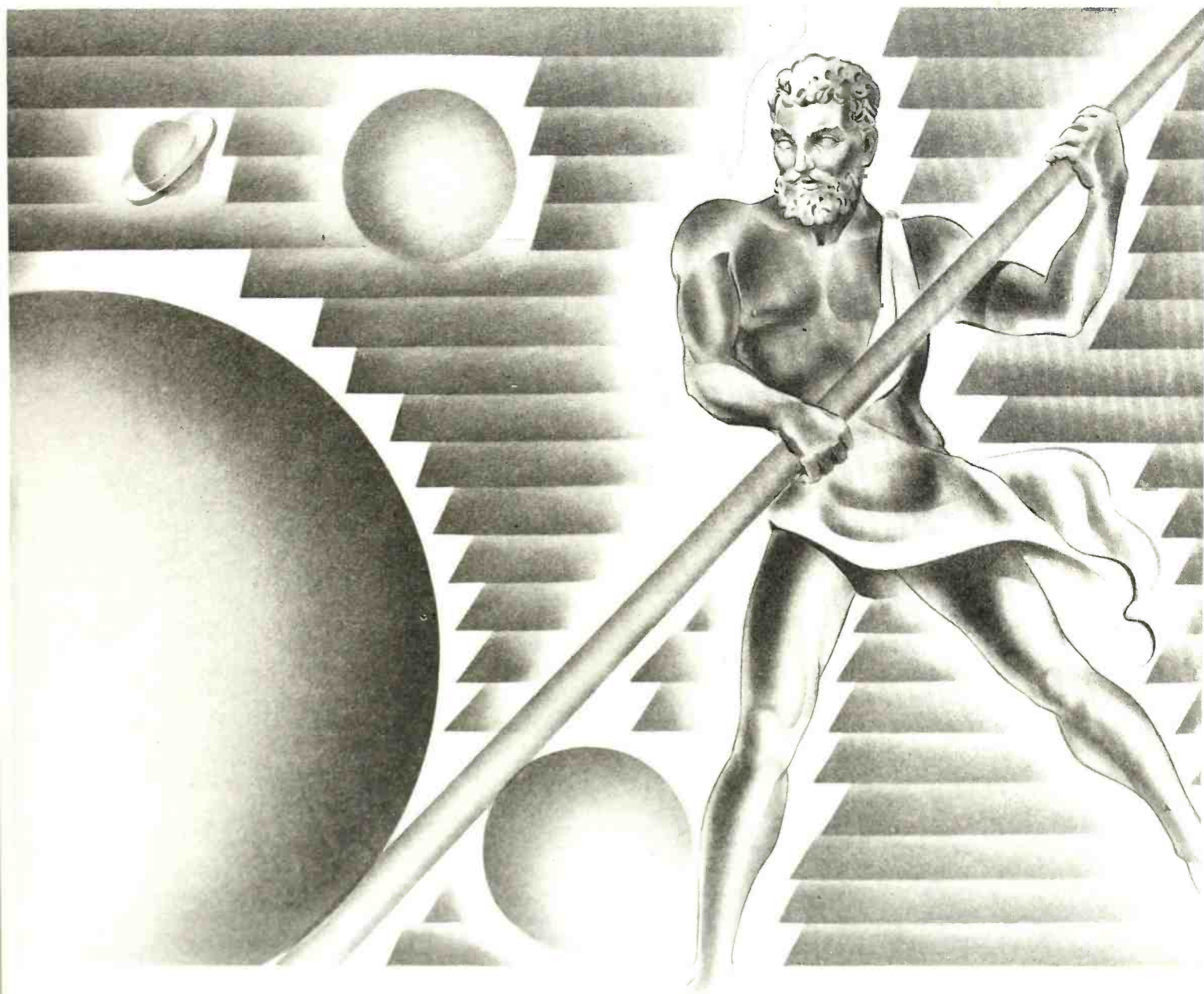


You're selling Cincinnati short
• • *without* **WSAI**

As a local station in the Greater Cincinnati area, WSAI enjoys a unique status . . . in addition to its truly fine touches of local color, WSAI has all of WLW's standards, facilities and personnel at its disposal—in short a “Nation's Station” in miniature.

As a result of these exceptional advantages, WSAI programs command the attention of a notably high proportion of the radio audience in Cincinnati and its trading zone.

"GIVE ME A PLACE TO STAND...
AND I WILL MOVE THE EARTH!"

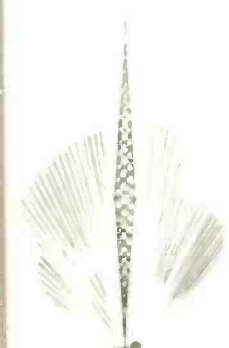


The wide universe of national radio advertising offers no firmer place to stand than WLW. And no more effective lever can be used from this vantage point than a WLW-produced program.

Those advertisers who stand on WLW with the leverage of a WLW program do, indeed, move the earth.

WLW—"The Nation's Station"

THE CROSLY RADIO CORPORATION
POWEL CROSLY, Jr., President **CINCINNATI**



DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
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OHIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CINCINNATI <i>(Continued)</i>	WKRC	550	5,000-LS 1,000-N	Columbia Bcstg. System, Inc. Hotel Alms	Woodburn 7640	CBS	CBS-Timothy S. Goodman Timothy S. Goodman S. R. Bateman	John McCormick Frank Dieringer	Radio Sales
	WLW	700	50,000 SA 500,000	Crosley Radio Corp. Cincinnati	Kirby 4800	NBC Mutual	Powel Crosley, Jr. William S. Hedges Frank M. Smith	Robert Kennett R. Rockwell	Transamerican
	WSAI	1330	2,500-LS 1,000-N	Crosley Radio Corp. Cincinnati	Kirby 4800	NBC-Red Mutual	Powell Crosley, Jr. William S. Hedges Frank M. Smith	Robert Kennett R. Rockwell	
CLEVELAND	WGAR	1450	1,000-LS 500-N	WGAR Broadcasting Co. Hotel Statler	Prospect 0200	NBC-Blue Mutual	G. A. Richards John F. Patt- Eugene Carr Ellis C. Vander Pyl	Worth Kramer Lloyd George Vernard R. Morris Pierce	Edw. Petry & Co
	WHK	1390	2,500-LS 1,000-N	Radio Air Service Corp. Terminal Tower	Prospect 5800	CBS Buckeye	Cleveland Plain Dealer H. K. Carpenter C. A. McLaughlin	John Vorpe C. A. McLaughlin Edward Gove	Free & Peters
	WJAY	610-D	500	Cleveland Radio Bcstg. Corp. Terminal Tower	Prospect 5800	Cleveland Plain Dealer H. K. Carpenter C. A. McLaughlin	John T. Vorpe C. A. McLaughlin Edw. T. Gove	
	WTAM	1070	50,000	National Broadcasting Co., Inc. 1367 E. 6th St.	Cherry 0942	NBC-Red	NBC-Vernon H. Pribble Vernon H. Pribble Vernon H. Pribble	Hal W. Metzger Howard Barton S. E. Leonard	NBC
COLUMBUS	WBNS	1430	1,000-LS 500-N	WBNS, Inc. 33 No. High St.	Adams 9265	CBS	Edgar Wolfe Richard A. Borel W. I. Orr	Jack Price James O. Yerian Lester Nafzger	John Blair
	WCOL	1210	100	WCOL, Inc. 33 No. High St.	Adams 8207	NBC	Kenneth Johnston C. R. Thompson Jack Kelly-Neal Smith	Doris Herbst Harold Nafzger	Joseph McGillvra
	WHKC	640-L	500	Associated Radiocasting Corp. 22 E. Gay St.	Adams 1101	Buckeye	Cleveland Plain Dealer Carl M. Everson Harry H. Hoessly	Robert S. French J. E. Anderson	Free, Johns & Field
	WOSU	570-SH NC	1,000-LS 750-N	Ohio State University Columbus	University 3148	George W. Rightmire R. C. Higgy	Byron Williams C. S. Bidlack	
DAYTON	WHIO	1260	5,000-LS 1,000-N	Miami Valley Broadcasting Corp. 39 So. Ludlow St.	Adams 2261	CBS	J. M. Cox, Jr. J. Leonard Reinsch David A. Brown	Richard F. Reed James LeGate Ernest L. Adams	John Blair
	WSMK	1380-D SH-N	200	WSMK, Inc. 121 No. Main St.	Adams 3288	S. M. Krohn, Jr. S. M. Krohn, Jr.	Helen Blue Sidney Teneyck Paul Braden	
LIMA	WBLV	1210-D	100	Herbert Lee Blye 117 So. McDonnell St.	High 5321	Herbert Lee Blye Herbert Lee Blye J. R. Payne	R. Steffe Robert Coates Herbert Lee Blye	
PORTSMOUTH	WPAY	1370	100	Vee Bee Corp. 821 Chillicothe St.	2504	Buckeye	M. F. Rubin Marie W. Vandergrift Marie W. Vandergrift	Orville Fields Gwen Sherburn Ralph Jordan	Spot Broadcasting
TOLEDO	WSPD	1340	5,000-LS 1,000-N	Fort Industry Co. Commodore Perry Hotel	Adams 3175	CBS Buckeye NBC—After May 1	George B. Storer J. Harold Ryan E. Y. Flanigan	Russell A. Gohring George L. Young Vern C. Alston	John Blair
YOUNGSTOWN	WKBN	570-SH	500	WKBN Broadcasting Corp. 17 No. Champion St.	4-2122	CBS Buckeye	Warren P. Williamson, J. Lothaire Bowden Emanuel E. Evans	S. Truesdale Mayer Bernard Wilkins	
ZANESVILLE	WALR	1210	100	WALR Broadcasting Corp. 17½ So. Fourth St.	Main 5044	E. B. Graham Nathan Milder Nathan Milder	M. Julian E. E. Aiden	John Kettlewell

OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ADA	KADA	1200-D	100	C. C. Morris Ada	1212	Oklahoma	C. C. Morris Joseph W. Lee Joseph W. Lee	Paul Hughes Leiland Seay	Radio Markets
ARDMORE	KVSO	1210	100	Ardmoreite Publishing Co. Ardmore	3030	Oklahoma	John Easley Albert Riesen Paul Duncan	Dolly Dutton Albert Riesen Paul Ross	
ELK CITY	KASA	1210	100	E. M. Woody Casa Grande Hotel	730	E. M. Woody F. E. Mayhew F. E. Mayhew	Wallace Seeds F. E. Mayhew H. C. Redman	
ENID	KCRC	1360	250	Enid Radiophone Co. Enid	447	Oklahoma	William Taylor Craig Campbell Craig Campbell	Ralph Rogers A. B. Clopton	
MUSKOGEE	KBIX	1500	100	Oklahoma Press Publishing Co. Barnes Bldg.	393	Oklahoma	Joel H. Bixby W. L. Waltman Kelly Morgan	William Barclay W. L. Waltman George W. Brock	Branham Co.
NORMAN	WNAD	1010-SH NC	1,000	University of Oklahoma Norman	900	Oklahoma U. Ted Beard	Homer R. Heck Clyde Farrar	

FOR COVERAGE IN OHIO



UNITED BROADCASTING COMPANY

CLEVELAND • COLUMBUS • YOUNGSTOWN

H. K. CARPENTER, Vice President

WHK-WJAY, CLEVELAND

H. K. CARPENTER, Vice President & General Manager

C. A. McLAUGHLIN, Sales Manager

WHKC, COLUMBUS

C. M. EVERSON, General Manager

H. H. HOESSLY, Sales Manager

Affiliate: WKBN, YOUNGSTOWN

" UNITED FOR SERVICE "

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
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OKLAHOMA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
OKLAHOMA CITY	KFXR	1310	250—LS 100—N	Exchange Ave. Baptist Church Hightower Bldg.	3-4333	B. C. Thomason, Leasee B. C. Thomason Bob Elliston	Mary Louise Thomason Harold Smith Horace J. Marrinan
	KGFG	1370	100	Oklahoma Broadcasting Co. Perrine Bldg.	2-5481	Oklahoma	Harold Hough Ivan R. Head J. R. Wetzel	Francis Luper R. C. Stimson
	KOMA	1480	5,000	Hearst Radio Inc. Biltmore Hotel	2-3291	CBS	Hearst Radio Neal Barrett Neal Barrett	Waymond Ramsey Paul Bostaph	Hearst Radio
	WKY	900	5,000—LS 1,000—N	WKY Radiophone Co. Skirvin Tower Hotel	3-4306	NBC	E. K. Gaylord Gayle V. Grubb M. H. Bonebrake	Daryl McAllister John Blatt E. C. Hull	E. Katz
PONCA CITY	WBBZ	1200	100	Estate of C. L. Carrell, deceased. A. L. Carrell, representative 615 W. Grand	2300	Oklahoma	C. L. Carrell Estate A. L. Carrell John Esau	Ted Compton Carl Metcalf Donald Mitchell
SHAWNEE	KGFF	1420	250—LS 100—N	KGFF Broadcasting Co., Inc. Ninth & Bell Sts.	4390	Oklahoma	Oscar Stauffer R. U. Porter R. U. Porter	Edith Page Jack Whitney E. H. Taylor
TULSA	KTUL	1400	1,000—LS 500—N	Tulsa Broadcasting Co. Bank of Tulsa Bldg.	4-8188	CBS	J. T. Griffin William C. Gillespie T. Lawrence Taylor	Roderick Cupp Duke Murta Nathan Wilcox	Free, Johns & Field
	KVOO	1140—ST	25,000	Southwestern Sales Corp. Phittower	2-2254	NBC	William G. Skelly William B. Way Willard D. Egolf	Allen Franklin Gordon S. Avery Watt Stinson	Ed. Petry & Co.

OREGON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ASTORIA	KAST	1370—D	100	Astoria Broadcasting Co. Inc. Hotel Astoria	95	M. R. Chessman Ted W. Cooke Billy Sandiford	Ted W. Cooke Billy Sandiford Lawrence King
CORVALLIS	KOAC	550—NC	1,000	Oregon State Agricultural College Corvallis	526	Oregon State College Luke L. Roberts Grant S. Folkert
EUGENE	KORE	1420	100	Eugene Broadcast Station Willamette St.	3	P. L. Hill—C. G. Phillips Glenn McCormick Glenn McCormick	Day Foster Harold Gander	Walter Biddick
KLAMATH FALLS	KFJI	1210	100	KFJI Broadcasters, Inc. 203 Main St.	2125	J. A. Kincaid J. A. Kincaid Geo. Kincaid	Jack Keating John Zbinden	Radio Markets
MARSHFIELD	KOOS	1200—D	250	Pacific Radio Corp. Hall Bldg.	432	Sheldon F. Sackett Ben E. Stone	Sylvia L. Chandler Floyd M. Rush	Walter Biddick
MEDFORD	KMED	1310 CP 1410	250 LS 100—N CP 250	Mrs. W. J. Virgin Sparta Bldg.	305	Mrs. W. J. Virgin Mrs. W. J. Virgin L. P. Bishop D. H. Rees	Walter Biddick Craig & Hollingbery
PORTLAND	KALE	1300	500	KALE, Inc. New Heathman Hotel	East 3700	C. R. Hunt—C. W. Myers Ted Kooreman Charles E. Couche	Johnny Walker Charles E. Couche Louis S. Bookwalter	Free & Peters
	KBPS	1420 ST NC	100	Benson Polytechnic School 546 E. 12th Ave. N.	East 8131	R. T. Stephens, Agent William Allingham	William Allingham
	KEX	1180—ST	5,000	Oregonian Publishing Co. Oregonian Bldg.	Atwater 2121	NBC-Pacific (Blue) Northwest Triangle	O. L. Price W. Carey Jennings Chester L. Blomness	Merton H. Borles H. Quenton Cox Harry C. Singleton	Edw. Potry & Co.
	KGW	620	5,000—LS 1,000—N	Oregonian Publishing Co. Oregonian Bldg.	Atwater 2121	NBC-Pacific (Red) Northwest Triangle	O. L. Price W. Carey Jennings Chester L. Blomness	Merton H. Borles H. Quenton Cox Harry C. Singleton	Edw. Potry & Co.
KOIN	940	5,000 LS 1,000—N	KOIN, Inc. New Heathman	Atwater 3333	CBS	C. W. Myers C. Roy Hunt Charles Couche	John Walker Charles Couche Louis Bookwalter	Free & Peters	
KWJJ	1060 L SA 1040	500	KWJJ Broadcast Co., Inc. 622 S. W. Salmon St.	Atwater 4393	W. J. Jerman Mardonald Potts Mardonald Potts	Mardonald Potts Mardonald Potts W. J. Jerman	
KXL	1420 ST	250 LS 100 N	KXL Broadcasters Multnomah Hotel	Atwater 5124	H. B. Read H. B. Read H. B. Read	Allyn Roberts	
ROSEBURG	KRRR	1500	250—LS 100—N	So. Oregon Publishing Co. Roseburg	4	Frank Jenkins J. B. Toles Marshall H. Pengra J. B. Toles	Walter Biddick
SALEM	KSLM	1370	100	Oregon Radio Inc. 345 Court Street	6131	H. B. Read Thomas Hoxie Thomas Hoxie	Boots Grant Clyde Wiegand



Lead the Pacific Coast

IN RADIO IMPROVEMENTS

...for 1936

1. New Standard Transmitter...KGW

KGW has installed a new 5 kw RCA high-fidelity transmitter.

2. New Antenna...KGW

Authorization secured from Federal Communications Commission for new 625-foot vertical antenna, now under construction. This antenna assures increased coverage; a more powerful signal, the elimination of fading.

3. New Ground System...KGW

KGW has purchased 80 additional acres of land, providing a new water-immersed ground system located in ideal soil at the confluence of Willamette and Columbia rivers. When completed the system will contain over 20 miles of radio copper strips.

4. New Transmitter...KEX

KEX has installed a new 5 kw transmitter, bringing plant entirely up to modern, high-fidelity standards.

5. Standard Studio Equipment...KGW-KEX

Both KGW and KEX studios have been completely equipped with the newest and most modern RCA amplifiers and microphones. Studio equipment is now all AC operated.

6. Modern Studios...KGW-KEX

Main studios of both stations are designed for perfect acoustics, beautifully decorated; contain new improvements, such as the latest RCA turn-table equipment, (both vertical and lateral cut), new concert grand pianos tested for radio suitability, and a pipe organ especially designed for broadcasting.

FOR BETTER PROGRAMS—OUTSTANDING SHOWMANSHIP—GREATER RESULTS—USE

THE RADIO STATIONS OF THE OREGONIAN

The Largest Newspaper in the Pacific Northwest

PORTLAND, OREGON

Representatives: Edward Petry & Co., Inc. New York, Chicago, Detroit, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. S—Stay of CP pending litigation or rehearing.
 (Data corrected to January 1, 1937)

PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ALLENTOWN	WCBA-WSAN	1440	500	B. Bryan Musselman 39 No. 10th St.	9511	Quaker	B. Bryan Musselman J. H. Musselman J. H. Musselman	Geo. Y. Snyder Charles R. Petrie Charles Sauerwine	
ALTOONA	WFBG	1310-ST	100 CP 250-LS	Gable Broadcasting Co. 1318 Eleventh Ave.	6467	Quaker	George P. Gable Roy F. Thompson K. C. Sink	J. M. Snyder Roy Thompson J. E. Moffatt	Cox & Tanz
EASTON	WEST	1100-ST	250-LS 100-N	Associated Broadcasters, Inc. 516 Northampton St.	8001	Quaker	Clair R. McCollough Walter Kirkwood	Wilbur Markle J. E. Mathiot	
ERIE	WLEU	1120	250-LS 100-N	Leo J. Omelian Commerce Bldg.	2-5229	Quaker	Leo J. Omelian V. Hamilton Weir V. Hamilton Weir	James Hamilton V. Hamilton Weir Harold Roess	Joseph McGillvra
GREENSBURG	WHJB	620-D	250	Pittsburgh Radio Supply House Penn-Albert Hotel	3740		H. J. Brennen H. E. Clark Robert M. Thompson	Edw. J. Kroen W. W. McCoy	Paul Raymer
GROVE CITY	WSAJ	1310-SH NC	100	Grove City College Main & Broad Sts.	70		Grove City College R. W. Harmon	H. W. Harmon H. H. Johnson	
HARRISBURG	WHP	1430	1,000-LS 500-N	WHP, Inc. Telegraph Bldg.	2-4111	CBS	E. J. Stackpole, Jr. A. K. Redmond C. L. Bailey	E. K. Smith Dick Redmond William Wolf	
	WKBO	1200-ST	250-LS 100-N	Keystone Broadcasting Corp. Penn Harris Hotel	4-0191	Quaker	Telegraph Press C. G. Moss C. G. Moss	Clyde Moser George C. Smith Charles Myers	
HAZLETON	WAZL	1420-ST	100	Hazleton Broadcasting Service Hazleton National Bank Bldg.	1488	Quaker	Clair McCollough Victor C. Diehm	Thomas Tito J. E. Mathiot	
JOHNSTON	WJAC	1310-ST	100 CP 250-LS	WJAC, Inc. Locust St.	244	Quaker	Walter W. Krebs J. C. Tully	A. J. Reid	
LANCASTER	WGAL	1500	250-LS 100-N	WGAL, Inc. 8 W. King St.	5252	Quaker	Clair A. McCollough Walter Miller	Earnest Stanzola J. E. Mathiot	
PHILADELPHIA	KYW	1020	10,000	Westinghouse E. & M. Co. 1622 Chestnut St.	Locust 3760	NBC-Red	Westinghouse (NBC) Leslie W. Joy Ralph A. Sayres	James P. Begley Lambert Beeuwkes E. H. Gager	NBC
	WCAU	1170	50,000	WCAU Broadcasting Co. 1622 Chestnut St.	Locust 7700	CBS	Dr. Leon Levy Dr. Leon Levy Robert A. Street	Stan Lee Broza S. Burns John Leitch	Transamerican
	WDAS	1370	250-LS 100-N	WDAS Broadcasting Station 1211 Chestnut St.	Locust 7400		Alexander W. Dannenbaum Patrick J. Stanton Stanley H. Chambers	Harold Davis Jerry Stone Frank Unterberger	
	WFIL	560	1,000-LS 500-N SA 1,000-N CP 1,000-N	WFIL Broadcasting Co. Public Ledger Bldg.	Walnut 5200	NBC-Blue Mutual Quaker	Samuel R. Rosenbaum Donald Withycomb Jack Stewart	John J. Clark Jerry Moore Frank V. Becker	Edw. Petry & Co.
	WHAT	1310-ST	100	Independence Bstg. Co., Inc. Independence Square	Lombard 2390		W. Porter Ogelsby, Jr. L. H. Bailey L. H. Bailey	Milton Laughlin J. C. Geise, Jr.	
	WIBG (Glenside)	970-D	100	Seaboard Radio Bstg. Corp. Keswick Bldg., Glenside	Ogontz 4570		Joseph M. Nassau Joseph M. Nassau Robert G. Hampe	Margaret R. Collins Charles E. Weir	
	WIP	610	1,000	Pennsylvania Broadcasting Co. 35 So. 9th St.	Walnut 6800	Intercity	Benedict Gimbel, Jr. Albert A. Cormier Albert A. Cormier	James Allan Murray Arnold Clifford Harris	
	WPEN	920-ST	500-LS 250-N	Wm. Penn Broadcasting Co. 22nd & Walnut Sts.	Rittenhouse 4140		Clarence H. Taubel Charles Stahl Charles Stahl	Thomas B. Smith M. Henry Potter Charles Burtis	
	WRAX	920-ST	500-LS 250-N	WRAX Broadcasting Co. 22nd & Walnut Sts.	Rittenhouse 4140		Clarence H. Taubel Charles Stahl Charles Stahl	Thomas B. Smith M. Henry Potter Charles Burtis	
	WTEL	1310-ST	100	Foulkrod Radio Engineering Co. 3701 No. Broad St.	Radcliffe 6647		Henry N. Cocker		
PITTSBURGH	KDKA	980	50,000	Westinghouse E. & M. Co. Grant Bldg.	Grant 4200	NBC-Blue	Westinghouse (NBC) H. A. Woodman W. E. Jackson	John Gihon Lynden Morrow Joseph Baudino	NBC
	KQV	1380-D SH-N	500	KQV Broadcasting Co. Chamber of Commerce Bldg.	Grant 4860	CBS	H. J. Brennen J. J. Laux R. M. Thompson, Sr.	George Heid J. J. Laux Walter McCoy	Ferguson & Aston
	WCAE	1220	5,000-LS 1,000-N	WCAE, Inc. Hotel William Penn	Atlantic 5184	NBC-Red Mutual	Hearst Radio Leonard Kapner	Edward Harvey Lewis Patterson James Schultz	Hearst Radio
	WJAS	1290	5,000-LS 1,000-N	Pittsburgh Radio Supply House Chamber of Commerce Bldg.	Grant 4850	CBS	H. J. Brennen Howard E. Clark R. M. Thompson, Sr.	James Hughes Walter McCoy	Ferguson & Aston
	WWSW	1500	250-LS 100-N	Walker & Downing Radio Corp. Hotel Keystone	Grant 5200	Quaker	Pittsburgh Post-Gazette Frank R. Smith, Jr. Frank R. Smith, Jr.	Walter E. Sickles Kieran Balfe A. A. Lewis	Weston, Frykman & Allen



When a Lady Meets a Gentleman in Pittsburgh

They agree on WCAE. And that holds whether they are listeners or advertisers.

They know that the biggest and most complete radio survey ever made in Pittsburgh, conducted by Ross Federal, showed WCAE to have 22% more listeners than the second station, 82% more than the third.

They know that WCAE has won all of Variety's Showmanship Awards. They know that WCAE is one of the oldest radio stations in the world, one

of the original six to form an NBC network, a veteran.

And WCAE advertisers know that WCAE gives more audience at less cost.

It's more profitable to Buy the
First Station First. In Pittsburgh
the first station is WCAE.

WCAE

WCAE INCORPORATED • PITTSBURGH • BASIC NBC RED NETWORK

NATIONAL REPRESENTATIVES

HEARST RADIO

New York • Chicago • San Francisco • Los Angeles

Another Message to the

Forty Five Percent of the Country

"IN THE PALM

THROUGH *WOV*

You can have New York, the largest "Italian City in the World" in the palm of your hand.

There are more than 1,750,000 Italian* Americans in the metropolitan area. This equals the combined population of the two largest cities in Italy, Rome and Naples.

WOV New York

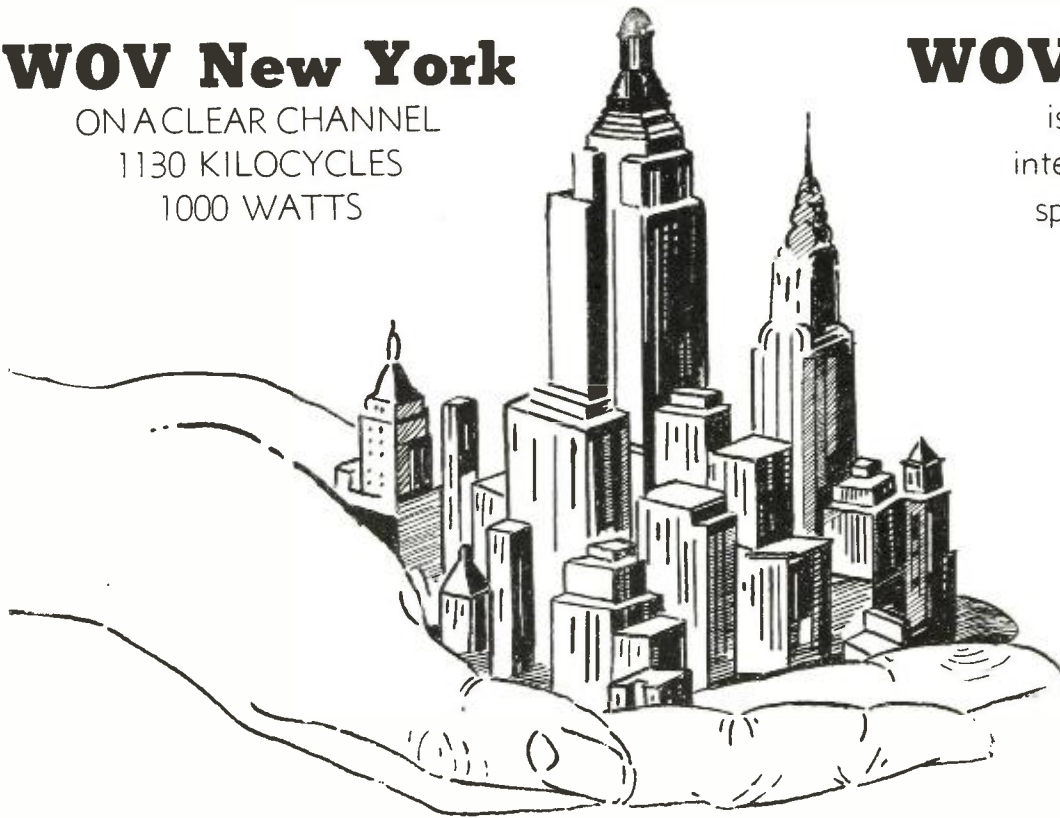
ON A CLEAR CHANNEL

1130 KILOCYCLES

1000 WATTS

WOV New York

is the center of
interest to all Italian
speaking listeners



Reach more than two
millions through the

WOV

Is the only station that concentrates on serving the largest single audience of its kind in the world, the Italian-Americans of Greater New York. *WOV* accounts have been consistently renewed for the past six years. In 1935 and 1936 ninety-five per cent of the *WOV* advertisers renewed their contracts!

Advertising Agencies

's Italian - American Population

OF YOUR HAND"

THROUGH **WRAX
PEN**

You can have greater Philadelphia, an "Italian" city with twice as many Italian-speaking people as there are in Venice in the palm of your hand.

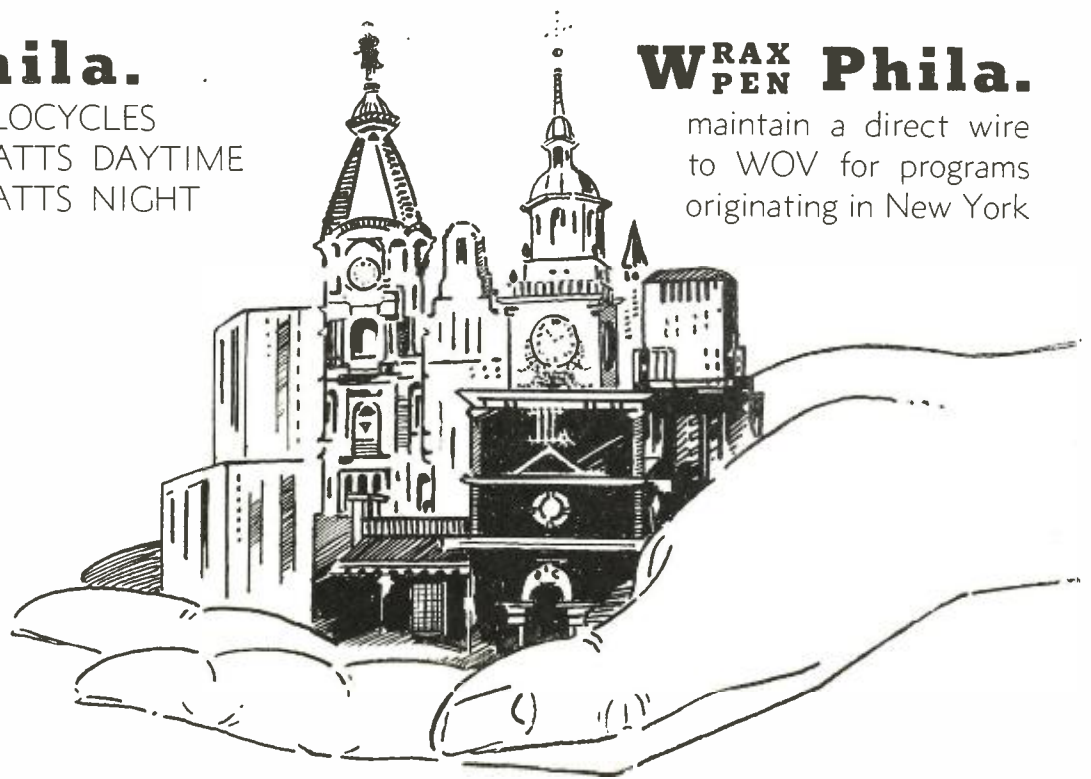
There are more than 350,000 Italian-Americans in Greater Philadelphia.

**WRAX
PEN Phila.**

920 KILOCYCLES
500 WATTS DAYTIME
250 WATTS NIGHT

**WRAX
PEN Phila.**

maintain a direct wire
to WOV for programs
originating in New York



million Italian Amer-
combined facilities.

**WRAX
PEN**

Serve Philadelphia, "The city of homes where half the population own their own homes." These stations serve a highly specialized field conscientiously and regularly the year 'round. The continued patronage of advertisers speaks well for the excellence of this service.

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 (Data corrected to January 1, 1937)

PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
READING.....	WEEU	830-D	1,000	Berks Broadcasting Co. 533 Penn. St.	7335	Clifford M. Chafey Clifford M. Chafey W. A. Ripley	Paul J. Breedy H. O. Landis	Craig & Hollingbery
	WRAW	1310	100	Reading Broadcasting Co. 533 Penn. St.	7335	Quaker	Clifford M. Chafey Raymond A. Gaul W. A. Ripley	P. J. Breedy H. O. Landis	Craig & Hollingbery
SCRANTON.....	WGBI	880-ST	500	Scranton Broadcasters, Inc. 1000 Wyoming Ave.	6296	Quaker	Frank Megargee George D. Coleman George D. Coleman K. R. Cooke	Cox & Tanz Sears Co.
	WQAN	880-ST NC	250	The Scranton Times 149 Penn. Ave.	5151	E. J. Lynett	A. W. Oschmann A. W. Oschmann
SUNBURY.....	WKOK	1210-SH	100	Sunbury Broadcasting Corp. 1150 No. Front St.	1326	Quaker	H. H. Haddon B. A. Beck B. A. Beck	Paul L. Miller Clifford Kerstetter
WILKES-BARRE.....	WBAX	1210-SH	100	John H. Stenger, Jr. Orpheum Theatre Bldg.	2-2736	John H. Stenger, Jr.	Frank Mulloy John H. Stenger, Jr.
	WBRE	1310	100	Louis G. Baltimore 16 No. Main St.	3-3101	Quaker	Louis G. Baltimore Louis G. Baltimore S. R. Baltimore	Franklin D. Coslett A. C. Baltimore Charles Sakoski
WILLIAMSPORT....	WRAK	1370	250-LS 100-N	WRAK, Inc. 244 W. 4th St.	2-6116	Quaker	E. M. Case George E. Joy Oscar Linn	Paul M. Breining J. Wright Mackey Louis N. Persio	Cox & Tanz
YORK.....	WORK	1320	1,000	York Broadcasting Co. 13 So. Beaver St.	6629	Quaker	Clair McCullough Robert Gulick Robert Gulick	Harold Miller John Neff J. E. Mathiot

RHODE ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
NEWPORT.....	WNRI	1200	250-LS 100-N (Construction Permit)	S. George Webb 21 Bull St.	1420	S. George Webb
PROVIDENCE.....	WEAN	780	1,000	Shepard Broadcasting Service, Inc. Crown Hotel	Dexter 1500	NBC-Blue Yankee Colonial Mutual	John Shepard, 3rd James Jennison Richard Voynow	James Jennison Carleton McVarish Harry Tilley	Edw. Petry & Co.
	WJAR	890	1,000	The Outlet Co. 176 Weybosset St.	Gaspee 7000	NBC-Red	Joseph Samuels John J. Boyle John J. Boyle	Violette Marks John J. Boyle Thomas C. J. Prior	Weed & Co.
	WPRO	630	250 CP 1,000-LS CP 500-N	Cherry & Webb Bcstg. Co. 15 Chestnut St.	Gaspee 4237	CBS Intercity	William S. Cherry Stephen T. Willis William T. Bush	H. William Koster Howard W. Memmott Howard W. Thornley	Paul Raymer

SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ANDERSON.....	WAIM	1200 CP 630-D	100 CP 1,000-D	Wilton E. Hall Anderson College	800	Wilton E. Hall Wilton E. Hall Ennis Bray	James Bulleit Ennis Bray John Peoples
CHARLESTON.....	WCSC	1360	1,000-LS 500-N	So. Carolina Broadcasting Co. Francis Marion Hotel	344	NBC	W. Frank Hipp J. D. Saumenig J. D. Saumenig	Geo. P. Gunn Douglas Bradhorn
COLUMBIA.....	WIS	560	5,000-LS 1,000-N	Station WIS, Inc. 1811 Main St.	2-2135	NBC	W. Frank Hipp C. Richard Shafto Thad E. Horton	Victor H. Lund Scott Heit	Free, Johns & Field
FLORENCE.....	WOLS	1200-D (Construction Permit—S)	100	O. Lee Stone Florence	O. Lee Stone
GREENVILLE.....	WFBC	1300	5,000-LS 1,000-N	Greenville News-Piedmont Co. South Main St.	362	NBC	B. H. Peace Estate B. T. Whitmire W. S. Lindsay	Walter Knobloch P. W. Cook Clyde Etheredge	Bryant-Griffith & Brunson
SPARTANBURG.....	WSPA	920-D	1,000	The Voice of South Carolina Radio Bldg.	2900	Virgil V. Evans Virgil V. Evans R. S. Hudiburg	James Mugford C. O. Hudson

We Had to Expand to Accommodate the Business Increase in Philadelphia!

SO RAPIDLY has Philadelphia accepted WFIL as the city's Top Station, that advertisers and advertising agencies have listed WFIL as a must station to cover America's Third Market.

Keeping step with progress, and the reputation as Philadelphia's Top Station, WFIL will soon occupy the 18th floor of the Widner Building in the heart of the city where the latest word in broadcasting beauty and technique will make the new home of WFIL one of the show places of Philadelphia.

To thoroughly cover Philadelphia, make WFIL a must station on your list.

NBC BLUE NETWORK
MUTUAL BROADCASTING
SYSTEM

TOP O' THE DIAL

EDWARD PETRY & COMPANY INC.
EXCLUSIVE
NATIONAL REPRESENTATIVES

WFIL

560 Kilocycles

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SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ABERDEEN	KABR	1420	100	Aberdeen Broadcast Co. Alonzo Ward Hotel	4626	H. C. Jewett A. A. Fahy A. A. Fahy	W. L. Dean A. A. Fahy-W. L. Dean Delbert T. Hunt
BROOKINGS	KFDY	780-D SH-NC	1,000	South Dakota State College Brookings	702	Dr. C. W. Pugsley S. W. Jones	S. W. Jones W. H. Gamble
HURON	KGDY	1340-D	250	Voice of South Dakota, Inc. K. P. Bldg.	4280	Dr. F. Koren George Wilkes Chitty Norman Schmeeling Clinton Knapp	Sears Co.
PIERRE	KGFX	630-SH	200	Dana McNeil Estate (Mrs. Dana McNeil representative) Pierre	2251	Dana McNeil Dana McNeil
RAPID CITY	KOBH	1370	100	Black Hills Broadcast Co. Alex Johnson Hotel	2000	C. A. Quarnberg Robert J. Dean Arden Swisher	Katherine Walpole Robert J. Dean E. H. Carter
	WCAT	1200-SH NC	100	South Dakota School of Mines E. St. Joe St.	1600	J. P. Connolly C. M. Rowe	C. M. Rowe E. E. Clark
SIOUX FALLS	KELO	1200 (Construction Permit)	100	Sioux Falls Broadcast Ass'n. Carpenter Hotel	757	Joseph Henkin
	KSOO	1110-L	2,500	Sioux Falls Broadcast Ass'n. Sioux Falls	757	Joseph Henkin Joseph Henkin Joseph Henkin Max Staley
VERMILLION	KUSD	890-ST NC	500	University of South Dakota Vermillion	210W	U. of So. Dakota B. B. Brackett	G. R. Bauer W. H. Jordan
WATERTOWN	KWTN	1210	100	Greater Kampeska Radio Corp. Midland Life Bldg.	5050	Dr. F. Koren M. W. Plowman	Jack Waters George Church
YANKTON	WNAX	570	5,000-LS 1,000-N	WNAX Broadcasting Co. Second & Capitol Sts.	484	CBS	D. B. Gurney Ted Matthews Ted Matthews	Charles McDaniels Ted Matthews Clifford Todd	Wilson-Dalton- Robertson

TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BRISTOL	WOPI	1500	100	Radiophone Broadcasting Station 410 State St.	1241	W. A. Wilson W. A. Wilson Jack P. Morison Harold Jellicorse	Northwest Adv. Co
CHATTANOOGA	WAPO	1420-D	100	W. A. Patterson Foust St. & Rossvil Blvd.	6-6141	W. A. Patterson R. G. Patterson Nelson Krepps	Tom Nobles R. G. Patterson Howard Spitzer
	WDOD	1280	5,000-LS 1,000-N	WDOD Broadcasting Corp. Hotel Patten	6-5117	CBS	N. A. Thomas- E. W. Winger Frank S. Lane Frank S. Lane	D. W. McCurdy James R. Donovan	Paul Raymer
JACKSON	WTJS	1310	250-LS 100-N	Sun Publishing Co. Sun Bldg.	1106	C. E. Pigford A. A. Stone A. B. Robinson	R. P. Mahon, Jr. A. B. Robinson B. C. Brummell	Branham Co.
KNOXVILLE	WNOX	1010	5,000-LS 1,000-N	Continental Radio Co. 110 So. Gay St.	3-3171	CBS	Karl A. Bickel R. B. Westergaard O. L. Smith	Joe Pierson O. L. Smith J. B. Epperson	E. Katz Free, Johns & Field
	WROL	1310	250-LS 100-N	Stuart Broadcasting Corp. 524 So. Gay St.	2-7112	S. E. Adcock C. H. Frazier Roland Weeks	John Reese Roland Weeks J. H. Wofford
MEMPHIS	WHBQ	1370	100	Broadcasting Station WHBQ, Inc. Hotel Claridge	6-3838	Thos. Thompson- H. B. Wooten E. A. Alburty Eugene Fournelle	E. H. McMurry E. A. Alburty S. D. Wooten, Jr.
	WMC	780	5,000-LS 1,000-N	Memphis Commercial Appeal, Inc. Hotel Gayoso	6-6940	NBC	John H. Sorrells H. W. Slavick J. C. Eggleston	F. W. Roth Clyde E. Baker	E. Katz
	WNBR	1430	1,000-LS 500-N	Memphis Broadcasting Co. Hotel DeVoy	6-2622	John H. Sorrells Mallory Chamberlin Grover A. Godfrey, Jr.	Harry Pomar Mallory Chamberlin Clyde Baker
	WREC	600	5,000-LS 1,000-N	WREC, Inc. Hotel Peabody	6-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten Bernard Cohn	Roy Wooten S. D. Wooten, Jr.	Paul Raymer
NASHVILLE	WLAC	1470	5,000	WLAC, Inc. 2421 West End Ave.	7-3425	CBS	J. T. Ward J. T. Ward F. C. Sowell	F. C. Sowell Edwin Gleaves F. D. Binns	Paul Raymer
	WSIX	1210	100	Jack M. & Louis R. Draughon Hotel Andrew Jackson	5-5431	J. M. & L. R. Draughon S. A. Cisler R. M. Tigert	S. A. Cisler Bascom Porter
	WSM	650	50,000	National Life & Accident Insurance Co. National Bldg.	6-7181	NBC Mutual	Edward W. Craig Harry Stone Harben Daniel	J. Oliver Riehl Harben Daniel John H. DeWitt, Jr.	Edw. Petry & Co.



WNAX Yankton, South Dakota

570 Kilocycles

5000 Watts—Daytime

1000 Watts—Night

Number Counties

Total Population

Total Families

Radio Homes

Radio Listeners

Affiliated

With C.B.S.

Primary
Area

157

2,041,276

486,037

292,670

1,104,136

526 Meters

Secondary

Area

326

6,886,515

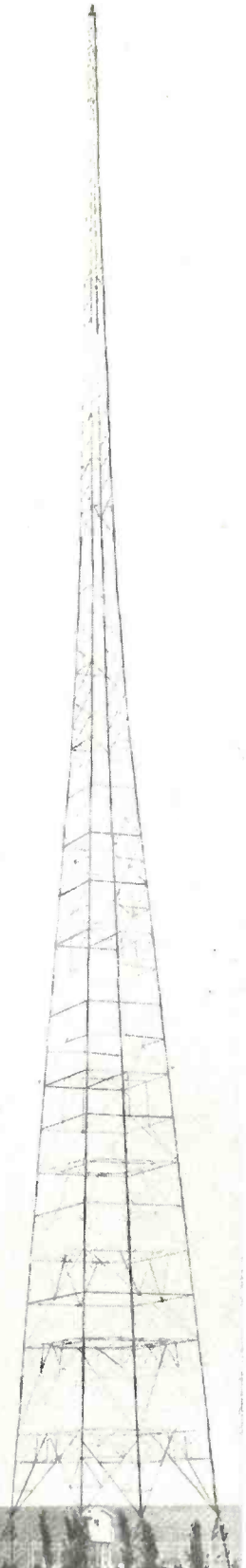
1,694,506

1,176,270

1,340,492

Representatives

Wilson-Dalton-Robertson



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TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
ABILENE.....	KRBC	1420	250-LS 100-N	Reporter Broadcasting Co. Hilton Hotel	6255	M. Bernard Hanks W. W. Robertson Howard Barrett W. W. Robertson	Wilson-Dalton- Robertson
AMARILLO.....	KGNC	1410	2,500-LS 1,000-N	Plains Radio Broadcasting Co. Radio Bldg.	4242	NBC	O. L. Taylor O. L. Taylor	W. S. Izzard J. H. Speck	Wilson-Dalton- Robertson
AUSTIN.....	KNOW	1500	100	KUT Broadcasting Co. 1312 Norwood Bldg.	2-6213	NBC	Hearst Radio, Inc. James W. Hagood James W. Hagood	Nelson Olmstead Paul Show	Hearst Radio
BEAUMONT.....	KFDM	560	1,000-LS 500-N	Sabine Broadcasting Co., Inc. Hotel Beaumont	3883	J. M. Gilliam J. M. Gilliam Bill Williams	George W. Caldwell Charles L. Balfi W. C. Douglas	Wilson-Dalton- Robertson
BIG SPRING.....	KBST	1500	100	Big Spring Herald Bcstg. Co. Crawford Hotel	1499	Joe W. Galbraith J. F. Willson E. I. McKinney
BRADY.....	KNEL	1500-D	100	G. L. Burns P.O. Box 1077	77	West Texas	G. L. Burns G. L. Burns Murray Moffatt	John Sloan John Sloan R. L. Hayes
COLLEGE STATION.....	WTAW	1120-SH NC	500	Agricultural College of Texas Campus	19	Texas Ag. College	Eugene P. Humbert H. C. Dillingham
CORPUS CHRISTI.....	KGFI	1500	250-LS 100-N	Eagle Broadcasting Co. Medical-Professional Bldg.	475	Dr. E. M. Wilson Cliff Tatom Cliff Tatom	Paul Allison Cliff Tatom H. B. Lockhart	Wilson-Dalton- Robertson
CORSICANA.....	KAND	1310-D (Construction Permit)	100	Navarro Bcstg. Ass'n. Corsicana	2058	J. C. West
DALLAS.....	KRLD	1040-ST SA-U	10,000	Radio Corporation Adolphus Hotel	2-6811	CBS	Tom C. Gooch J. W. Runyon C. W. Rembert	Ruth Clem R. M. Flynn	Branham Co.
	WFAA	800-ST	50,000	A. H. Belo Corp. Baker Hotel	2-9215	NBC Texas Quality	G. B. Dealey Martin B. Campbell Alexander Keese	Ralph W. Nimmons Irvin Gross Raymond Collins	Edw. Petry & Co.
	WRR	1280	500	City of Dallas Southland Life Bldg.	2-1411	City of Dallas John Thorwald John Thorwald	Charlie Jordan Ben McCleskey Virgil R. Simpson
DUBLIN.....	KFPL	1310	100 CP 250-LS	C. C. Baxter 205 Grafton St.	183	C. C. Baxter C. C. Baxter C. C. Baxter	C. C. Baxter C. B. Baxter
EL PASO.....	KROD	1500 (Construction Permit)	100	Dorrance D. Roderick El Paso	Main 2020	Dorrance D. Roderick
	KTSM	1310-ST	100 CP 250-LS	Tri-State Broadcasting Co. Hotel Paso del Norte	Main 840	Mrs. Frances R. Walz Karl O. Wyler Karl O. Wyler	Reymond Taylor Roy Chapman E. L. Gemoets	Craig & Holling- bery MacGregor & Sollie
	WDAH	1310-ST NC	100	Tri-State Broadcasting Co. Hotel Pase del Norte	Main 840	Mrs. Frances R. Walz Karl O. Wyler E. L. Gemoets
FORT WORTH.....	KFJZ	1370	250-LS 100-N	Fort Worth Broadcasters, Inc. 503 Trinity Life Bldg.	3-3474	R. S. Bishop R. S. Bishop Herb Witherspoon	Roger Phillips Elbert Haling Truitt I. Kimzey
	KGKO	570	1,000-LS 250-N	(See Wichita Falls, Tex.)
	KTAT	1240	1,000	Tarrant Broadcasting Co. Hotel Texas	3-1381	Raymond E. Buck Sam H. Bennett Sam H. Bennett	Earl Rodell Howard Foley Joe B. Haigh	Free, Johns, & Field
	WBAP	800-ST	50,000	Carter Publications, Inc. Star-Telegram Bldg.	3-2301	NBC Texas Quality	Amon G. Carter Harold V. Hough George Cranston	George Cranston Cy Leland R. C. Stinson	Edw. Petry & Co.
GALVESTON.....	KLUF	1370	100	George Roy Clough Galveston	716	George Roy Clough
HOUSTON.....	KPRC	920	5,000-LS 1,000-N	Houston Printing Corp. Lamar Hotel	Fairfax 7101	NBC Texas Quality	W. P. Hobby Kern Tips	Alfred P. Daniel Harvey Wheeler	Edw. Petry & Co.
	KTRH	1290	5,000-LS 1,000-N	KTRH Broadcasting Co. Rice Hotel	Preston 4361	CBS	Jesse Jones B. F. Orr Ray E. Bright	Harry Grier T. H. Hiner	John Blair
	KXYZ	1440	1,000	Harris County Broadcast Co. Gulf Bldg.	Capitol 6151	M. Tilford Jones T. F. Smith
KILGORE.....	KOCA	1210 (Construction Permit)	100	Oil Capitol Bcstg. Ass'n. Kilgore	229W	James G. Ulmer
LONGVIEW.....	KFRO	1370-D	100 CP 250-D	Voice of Longview P.O. Box 616	411	James R. Curtis T. R. Putman	Earle Kalusche James R. Curtis DeRue A. Curtis	H. K. Conover
LUBBOCK.....	KFYO	1310	250-LS 100-N	Plains Radio Broadcasting Co. 914 Ave. J.	1700	O. L. Taylor DeWitt Landis DeWitt Landis	Ollie Cook H. C. Scott W. S. Bledsoe	Wilson-Dalton- Robertson

1006%

SALES *Sweep* SKYWARD

SOARING to unprecedented heights, WFAA-WBAP's national non-network revenue in 1936 surpassed by more than 106% the previous high record mark set in 1935! WFAA-WBAP's huge gains were over six times as great as the increase of the Clear Channel group as a whole!

1936 was a BIG year at WFAA-WBAP and in the Southwest, but 1937 looms even brighter. Sales, manufacturing, building, spendable income, bank deposits and all other reliable business indices are climbing rapidly, and the Greater Texas and Pan - American Exposition opening in June will add millions to "America's Fastest Growing Market."

Use WFAA-WBAP in 1937 and watch YOUR sales sweep skyward!

-
- | | |
|------------------------------------|--|
| ★ POPULATION 4,617,840 | ★ FOOD STORE SALES \$154,235,000 |
| ★ RADIO HOMES 667,360 | ★ DRUG STORE SALES \$38,960,000 |
| ★ SPENDABLE INCOME \$1,806,939,000 | ★ GEN. MDSE. STORE SALES \$121,767,000 |
| ★ RETAIL STORE SALES \$721,232,000 | ★ FILLING STATION SALES \$56,816,000 |

★ *These data include primary area only. WFAA - WBAP's secondary area provides a "bonus" of 1,611,485 families; 1,027,000 radio homes*



50,000 WATTS

WFAA-WBAP

AFFILIATE NBC

CLEAR CHANNEL

DALLAS

FORT WORTH

MEMBER TON

Represented by Edw. Petry & Co. Inc.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
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 (Data corrected to January 1 1937)

TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
MIDLAND	KRLH	1420-D	100	Clarence Scharbauer 117 So. Loraine St.	1070	West Texas	Clarence Scharbauer Oscar F. Sensabough Oscar F. Sensabough	Oscar F. Sensabough J. C. McGrane Leonard B. Kruey	
PALESTINE	KNET	1420-D	100	Palestine Broadcasting Assn. P.O. Box 467	411		Bonner Frizzell David Wilson	Mary Louise Pryor B. V. Hammond	
PAMPA	KPDN	1310-D	100	Pampa Daily News Pampa	1100		R. C. Hoiles David S. Ballou David S. Ballou	Mel Marshall Herman E. Kreiger	
PARIS	KPLT	1500-D	100	North Texas Ecstg. Co. Gibraltar Hotel	1124		A. G. Pat Mayse J. Bert Mitchell, Jr. J. Bert Mitchell, Jr.	John Hopkins Weldon Jeffus	
PECOS	KIUN	1420	100	Jack W. Hawkins & B. H. Hubbs Brandon Hotel	21	West Texas	J. Hawkins-B. Hubbs Jack W. Hawkins Jack W. Hawkins	L. Neilson C. W. May Burton C. Boatright	
PORT ARTHUR	KPAC	1260-D	500	Port Arthur College 1500 Procter St.	3320		Carl Vaughan Glenn Hewitt Glenn Hewitt	Ed. Ranqueta Glenn Hewitt W. B. Girkin	
SAN ANGELO	KGKL	1370	250-LS 100-N	KGKL, Inc. St. Angelus Hotel	6715	West Texas	H. C. Ragsdale Earle Yates Earle Yates	Lynn Bigler Frank M. Jones	
SAN ANTONIO	KABC	1420	250-LS 100-N	Alamo Broadcasting Co. Texas Theatre Bldg.	Garfield 4241		Henry Lee Taylor Henry Lee Taylor	Frank H. Stewart, Jr. Pat Baxter Kenneth R. Hyman	
	KMAC	1370-ST	100-N CP 250-LS	W. W. McAllister Smith Young Tower	Cathedral 6211		W. W. McAllister Howard W. Davis Howard W. Davis	A. S. Bessan R. R. Hayes	
	KONO	1370-ST	100	Mission Broadcasting Co. Milam Bldg.	Fannin 1371		Eugene J. Roth Eugene J. Roth Eugene J. Roth	Gerald Morgan George Ing	
	KTSA	550	5,000-LS 1,000-N	KTSA Broadcasting Co. Plaza Hotel	Garfield 1251	CBS	Hearst Radio, Inc. H. C. Burke	R. M. Stern William Egerton	Hearst Radio
	WOAI	1190	50,000	Southland Industries, Inc. 1031 Navarro St.	Garfield 4221	NBC Texas Quality	G. A. C. Half Hugh A. L. Half	Lloyd H. Rosenblum Fred Sterling	Edw. Petry & Co.
SHERMAN	KRRV	1310-D	100 CP 250	Red River Valley Bestg. Co. 1910 So. Crockett St.	201		George H. Wilcox L. L. Hendrick L. L. Hendrick	Brice Dickson V. A. Coker	
TEMPLE	KTEM	1370-D	100	Bell Broadcasting Co. Kyle Hotel	4646		Ruth Mayborn Robert MacKenzie Burton Bishop	W. Boark B. Bishop Phil E. Nash	
TEXARKANA	KCMC	1420	100	(See Texarkana, Arkansas)					
TYLER	KGKB	1500-SH CP-U	100 CP 250-LS	East Texas Broadcasting Co. 111 So. College	1106		James G. Ulmer Roy G. Terry M. E. Danbom	M. E. Danbom M. E. Danbom John B. Sheppard	
WACO	WACO	1420	100	KTSA Broadcasting Co. Amicable Life Bldg.	2700	CBS	Hearst Radio, Inc. James W. Fate James W. Fate	B. G. Lowrey James W. Fate L. H. Appleman	Hearst Radio
WESLACO	KRGV	1260	500 CP 1,000	KRGV, Inc. Weslaco	375		M. S. Niles M. S. Niles Ken Sibson	Dick Watkins Ken Sibson Neal McNaughten	Wilson-Dalton- Robertson
WICHITA FALLS	KGKO	570	1,000-LS 250-N	Wichita Falls Broadcasting Co. Star-Telegram Bldg. (Construction permit to move to Fort Worth on or about April 1; to join NBC-Blue)	3-2301	CBS	Anon S. Carter Harold Hough D. A. Kahn	C. B. Locke	

UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CEDAR CITY	KSUB	1310 (Construction Permit)	100	H. Johnson-L. Perry Cedar City			Leland M. Perry Harold Johnson Harold Johnson		
OGDEN	KLO	1400	500	Interstate Broadcasting Corp. Hotel Ben Lomond	84	NBC	A. L. Glassman Paul R. Heitmeyer Louis Haller	Ethel G. Clark Merrill J. Bunnell D'Orr Cozzens	Bryant-Griffith & Brunson
PRICE	KEUB	1420	100	Eastern Utah Broadcasting Co. Price	200		Sam G. Weiss Sam G. Weiss John Richards	John Richards Sam G. Weiss Frank C. Carman	
SALT LAKE CITY	KDYL	1290	1,000 CP 5,000-LS	Intermountain Broadcasting Corp. Salt Lake City	Wasatch 7180	NBC	S. S. Fox S. S. Fox S. S. Fox	R. T. Harris W. E. Wagstaff J. M. Baldwin	John Blair
	KSL	1130	50,000	Radio Service Corp. of Utah 10 So. Main St.	Wasatch 3901	CBS	Sylvester Q. Cannon Earl J. Glade Dan H. Vincent	Iennox Murdoch T. H. Axelson Eugene G. Pack	Edw. Petry & Co.
	KUTA	1500 (Construction Permit)	100	Utah Broadcasting Co. Salt Lake City			Sam G. Weiss		

Notes

ON BETTER BUSINESS

K

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L

KDYL consistently serves a larger number of local advertisers. There must be a reason!

KDYL consistently carries a larger volume of local advertising. There must be a reason.

The two foregoing notes give the key to a successful sales tune for national and regional advertisers.

And for 1937, KDYL is embarking on a program of improved transmitting facilities . . . for your benefit.

Representatives
JOHN BLAIR & COMPANY
Chicago New York
Detroit San Francisco

An
W.B.C.
Station

SALT LAKE CITY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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 (Data corrected to January 1, 1937)

VERMONT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BURLINGTON	WCAX	1200-SH	100 CP 250-LS	Burlington Daily News, Inc. 203 College St.	306		H. Nelson Jackson George B. Kolk Estelle E. Germain	Robert F. Bigwood	
RUTLAND	WSYB	1500-SH	100	Philip Weiss Music Co. 80 West St.	1247		Philip Weiss J. H. Weiss Philip Weiss	J. H. Weiss Morris Francis	
SPRINGFIELD	WNBX	1260	1,000	WNBX Broadcasting Corp. Woolson Block	663		John Wahlen F. W. Wheeler F. W. Wheeler	W. A. Bamford Richard Bath W. F. Moore	
ST. ALBANS	WQDM	1370-SH CP 1390	100 CP 1,000	Regan & Bostwick 8 Kingman St.	126		E. J. Regan-F. A. Bostwick F. Arthur Bostwick F. Arthur Bostwick	Mrs. F. A. Bostwick E. J. Regan	Cox & Tanz
WATERBURY	WDEV	560-D	500	Mary M. Whitehill Estate (Charles B. Adams, Administrator) 8 Stowe St.	13		Mary M. Whitehill Lloyd E. Squier Lloyd E. Squier	William G. Ricker Lloyd E. Squier Melvin H. Stickle	

VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CHARLOTTESVILLE	WCHV	1420-ST	250-LS 100-N	Community Broadcasting Corp. 7th & Main Sts.	444	Virginia	Hugh M. Curtler Hugh M. Curtler Ovelton Maxey	Ted Reams Ovelton Maxey Walter W. Gray	Horace Hagedorn
DANVILLE	WBTM	1370	250-LS 100-N	Piedmont Broadcasting Corp. 427 Main St.	2350	Virginia	L. N. Dibrell S. C. Ondarcho S. C. Ondarcho	W. P. Hefferman S. C. Ondarcho D. H. Donahue	Horace Hagedorn
HARRISONBURG	WSVA	560-D	500	Shenandoah Valley Bestg. Corp. Main & Market Sts.	876		Floyd Williams Floyd Williams Edward H. Allen	Floyd Williams Charles P. Blackley W. L. Lynch	
LYNCHBURG	WLVA	1200	250-LS 100-N	Lynchburg Broadcasting Corp. Allied Arts Bldg.	3030	Virginia	Edward A. Allen Philip P. Allen Glenn E. Jackson	James H. Moore James L. Howe A. E. Heiser	Horace Hagedorn
NEWPORT NEWS	WGH	1310	250-LS 100-N	Hampton Roads Bestg. Corp. 2813 Washington Ave.	2297	Virginia	James W. Baldwin Edward L. Bishop Edward E. Edgar	J. Marshall Braxton Gene Stratton H. E. Slone	Horace Hagedorn
NORFOLK	WTAR	780	1,000-LS 500-N CP 1,000	WTAR Radio Corp. National Bank of Commerce Bldg.	2-5671	NBC	P. S. Huber Campbell Arnoux J. W. New	Shirley Hoosier Ralph S. Hatcher J. L. Grether	Edw. Petry & Co.
PETERSBURG	WPHR	880-D (CP to move into Richmond)	500	WLBG, Inc. Medical Arts Bldg.	806	Virginia	John Stewart Bryan C. Alden Baker C. Alden Baker	Wallace Stell Wallace Stell Walter Selden	Sears Co.
RICHMOND	WBBL	1210-SH NC	100	Grace Covenant Presbyterian Church 1627 Monument Ave.	4-8885		M. A. Sittou		
	WMBG	1210-SH	250-LS 100 N	Havens & Martin, Inc. 914 W. Broad St.	3 6776	CBS	Wilbur M. Havens Wilbur M. Havens Wilbur M. Havens	Robert E. Mitchell Robert E. Mitchell Wilfred H. Wood	Ferguson & Aston
	WRVA	1110	5,000	Larus & Brother Co. Richmond Hotel	3-6633	NBC CBS (After June 29, 1937)	P. L. Reed C. T. Lucy Barron Howard	Bert Repine Irvin Abeloff Harry S. Lucy	Paul Raymer
ROANOKE	WDBJ	930	5,000-LS 1,000 N	Times-World Corp. 124 W. Kirk Ave.	8131	CBS	Junius P. Fishburn Ray P. Jordan Frank D. Kesler	Ray P. Jordan F. K. Parker Robert D. Avery	Craig & Hollingbery Sears Co.

WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ABERDEEN	KXRO	1310	250	KXRO, Inc. Morek Hotel	4998		Harry R. Spence Harry R. Spence Fred G. Goddard	Ben K. Weatherwax Fred G. Goddard W. M. McGoffin	Walter Biddick Radio Markets
BELLINGHAM	KVOS	1200	100	KVOS, Inc. Luther Bldg	1827		Rogan Jones Tom Schafer Tom Schafer	Henry Ehlers Tom Schafer Joe Ernst	Radio Markets
EVERETT	KRKO	1370 ST	50	Lee E. Mudgett 2514 Rucker Avenue	Main 528		Lee E. Mudgett Lee E. Mudgett A. F. Becker	R. E. Barringer R. E. Barringer Lee E. Mudgett	
OLYMPIA	KGY	1210-SH	100	KGY, Inc. Capitol Park Bldg	746		L. A. Wasmor-A. G. Taft Rickey Bras Rickey Bras	Freda Tilden Rickey Bras Jack Thatcher	
PULLMAN	KWSC	1220 ST	2,000 LS 1,000 N CP 5,000 LS	State College of Washington Administrative Bldg	3753		State College Dr. F. F. Nelder	Kenneth E. Yeend Larry Mullaek	



A POTENT SALES FORCE

...more securely
ANCHORED *than*
EVER.....

8 TIMES MORE NIGHT COVERAGE

A new directional antenna system and power increase to 1,000 watts night time concentrates power where power is needed . . . and gives WTAR intensified coverage equivalent to 4,000 watts over the densely populated Tidewater Metropolitan Market. Advertisers get a wider territory and larger audience than ever before.

WTAR is the only station that will dependably sell the Tidewater market for you. Two recent authoritative surveys—one on listener preference and the other on field strength—demonstrate conclusively that no other radio station gives dependable coverage throughout this rich trading area.

WTAR serves in its primary area a prosperous population of 460,000 people, including the Hampton Roads metropolitan district (one big community, a compact area of 300,000 city dwellers in seven nearby cities: Norfolk, Portsmouth, Newport News, Suffolk, Hampton, Phoebus and Virginia Beach). In addition, WTAR serves an added population of 148,000 in its immediate secondary area. This is Tidewater Virginia . . . a market that is easily and quickly merchandised.

PS: Only 1,000 watt rates.



Power increase and directional antenna system will go into operation approximately March 1.

• Complete NBC Service •
National Representatives—Edward Petry & Co. • Owned and operated by Norfolk Newspapers, Inc.

STATION WTAR NORFOLK, VA.

BROADCASTING • Broadcast Advertising

1937 Yearbook Number • Page 113

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
SEATTLE	KEEN	1370-ST	100	KVL, Inc. L. C. Smith Tower	Seneca 0670	A. C. & E. F. Dailey Arthur C. Dailey Arthur C. Dailey	Rose M. Dailey R. E. Reynolds
	KIRO	650-L SA 710-U	250 SA 1,000	Queen City Broadcasting Co. 66 Cobb Bldg.	Elliott 3933	Saul Haas H. J. Quilliam L. B. Stone	Ray Howell J. A. Morton Martin Kiebert, Jr.	John Blair
	KJR	970	5,000	Fisher's Blend Station, Inc. Skinner Bldg.	Elliott 5890	NBC-Pacific (Blue) Northwest Triangle	O. W. Fisher Birt F. Fisher H. M. Feltis	Willard W. Warren Charles A. Bailie Francis J. Brott	Edw. Petry & Co.
	KOL	1270	5,000-LS 1,000-N	Seattle Broadcasting Co. Northern Life Tower	Main 2312	CBS	Louis Wasmer Archie Taft	Frank Anderson Al Henderson	Free & Peters
	KOMO	920	5,000-LS 1,000-N	Fisher's Blend Station, Inc. Skinner Bldg.	Elliott 5890	NBC-Pacific (Red) Northwest Triangle	O. W. Fisher Birt F. Fisher H. M. Feltis	Willard W. Warren Charles A. Bailie Francis J. Brott	Edw. Petry & Co.
	KRSC	1120-D CP-U	100 CP 250	Radio Sales Corp. Washington Athletic Club	Elliot 3480	P. K. Lieberman Robert E. Priebe Romig C. Fuller	Red Ball George Freeman
	KTW	1220-ST NC	1,000	First Presbyterian Church Seventh & Spring Sts.	Main 4177	M. A. Matthews M. A. Matthews	M. A. Matthews J. S. Ross
	KXA	760-L	500-LS 250-N	American Radio Telephone Co. 312 Bigelow Bldg.	Seneca 1000	R. F. Meggee R. F. Meggee- V. I. Kraft Florence Wallace	Robert Spence Harry J. Price	Spot Broadcasting
SPOKANE	KFIO	1120-D	100	Spokane Broadcasting Corp. Ziegler Bldg.	Main 3400	Arthur L. Smith C. E. Frazier C. E. Frazier	H. Longmeier C. T. Strong
	KFPY	890	5,000-LS 1,000-N	Symons Broadcasting Co. Symons Bldg.	Main 1218	CBS	T. W. Symons, Jr. T. W. Symons, Jr. Arthur L. Bright	Ralph W. Rogers Ralph W. Rogers	Joseph McGillvra Walter Biddick
	KGA	1470	5,000	Louis Wasmer, Inc. Radio Central Bldg.	Riverside 1191	NBC-Pacific (Blue) Northwest Triangle	Louis Wasmer Herbert Wixson Herbert Wixson	Herbert Wixson A. L. Sparling	Edw. Petry & Co.
	KHQ	590	2,000-LS 1,000-N CP 5,000-LS	Louis Wasmer, Inc. Radio Central Bldg.	Main 5383	NBC-Pacific (Red) Northwest Triangle	Louis Wasmer Harvey Wixson Harvey Wixson	Harvey Wixson Harvey Wixson A. G. Sparling	Edw. Petry & Co.
TACOMA	KMO	1330	250 CP 1,000	KMO, Inc. 914½ Broadway	Main 4144	Carl E. Haymond Carl E. Haymond Roscoe Smith	Jean Wylie Roscoe Smith Kenneth Owen	MacGregor & Sollie
	KVI	570	5,000-LS 1,000-N	Puget Sound Bcstg. Co. Rust Bldg.	Broadway 4211	CBS	E. M. Doernbecker E. M. Doernbecker E. J. Jansen	Maurice Webster Dorothy Doernbecker James W. Wallace	Free, Johns & Field
WALLA WALLA	KUJ	1370	100	KUJ, Inc. 2nd & Rose	1230	H. E. Studebaker M. F. Jensen M. F. Jensen	Harry R. Long Milton MacLafferty	Radio Markets
WENATCHEE	KPQ	1500	250-LS 100-N	Wescoast Broadcasting Co. 20 Second St.	45	Rogan Jones Cole E. Wylie	Radio Markets
YAKIMA	KIT	1310	250-LS 100-N	Carl E. Haymond 109½ E. Yakima	8115	Carl E. Haymond James A. Murphy James A. Murphy	Harrison A. Miller M. J. Myrick H. B. Murphy

WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BLUEFIELD	WHIS	1410	1,000-LS 500-N	Daily Telegraph Printing Co. Bluefield, W. Va.	2618	H. I. Shott C. H. Murphey, Jr. C. H. Murphey, Jr.	W. G. Saunders E. B. Jarrett P. T. Flanagan	E. Katz
CHARLESTON	WCHS	580	1,000-LS 500-N	Charleston Broadcasting Co. 229½ Capital St.	2-8133	John A. Kennedy Mortimer C. Watters Mortimer C. Watters	Nicholas Pagliara William F. Bradley
CLARKSBURG	WBLK	1370-D (Construction Permit)	100	Exponent Co. Exponent-Telegraph Bldg	839	John A. Kennedy John A. Kennedy Mortimer C. Watters	Nicholas Pagliara M. McWhorter
FAIRMONT	WMMN	890	1,000-LS 500-N	Monongahela Valley Bcstg. Co. 208 Main St.	3100	CBS	George B. Storer O. J. Kelchner O. J. Kelchner	Howard A. Donahoe Joseph M. Larosa A. Clyde Heck	John Blair
HUNTINGTON	WSAZ	1190-L	1,000	WSAZ, Inc. 929½ 4th Ave.	4106	W. C. McKellar W. C. McKellar C. C. Mack	Fred Burns Wilfred Guenther Glenn E. Chase
PARKERSBURG	WPAR	1420	100	Ohio Valley Broadcasting Corp. Grinter Bldg.	2530	John A. Kennedy Mortimer C. Watters Mortimer C. Watters	Nicholas Pagliara W. H. McDowell
WHEELING	WWVA	1160-ST	5,000	West Virginia Broadcasting Corp. Hawley Bldg.	5383	CBS	George B. Storer George W. Smith George W. Smith	Walter Patterson Glenn G. Boundy	John Blair

JOHNSTON & JOHNSTON, Inc.
PITTSBURGH

Meet the Folks!

Here they are! — The crowd of WWVA Friendly Listeners who attended the 178th performance of the famous WWVA Saturday night Jamboree!

It's a typical WWVA Jamboree crowd, in size and enthusiasm, and we're pleased to give up all but this tiny strip of this page to present them and permit them to speak for themselves.

This same crowd and thousands more make up a WWVA "Friendly Audience" that just won't let advertisers down — they hail from Eastern Ohio, Western Pennsylvania and Northern West Virginia — the "Workshop of the World"!

5,000 Watts
and Columbia

W
W
V
A

Wheeling, West Va.

National Representatives
JOHN BLAIR & CO.

New York • Chicago
Detroit • San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
EAU CLAIRE	WEAU	1050-D (Construction Permit)	1,000	Central Broadcasting Co. Eau Claire	Morgan Murphy
FOND DU LAC	KFIZ	1420	100	Reporter Printing Co. 18 West 1st St.	356	Affiliated	A. H. Lange Lynn N. Fairbanks William O'Brien	Lucille A. Fairbanks Lynn N. Fairbanks Wendell S. Meyers	Small, Spencer, Brewer
GREEN BAY	WHBY	1200	250-LS 100-N	WHBY, Inc. Bellin Bldg.	Adams 1	Affiliated	B. H. Pennings James A. Wagner Val Schneider	Lornie Wilkinson Bill Wester Norm Hahn	Weston, Frykman, & Allen
	WTAQ	1330	1,000	WHBY, Inc. Bellin Bldg.	Adams 1	B. H. Pennings James A. Wagner Val Schneider	Lornie Wilkinson W. C. Wester Norman Hahn	Weston, Frykman, & Allen
JANESVILLE	WCLO	1200	250-LS 100-N	Gazette Printing Co. 200 E. Milwaukee St.	2500	Affiliated	H. H. Bliss S. H. Bliss Walter Koessler	John J. Dixon S. H. Bliss Charles Brannen
LACROSSE	WKBH	1380	1,000	WKBH, Inc. 409 Main St.	450	Affiliated	Otto M. Schlabach Otto M. Schlabach Charles F. Callaway	Mary Ryerson- C. F. Callaway Charles F. Callaway Al Leeman	Weston, Frykman & Allen
MADISON	WHA	940-D NC	5,000	University of Wisconsin Radio Hall	University 779	U. of Wisconsin H. B. McCarty	H. B. McCarty E. A. Engel Glenn Koehler
	WIBA	1280	5,000-LS 1,000-N	Badger Broadcasting Co. 111 King St.	Fairchild 8800	NBC Affiliated	W. T. Evjane- A. M. Brayton W. E. Walker W. E. Walker	K. F. Schmitt W. E. Walker Merrill Chapin	Norman Craig Small, Spencer, Brewer
MANITOWOC	WOMT	1210	100	Francis M. Kadow Radio Bldg.	167	Affiliated	Francis M. Kadow Francis M. Kadow Francis M. Kadow	Charles Smith L. Splitt W. C. Duben
MILWAUKEE	WEMP	1310-D	100	Milwaukee Broadcasting Co., Inc. 711 Empire Bldg.	Marquette 7722	Herbert L. Mount C. J. Lamphier C. J. Lamphier	Benjamin J. Wolf E. W. Jacker	Weston, Frykman & Allen
	WISN	1120	1,000-LS 250-N	Hearst Radio, Inc. 123 W. Michigan	Daly 3900	CBS	Hearst Radio, Inc. G. W. Grignon R. N. Weil	H. L. Peck Don Weller	Hearst Radio
	WTMJ	620	5,000-LS 1,000-N	The Journal Co. 333 W. State St.	Marquette 6000	NBC	H. J. Grant W. J. Damm W. F. Dittman D. W. Gellerup	Edw. Petry & Co.
POYNETTE	WIBU	1210	250-LS 100-N	William C. Forrest Poynette	95R5	William C. Forrest William C. Forrest William C. Forrest	John Price William C. Forrest Ben Ciscel
RACINE	WRJN	1370	250-LS 100-N	Racine Broadcasting Corp. 535 Main St.	Jackson 290	Affiliated	F. R. Starbuck H. J. Newcomb	R. W. Conrad F. Lee Dechant	Weston, Frykman, & Allen
SHEBOYGAN	WHBL	1300	250	Press Publishing Co. 626 Center Ave.	1900	Affiliated	C. E. Broughton Bert Horswell Bert Horswell	Mona J. Pape Herbert J. Moyer	Weston, Frykman, Allen
STEVENS POINT	WLBL	900-SH NC	2,500 CP 5,000-LS	State of Wisconsin (Dept. of Agriculture & Marketing) 444 Main St.	525	State-owned F. R. Calvert	W. P. Wichmann H. O. Brickson
SUPERIOR	WEBC	1290	5,000-LS 1,000-N	(See Duluth, Minnesota)
WAUSAU	WSAU	1370-D	100	Northern Broadcasting Co. 113 Third St.	6531	W. E. Walker- M. F. Chapin Wayne T. Cribb Wayne T. Cribb	Donald R. Burt Ronald Richard

WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsgr. or Promotion Mgr. Chief Engineer	Representatives
CASPER	KDFN	1440	500	Donald L. Hathaway 1st & Lennox	407	D. L. Hathaway D. L. Hathaway D. L. Hathaway Floyd Wickencamp	Craig & Holling- bery Sears Co.
SHERIDAN	KWYO	1370	250-LS 100-N	Big Horn Broadcasting Co., Inc. 340 No. Main St.	601	R. E. Carroll Charles P. Scott Charles P. Scott	Buster Middleton Charles P. Scott R. L. Hanson	Radio Markets

NATION'S MOST MODERN LOCAL STATION from Standpoint of Equipment, Merchandising, Programming Service.

Facilities: 250 Watts L. S. Operating schedule: 7 a. m.-10 p. m. \$9,000 studio organ—internationally known organist—full leased wire Transradio News Service—hourly news cast—130 local correspondents—NBC Transcription Service—High fidelity throughout microphones, turn tables, speech input, transmitter, radiator antenna.

Write for proof of WCLO's Southern Wisconsin Listening Monopoly and why 79 local and 21 national advertisers use its facilities. \$43,000,000 Annual Spending Power, 180,000 people, 42,000 radio sets, within 40 miles of the Janesville Trading Area. Retail sales up 20%—New car sales set 7 year record—In Wisconsin, Janesville is second only to Milwaukee in railroad traffic.

Programs: six 15-minute news casts daily—Hourly news bulletins—college programs—little theatre—Masonic chorus—street—hockey—fights—Basketball broadcasts—society—4-H Club—Rural programs—local events—remotes—police service.

ALL PROGRAMS MERCHANDISED AND ADVERTISED. DEALER, WHOLESALER, JOBBER CONTACTS. PRODUCTION KEYED TO NEW YORK STANDARDS.

RADIO
STATION

WCLO

Owned and Operated by Janesville Daily Gazette, • Janesville, Wis.
Representatives: Small, Spencer, Brewer • New York • Chicago

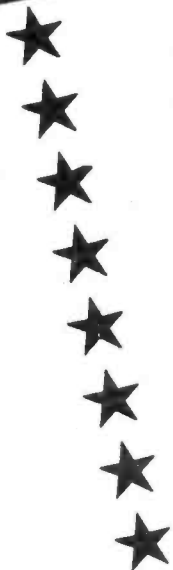


IN MILWAUKEE

they're listening to

WISN

*around the clock dominance
in programs listeners like*



First In Number of Local Advertisers

First In Sports Broadcasting

**Only Columbia Network Station In
Wisconsin With More Than 175
Columbia Programs a Week**

**NATIONAL
REPRESENTATIVE**

HEARST RADIO

**NEW YORK--CHICAGO
LOS ANGELES--SAN FRANCISCO**



*“It's the program that
gets the listener”*

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
 CP—Construction Permit. SA—Special Authorization. L—Limited Time with Dominant Station. S—Stay of CP pending litigation or rehearing.
 (Data corrected to January 1, 1937)

ALASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
ANCHORAGE	KFQD	780-SH	250	Anchorage Radio Club, Inc. Anchorage	143Y		R. E. McDonald		Walter Biddick
JUNEAU	KINY	1310	100	Edwin A. Kraft Juneau	197		E. A. Kraft C. B. Arnold	Louise Kolitsch Howard W. Mills	Northwest Radio Adv.
KETCHIKAN	KGBU	900	500 CP 5,000-LS CP 1,000-N	Alaska Radio & Service Co. 107 Front St.			James A. Britton James A. Britton R. W. Britton	Alexander Forbes Alexander Forbes James A. Britton	Walter Biddick

HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
HILO	KHBC	1400	250	Honolulu Broadcasting Co., Ltd. P.O. Box 595	7877	CBS	Fred J. Hart Fred W. Eilers Fred W. Eilers	Emily M. Eilers Webley Edwards Gene Goldrup	Conquest Alliance
HONOLULU	KGMB	1320	1,000	Honolulu Broadcasting Co., Ltd. 1129 Kapiolani Blvd.	2323	CBS	Fred J. Hart Webley Edwards J. Howard Worrall	Leo Rumsey Don Fitzgerald Eugene Goldrup	Conquest Alliance MacGregor & Sollie
	KGU	750-L	2,500	Advertiser Publishing Co., Ltd. Advertiser Square	2311	NBC	Lorrie P. Thurston M. A. Mulrony M. A. Mulrony	Donald O. Crozier M. A. Mulrony	E. Katz Walter Biddick

PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
MAYAGUEZ	WPRO	1370-SH (Construction Permit)	100	Puerto Rico Advertising Co. Mayaguez			Manuel Marin		
PONCE	WPRP	1420-SH	250-LS 100-N	Julio M. Conesa 21 Christina St.			Julie M. Conesa		
SAN JUAN	WKAQ	1240	1,000	Radio Corp. of Puerto Rico P. R. Telephone Bldg.	204		John E. Howell Joaquin Agasty Carlos Irizarry	Joaquin A. Burset Santos Torres Angel P. Del Valle	Conquest Alliance
	WNEL	1290	2,300-LS 1,000-N	Juan Piza S. Brau 59	107		Juan Piza Gustavo Diaz Domingo Diaz	Jose Madrazo Jose Antongiorgi William Greer	Broadcasting Abroad

COMMITTEES OF CONGRESS DEALING WITH RADIO LEGISLATION

SENATE INTERSTATE COMMERCE COMMITTEE*

Committee Clerk: J. H. Brooks

DEMOCRATS—Burton K. Wheeler, Montana, chairman; Ellison D. Smith, South Carolina; Robert F. Wagner, New York; Alben W. Barkley, Kentucky; Matthew M. Neely, West Virginia; William H. Dieterich, Illinois; Augustine Lonergan, Connecticut; Fred H. Brown, New Hampshire; Homer T. Bone, Washington; Vic Donahey, Ohio; Sherman Minton, Indiana; A. Harry Moore, New Jersey; Harry S. Truman, Missouri; C. O. Andrews, Florida; Edwin C. Johnson, Colorado; Harry H. Schwartz, Wyoming.

REPUBLICANS—Wallace H. White, Jr., Maine; James J. Davis, Pennsylvania; Warren R. Austin, Vermont.

FARMER-LABOR—Henrick Shipstead, Minnesota.

*In which all radio legislation originates.

SENATE COMMERCE COMMITTEE*

Committee Clerk: Roger Williamson

DEMOCRATS—Royal S. Copeland, New York, chairman; Morris Sheppard, Texas; Josiah W. Bailey, North Carolina; Hattie W. Caraway, Arkansas; Bennett Champ

Clark, Missouri; John H. Overton, Louisiana; Nathan L. Bachman, Tennessee; Theodore G. Bilbo, Mississippi; Vic Donahey, Ohio; Joseph F. Guffey, Pennsylvania; Francis T. Maloney, Connecticut; George L. Radcliffe, Maryland; Claude Pepper, Florida; Josh Lee, Oklahoma.

REPUBLICANS—Charles L. McNary, Oregon; Hiram W. Johnson, California; Gerald P. Nye, North Dakota; Arthur H. Vandenberg, Michigan; Wallace H. White Jr., Maine; Ernest W. Gibson, Vermont.

*Regulation of sale and advertising of food, drugs, cosmetics and other articles in interstate commerce.

SENATE PATENTS COMMITTEE*

Committee Clerk: Vera Ward

DEMOCRATS—William Gibbs McAdoo, California, chairman; Ellison D. Smith, South Carolina; Homer T. Bone, Washington; George L. Radcliffe, Maryland; F. Ryan Duffy, Wisconsin.

REPUBLICANS—George W. Norris, Nebraska; Wallace H. White, Jr., Maine.

*In which copyright legislation originates.

HOUSE INTERSTATE AND FOREIGN COMMERCE COMMITTEE*

Committee Clerk: Elton J. Layton

DEMOCRATS—Clarence F. Lea, California, chairman; Robert Crosser, Ohio; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; Paul H. Maloney, Louisiana; William P. Cole, Jr., Maryland; Samuel B. Pettengill, Indiana; Edward A. Kelly, Illinois; Edward A. Kenney, New Jersey; George G. Sadowski, Michigan; John A. Martin, Colorado; Edward C. Eicher, Iowa; Theodore A. Peyer, New York; Thomas J. O'Brien, Illinois; Henry Ellenbogen, Pennsylvania; Herron Pearson, Tennessee; Jerry J. O'Connell, Montana; George B. Kelly, New York; Lyle H. Boren, Oklahoma; Gardner R. Withrow, Wisconsin.

REPUBLICANS—Carl E. Mapes, Michigan; Charles A. Wolverton, New Jersey; James Wolfenden, Pennsylvania; Pehr G. Homes, Massachusetts; B. Carroll Reece, Tennessee; James W. Wadsworth, New York; Charles A. Halleck, Indiana.

*In which all radio legislation originates, and which also handles regulation of sale and advertising of products in interstate commerce.

HOUSE PATENTS COMMITTEE*

Committee Clerk: E. F. Naulty

DEMOCRATS—William I. Sirovich, New York, chairman; Fritz G. Lanham, Texas; Braswell D. Deen, Georgia; Thomas O'Malley, Wisconsin; Matthew A. Dunn, Pennsylvania; Charles Kramer, California; Graham A. Barden, North Carolina; John L. McClellan, Arkansas; Frank W. Boykin, Alabama; William B. Barry, New York; William P. Connery, Jr., Massachusetts; John McSweeney, Ohio; Edwin V. Champion, Illinois.

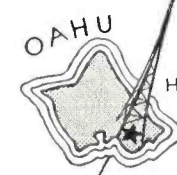
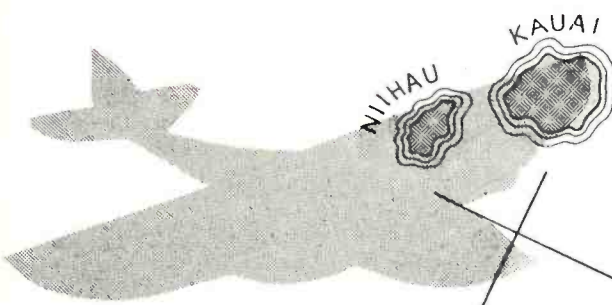
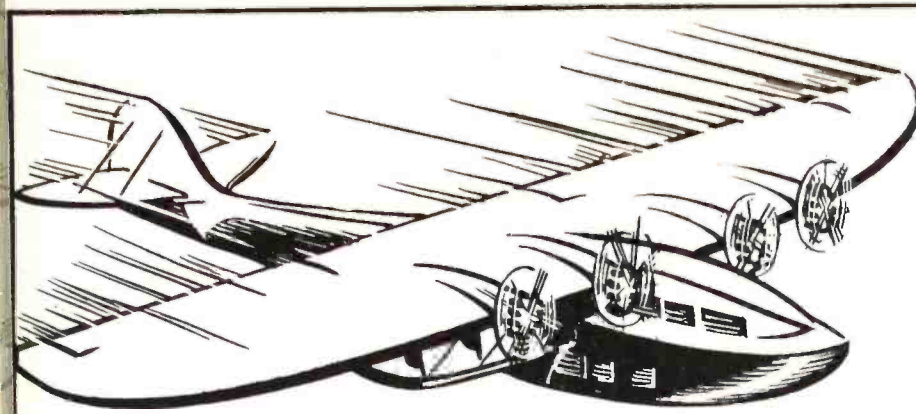
REPUBLICANS—Fred A. Hartley, Jr., New Jersey; Leslie C. Arends, Illinois; Ralph E. Church, Illinois; Charles A. Wolverton, New Jersey; Karl Stefan, Nebraska; Robert Luce, Massachusetts.

PROGRESSIVE—Thomas R. Amlic, Wisconsin.

FARMER-LABOR—Dwight W. Johnson, Minnesota.

*In which copyright legislation originates.

U. S. CAPITOL
 Senate Office Bldg. } Telephones
 House Office Bldg. } National 3120



In the Air and On the Air

The China Clipper, a new monarch of the airways, has reduced the once tremendous distance from the United States to the highly important Hawaiian market to a mere overnight journey.

KGMB, Honolulu and KHBC, Hilo, the monarchs of the ether waves in Hawaii, likewise have reduced sales resistance to its advertisers with equal effectiveness.

Hawaii's 400,000 population not only speaks and thinks American, it BUYS American. Over \$83,000,000 worth of imports annually from the United States find a market in the radii of KGMB and KHBC. Only six countries in the world buy more United States products than Hawaii.

KGMB and KHBC saturate this rich, potential market and are the best advertising buys in Hawaii.

THE HAWAIIAN BROADCASTING SYSTEM

KGMB
HONOLULU, OAHU

San Francisco Office, Californian Hotel
Conquest Alliance Company
New York: 515 Madison Ave, Chicago: 228 N. La Salle St.
MacGregor-Sollie Inc.
729 South Western Ave., Hollywood

KHBC
HILO, HAWAII.

KGMB, Honolulu and KHBC, Hilo are Hawaiian outlets for C. B. S. and M. B. S.
THE HAWAIIAN BROADCASTING SYSTEM ADVERTISING DOES NOT COST — IT PAYS

DIRECTORY OF BROADCASTING STATIONS IN CANADA

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.
(Data corrected to January 1, 1937)

ALBERTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CALGARY.....	CFAC	930	100	Taylor, Pearson, & Carson Broadcasting Co., Ltd. 1006 Southam Bldg.	R-1036	Foothills	H. R. Carson G. S. Henry R. Macleod	M. V. Chestnut N. Botterill H. Holloway	United
	CFCN	1030	10,000	Voice of the Prairies, Ltd. Toronto General Trusts Bldg.	Main 1161	H. G. Love H. G. Love E. H. McGuire	E. H. McGuire B. P. McCaffery	Joseph McGillvra
	CJ CJ	690	100	Albertan Publishers, Ltd. Calgary	Main 5858	Canadian	Gordon Bell H. A. Webster Malcolm H. McKenzie
EDMONTON.....	CJCA	730	1,000	Taylor & Pearson Broadcasting Co., Ltd. Berks Bldg.	2-6131	Canadian Foothills	Edmonton Journal Frank H. Elphicke Ian Macdonald	W. T. Cranston Bert Cairns Hastings McMahon	Joseph McGillvra United
	CFRN	960	100	Sunwapta Broadcasting Co., Ltd. C. P. R. Bldg.	2-3561	Canadian	G. R. A. Rice G. R. A. Rice H. F. Nielsen	D. Hill F. G. Makepeace	Williams & McGillvra
	CKUA	580-NC	500	University of Alberta Campus	3-2233	U. of Alberta H. P. Brown W. E. Cornish
LETHBRIDGE.....	CJOC	950	100	Lethbridge Broadcasting Co. Marquis Hotel	3872	Canadian Foothills	H. R. Carson G. Gaetz A. H. Nichol	J. Dawson R. Reagh	Joseph McGillvra United

BRITISH COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CHILLIWACK.....	CHWK	780	100	Chilliwack Broadcasting Co., Ltd. 16 Wellington Ave.	6106	Canadian	C. Casey Wells C. Casey Wells C. Casey Wells	Ronald A. Wells Ronald A. Wells Jack Pillings	All-Canada
KAMLOOPS.....	CFJC	880	100	Review Publishing Co. 209 Victoria St.	1000	Canadian	R. E. White R. E. White D. Homersham	D. Homersham G. Fairweather	Joseph McGillvra United
KELOWNA.....	CKOV	630	100	Okanagan Broadcasters, Ltd. Mill Avenue	200	Canadian	J. W. B. Browne J. W. B. Browne J. W. B. Browne	Hume A. Lethbridge J. W. B. Browne J. W. B. Brown, Jr.	United All-Canada
PRINCE RUPERT....	CFPR	580	50	Felix E. Batt P.O. Box 132	863	Clarence Insulander Sidney Anderson	Jack Stevens Bruce Stevens Albert Bartlett	All-Canada
TRAIL.....	CJAT	910	1,000	Kootenay Broadcasting Co., Ltd. P.O. Box 1959	Trail 737	Canadian	B. A. Stimmel T. G. S. Robinson Reg. M. Dagg	W. Thompson Earl C. Connor	All-Canada United
VANCOUVER.....	CJOR	600	500	G. C. Chandler 846 Howe St.	Trinity 5321	G. C. Chandler G. C. Chandler Don E. Laws	Miss Buddy Smith W. B. Smith	Joseph McGillvra Walter Biddick
	CKWX	1010-SH	100	Western Broadcasting Co., Ltd. 801 W. Georgia St.	Seymour 2288	Canadian	A. Holstead A. Holstead Reg. M. Dagg	Fred C. Bass Reg. M. Dagg E. Ross MacIntyre	Weed & Co. United
	CKCD	1010	100	Vancouver Daily Province 198 Hastings St. W.	Seymour 2750	W. G. Hassell W. G. Hassell Alan Roughton	Jack Avison H. G. McCrady
	CKFC	1410	100	Standard Bestg. System, Ltd. Stock Exchange Bldg.	Trinity 3338	Ian Clark Ian Clark W. G. Evans	Gordon Hodson Frank Rutland Bert Porter
CKMO	1410	50	British Columbia Bestg. System, Ltd. 812 Robson St.	Seymour 7711	Canadian	R. J. Sprott B. Arundel H. M. Cooke	Alan Thompson H. M. Cooke Raymond Mackness	
CRCV	1100	5,000	Canadian Radio Corp. 1150 Main St.	Trinity 4412	Canadian	
VICTORIA.....	CFCT	1450	50	Victoria Broadcasting Ass'n. 620 View St.	Garden 2014	Joseph McGillvra

MANITOBA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BRANDON.....	CKX	1120	100	Manitoba Telephone System Eighth and Princeton	4532	Canadian	Man. Telephone System H. M. Kerr E. Davies C. E. R. Collins
WINNIPEG.....	CKY	910	15,000	Manitoba Telephone System Sherbrooke St.	3-7131	Canadian	Man. Telephone System W. H. Backhouse G. F. Herbert	D. R. P. Coats G. H. Mills	United
	CJRC	630	1,000-LS 500-N	James Richardson & Sons, Ltd. Royal Alexandra Hotel	9-2266	Canadian	James A. Richardson H. R. McLaughlin	Joseph McGillvra
	CJGX	1390	100	(See Yorkton, Sask.)

DIRECTORY OF BROADCASTING STATIONS IN CANADA

ST—Share Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local License.

(Data corrected to January 1, 1937)

NEW BRUNSWICK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
FREDERICTON.....	CFNB	550	1,000 LS 500-N	James S. Neill & Sons, Ltd. Fredericton	209	Canadian	J. Stewart Neill J. S. Stewart Neill J. Stewart Neill	J. Stewart Neill J. Stewart Neill Thomas B. Young	Joseph McGillvra United
MONCTON.....	CKCW	1370	100	Moncton Broadcasting Co., Ltd. Knights' of Pythias Bldg.	1302	Canadian	J. L. Bluck F. A. Lynda	Earl McCarron J. A. White	Joseph McGillvra
SAINT JOHN.....	CHSJ	1120	1,000-LS 500-N	New Brunswick Broadcasting Co. Admiral Beatty Hotel	3 2307	Canadian	H. P. Robinson L. W. Bewick N. L. Magnusson	H. P. Holly J. G. Bishop	Joseph McGillvra United

NOVA SCOTIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
HALIFAX.....	CHNS	930	1,000	Maritime Broadcasting Co., Ltd. Lord Nelson Hotel	Bishop 7001	Canadian	Andrew W. Robb William C. Borrett John L. Redmond	Lionel L. Shatford William C. Borrett Arthur W. Greig	Joseph McGillvra
SYDNEY.....	CJCB	1240	1,000	N. Nathanson Radio Bldg.	170	Canadian	N. Nathanson N. Nathanson N. Nathanson	R. H. Wright R. H. Wright F. G. O'Brien	William Wright United
WOLFVILLE.....	CKIC	1010	50	Acadia University Wolfville	270	Acadia U.
YARMOUTH.....	CJLS	1810	100	Laurie L. Smith Box 684	500	Laurie L. Smith Laurie L. Smith Laurie L. Smith	O. W. Loeb O. W. Loeb Laurie L. Smith

ONTARIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
BRANTFORD.....	CKPC	930	100	Telephone City Broadcast Ltd. Arcade Bldg.	625	Canadian	J. D. Buchanan J. D. Buchanan J. D. Buchanan	C. S. Cain J. D. Buchanan W. H. Clark	United
CHATHAM.....	CFCO	630	100	John Beardall William Pitt Hotel	2626	Canadian	John Beardall John Beardall Peter A. Kirkey	Ross Wright Peter A. Kirkey Gordon Brooks	Williams & McGillvra All-Canada
COBALT.....	CKMC	1210-NC	50	R. L. MacAdam Cobalt	R. L. MacAdam
FORT WILLIAM.....	CKPR	730	100	Dougall Motor Car Co., Ltd. Radio Hall	315	Canadian	H. F. Dougall H. F. Dougall	Ralph Parker Tom Ross
HAMILTON.....	CHML	1010	100	Maple Leaf Radio Co., Ltd. Pigott Bldg.	Regent 1280	Canadian	A. C. Hardy L. E. Edwards L. E. Edwards Roy Ware	United
	CKOC	1120	1,000-LS 500-N	Wentworth Radio Bestg. Co., Ltd. King William & John Sts.	Baker 1445	Canadian	J. A. Midgley J. A. Midgley	Gordon Anderson Leslie Horton
KINGSTON.....	CFRC	1510-SH NC	100	Queen's University Whig-Standard	616	Canadian	Queen's U. S. C. Morgan James Annand	James Annand James Annand H. Stewart

National Advertisers of the United States and Canada
Always Include in Their Radio Campaigns for the Maritime Provinces of Canada

“The Key Station Of The Maritimes”

1000 WATTS

CHNS

930 KILOCYCLES

HALIFAX — NOVA SCOTIA

and its experimental shortwave transmitter VE9HX—500 watts—6130 kc.

*For Rates
and Detailed
Information:*

JOE MCGILLVRA
485 Madison Ave.
New York City

WM. C. BORRETT, Director
Lord Nelson Hotel
Halifax, Nova Scotia

Quotations and Detailed Information for Maritime Network Programmes Also Available

DIRECTORY OF BROADCASTING STATIONS IN CANADA

ST—Shares Time.

NC—Non-Commercial Stations.

D—Day.

N—Night.

SH—Specified Hours.

LS—Local Sunset.

(Data corrected to January 1, 1937)

ONTARIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
KIRKLAND LAKE...	CJKL	1310	100	Northern Broadcasting Co., Ltd. R. & E. Bldg.	27	Canadian	R. H. Thomson Brian Shelton Brian Shelton	Pete Desarmaux Donald L. Bassett Bob Quigge	William Wright United
LONDON.....	CFPL	730	100	London Free Press Publishing Co. Richmond St.	Metcalf 5200	Canadian	Walter Blackburn Philip H. Morris Philip H. Morris	Philip H. Morris Lloyd York
NORTH BAY.....	CFCH	930	100	Northern Broadcasting Co., Ltd. Capitol Theatre Bldg.	374	Canadian	R. H. Thomson Tom Darling Tom Darling	Tom Darling Donald L. Bassett Jack Barnaby	William Wright United
OTTAWA.....	CKCO	1010	100	Dr. G. M. Geldert 272 Somerset St. W.	Queen 8225	Dr. G. M. Geldert A. W. Ryan Dr. G. M. Geldert	Clifford McCormick G. M. Geldert Ian R. Henderson	Joseph McGillvra
	CRCO	880	1,000	Canadian Broadcasting Corp. Chateau Laurier Hotel	Queen 54	Canadian	Gladstone Murray Charles Shearer Charles Shearer	Charles Shearer H. E. S. Hamilton
PRESCOTT.....	CFLC	930	100	Radio Ass'n. of Prescott Prescott	302	Charles Plumb Charles Plumb Charles Plumb	J. G. Andrews J. G. Andrews L. F. Knight
SAULT STE. MARIE..	CJIC	1500	100	J. C. Whitby & J. G. Hyland Windsor Hotel	360	J. G. Hyland J. G. Hyland J. G. Hyland	J. C. Whitby J. G. Hyland S. C. Cussack	Joseph McGillvra
ST. CATHARINES...	CKTB	1200-SH	100	Silver Spire Bestg. Station, Ltd. Welland House	3900	Canadian	E. T. Sandell E. T. Sandell Pauline Smythe	J. B. Mitchell W. H. Allen	United
STRATFORD.....	CJCS	1210	50	M. I. Higgins Windsor Hotel	1675	Roy H. Thomson C. Snelgrove W. F. Heaman	Mary Snelgrove W. F. Heaman C. R. Snelgrove	William Wright
SUDBURY.....	CKSO	780	1,000	Sudbury Star Sudbury	280	Canadian	W. E. Mason John D. Kemp John D. Kemp	Wilf J. Woodill L. Parkes	United
TIMMINS.....	CKGB	1420	100	Northern Broadcasting Co., Ltd. Daily Press Bldg.	500	Canadian	R. H. Thomson William Wren William Wren	Gordon Archibald Donald L. Bassett Edgar Ryan	William Wright United
TORONTO.....	CFRB	690	10,000	Rogers Radio Broadcasting Co. 37 Bloor St. W.	Midway 3515	CBS	E. S. Rogers Harry Sedgwick Lloyd Moore	Roy Locksley John Sharpe	Joseph McGillvra
	CKCL	580	100	Dominion Battery Co., Ltd. 444 University Ave.	Adelaide 1014	Canadian	Henry S. Gooderham Henry S. Gooderham Albert E. Leary	Maurice D. Rapkin A. E. Leary Ernest O. Swan	Aerial Publicizing, Inc.
	CRCT	840	5,000	Canadian Broadcasting Corp. 805 Davenport Road	Lakeside 2817	Canadian NBC	Gladstone Murray Stanley Maxted Rupert Lucas	Stanley Maxted F. J. Garrod
	CRCY	1420	100	Canadian Broadcasting Corp. 805 Davenport Road	Lakeside 2817	Canadian	Gladstone Murray Stanley Maxted Rupert Lucas	Stanley Maxted S. J. Garrod
WATERLOO.....	CKCR	1510	100	K. W. Broadcasting Co. 24 King St.	Kitchener 4360	Canadian	W. C. Mitchell G. Liddle	G. Liddle W. C. Mitchell Ion Hartman	All-Canada United
WINDSOR.....	CKLW	1030	5,000	Western Ontario Bestg. Co., Ltd. Guardian Trust Bldg.	Cadillac 7200	Mutual	M. G. Campbell W. R. Lapp L. J. Du Mahaut	Arthur E. Sutton W. J. Carter	Joseph McGillvra
	CRCW	600	1,000-LS 500-N	Canadian Broadcasting Corp. Prince Edward Hotel	4-4282	Canadian	Gladstone Murray Peter Aylen Peter Aylen	Peter Aylen Peter Aylen Max Gilbert
WINGHAM.....	CKNX	1200	50	Wingham Radio Club Box 65	158-W	W. T. Cruickshank W. T. Cruickshank B. Howard Bedford	D. Howard Bedford Harry J. Boyle W. T. Cruickshank

PRINCE EDWARD ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CHARLOTTETOWN..	CFCY	630	1,000	Island Radio Bestg. Co., Ltd. Brace Block	741	Canadian	Keith S. Rogers Keith S. Rogers L. A. MacDonald	L. A. MacDonald L. A. MacDonald John Q. Adams	Joseph McGillvra United
SUMMERSIDE.....	CHGS	1450	50	R. T. Holman, Ltd. 190 Water St.	134	Canadian	H. T. Holman R. L. Mollison J. E. Millman	J. E. Millman W. R. Cannon

QUEBEC

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
CHICOUTIMI.....	CRCS	950	100	Canadian Broadcasting Corp. Chicoutimi	Saguenay 165	Canadian	Gladstone Murray Vilmond Fortin Vilmond Fortin	Vilmond Fortin Vilmond Fortin J. E. Roberts
HULL.....	CKCH	1210	100	CKCH Hull Bestg. Co., Ltd. 85 Champlain St.	Sherwood 1820	Canadian	Josaphat Pharand Alexander Dupont Alexander Dupont	Alexander Dupont Gerald St. Jean J. L. Champagne

DIRECTORY OF BROADCASTING STATIONS IN CANADA

ST—Shares Time. NC—Non-Commercial Stations. D—Day. N—Night. SH—Specified Hours. LS—Local Sunset.

(Data corrected to January 1, 1937)

QUEBEC—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
MONTREAL	CFCF	600	400	Canadian Marconi Co., Ltd. 211 St. Sacrament St.	Marquette 7086	NBC Canadian	M. M. Elliott V. F. Nielsen M. M. Elliott	V. F. Nielsen K. R. Paul	Weed & Co. United
	CHLP	1120	100	La Patrie Publishing Co. Sun Life Bldg.	Plateau 5225	La Patrie Marcel Lefebvre Marcel Lefebvre
	CKAC	730	5,000	La Presse Publishing Co. 980 St. Catherine St. W.	Lancaster 5125	CBS	P. R. DuTremblay Phil Lalonde Phil Lalonde	Yves Bourassa Leonard Spencer	Joseph McGillvra
	CRCM	910	5,000	Canadian Broadcasting Corp. 1231 St. Catherine St. W.	Marquette 5211	Canadian	Gladstone Murray H. Rooney Pelletier	H. Rooney Pelletier William Reid
NEW CARLISLE	CHNC	900	1,000	Gaspesian Radio Co., Ltd. P.O. Box 101	38	Canadian	D. Levesque Dr. Charles Houde Dr. Charles Houde	Dr. Charles Houde Pierre Dandois	All-Canada
QUEBEC	CHRC	580	100	CHRC, Ltd. Victoria Hotel	2-8178	Emile Fontaine J. N. Thivierge	Joseph McGillvra United
	CKCV	1310	100	CKCV, Ltd. 142 St. John St.	2-1585	Canadian	Jules Brilliant Paul Lepage Paul Lepage	Jean Nel Paul Lepage Charles Frenette	All-Canada
	CRCK	1050	1,000	Canadian Broadcasting Corp. Chateau Frontenac	5658	Canadian	Gladstone Murray A. H. Houde A. H. Houde	A. H. Houde

SASKATCHEWAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address	Telephone Number	Network	Chief Owner or Executive Station Manager Commercial Manager	Program Director Mdsq. or Promotion Mgr. Chief Engineer	Representatives
MOOSE JAW	CHAB	1200	100	CHAP, Ltd. Grant Hall Hotel	3474	Canadian	H. C. Buchanan H. C. Buchanan L. A. Bourgeois	R. G. Dunlop A. E. Jacobsen	United
PRINCE ALBERT	CKBI	1210	100	CKBI, Ltd. Canada Bldg.	3133	Canadian R. E. Price
REGINA	CJRM	540	1,000	James Richardson & Sons, Ltd. Saskatchewan Life Bldg.	8424	Canadian	James A. Richardson F. V. Scanlan F. V. Scanlan	D. E. Wright A. W. Hooper	Joseph McGillvra All-Canada; United
	CKCK	1010-ST	500	Leader-Post Co., Ltd. Leader-Post Bldg.	6785	Canadian	J. F. Sweeney M. V. Chestnut A. J. Balfour	W. A. Speers E. Strong	United
SASKATOON	CFQC	840	1,000	A. A. Murphy & Sons, Ltd. 216 First Ave. N.	7282	Canadian	A. A. Murphy A. A. Murphy Vernon Dallin	S. Clifton C. Cairns S. Clifton	Joseph McGillvra United; All-Canada
YORKTON	CJGX	1390	100	James Richardson & Sons, Ltd. Royal Alexandra Hotel Winnipeg	Winnipeg 9-2266	Canadian	James A. Richardson H. R. McLaughlin	Joseph McGillvra All-Canada

STATIONS USING CORPORATION PROGRAMS

Eastern Network

City	Station	Kilocycles
Sydney, N. S.	CJCB*	1240
Halifax, N. S.	CHNS*	930
Charlottetown, P. E. I.	CFCY*	630
Summerside, P. E. I.	CHGS	1450
Moncton, N. B.	CKCW*	1370
Fredericton, N. B.	CFNB*	550
Saint John, N. B.	CHSJ*	1120
New Carlisle, P. Q.	CHNC*	950
Chicoutimi, P. Q.	CRCS*	950
Quebec, P. Q.	CRCK*	1050
Quebec, P. Q.	CKCV	1310
Montreal, P. Q.	CRCM*	910
Montreal, P. Q.	CFCF	600
Montreal, P. Q.	CHLP	1120
Hull, P. Q.	CKKH	1210
Ottawa, Ont.	CRCO*	880
Ottawa, Ont.	CKCO	1010
Toronto, Ont.	CRCT*	840
Toronto, Ont.	CRFX*	6090
Toronto, Ont.	CKCL	580
Hamilton, Ont.	CKOC	1120
Hamilton, Ont.	CHML	1200
St. Catharines, Ont.	CKPK	930
Branford, Ont.	CFPL	730
London, Ont.	CFCO	630
Chatham, Ont.	CRCW*	600
Windsor, Ont.	CFCH	930
North Bay, Ont.	CFRC	1510
Kirkland Lake, Ont.	CKL	1310
Timmins, Ont.	CKGB	1420
Sudbury, Ont.	CKSO*	780
Fort William, Ont.	CKPR*	730

CANADIAN BROADCASTING CORPORATION

National Research Bldg.
Ottawa, Ontario

Telephone: Rideau 5730
(Does not publish rate card)

OFFICIALS

Gladstone Murray, General Manager
Dr. Augustin Frigon, Assistant General Manager

BOARD OF GOVERNORS

L. W. Brockington, K.C., Winnipeg, Man., Chairman
Rene Morin, Montreal, P. Q., Vice-Chairman
Brig. Gen. Victor W. Odlum, Vancouver, B. C.
J. W. Godfrey, Halifax, N. S.
Prof. A. Vachon, Laval University, Quebec, P. Q.
N. L. Nathanson, Toronto, Ont.
Col. Wilfrid Bovey, McGill University, Montreal, P. Q.
Alan B. Plaunt, Ottawa, Ont.
Mrs. Nellie McClung, Victoria, B. C.

Western Network

Winnipeg, Man.	CJRC	630
Winnipeg, Man.	CKY*	910
Winnipeg, Man.	CJRO*	6150
Winnipeg, Man.	CJRX*	11720
Brandon, Man.	CKX	1120
Yorkton, Sask.	CJGX	1390
Regina, Sask.	CKCK*	1010
Moose Jaw, Sask.	CJRM	540
Moose Jaw, Sask.	CHAB	1200
Saskatoon, Sask.	CFQC*	840
Prince Albert, Sask.	CKBI	1210
Calgary, Alta.	CFAC*	930
Calgary, Alta.	CJCY*	690
Edmonton, Alta.	CJCA*	730
Edmonton, Alta.	CFRN	960
Lethbridge, Alta.	CJOC*	950
Trail, B. C.	CJAT	910
Kelowna, B. C.	CKOV	630
Kamloops, B. C.	CFJC	880
Chilliwack, B. C.	CHWK	780
Vancouver, B. C.	CKVC*	1100
Vancouver, B. C.	CKWX	1010
Vancouver, B. C.	CKMO	1410

* Basic stations on Corporation Network. Certain hours are reserved by these stations for Corporation programs. With the other stations use of Corporation programs optional.

Daily listings show the stations to which programs are available. At points where more than one station uses Corporation programs the daily schedule will designate the station to which each program is available.

Stations whose call letters begin "CRG" are owned and operated by the Canadian Broadcasting Corporation.

Directory of BROADCASTING STATION REPRESENTATIVES

(For stations represented, see last column of station directory.)

*Indicates company is primarily engaged in newspaper representation but also represents stations

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
All-Canada Broadcasting System	Winnipeg, Man. Montreal, Que. Toronto, Ont Regina, Sask. New York City Chicago, Ill.	171 McDermott Ave. Sun Life Bldg. 68 Yonge St. Saskatchewan Life Bldg. 350 Madison Ave. 203 No. Wabash	9-2481 Lancaster 6500 Elgin 7936 8424 Vanderbilt 3-3648 Randolph 7730	Dawson Richardson Vic George John Tregale E. Pirie Joseph J. Weed C. C. Weed
Alsop Radio Recording Inc. (Books time for foreign stations)	New York City	29 W. 57th St.	Eldorado 5-0780	A. A. Klinger
Associated Broadcast Advertising Co. (WFAS)	New York City	152 W. 42nd St.	Wisconsin 7-2299	Irving T. Porter
Hibbard Ayer	New York City	350 Madison Ave.	Murray Hill 2-2046	Hibbard Ayer
Wilbur Babcock (WIOD)	New York City	Daily News Bldg.	Murray Hill 6-3352	Wilbur Babcock
Robert J. Barrett (WOR) Paul A. Belaire (WOR)	Chicago, Ill. Boston, Mass.	Tribune Tower 80 Federal St.	Liberty 0437	Robert J. Barrett Paul A. Belaire
Walter Biddick Co.	Los Angeles, Cal. San Francisco, Cal. Seattle, Wash.	Chamber of Commerce Bldg. Russ Bldg. Exchange Bldg.	Richmond 6184 Sutter 5415 Main 6440	Walter Biddick Walter Monroe, Jr. John Kiewel
John Blair & Co.	Chicago, Ill. New York City Detroit, Mich. San Francisco, Cal.	520 No. Michigan Ave. 341 Madison Ave. New Center Bldg. Russ Bldg.	Superior 8660 Murray Hill 2-6084 Madison 7889 Douglas 3188	John Blair Murray Grabhorn George Bolling Lindsey Spight
*The Branham Co.	Chicago, Ill. New York City Detroit, Mich. St. Louis, Mo. Kansas City, Mo. Atlanta, Ga. Dallas, Tex. San Francisco, Cal. Los Angeles, Cal. Seattle, Wash. Portland, Ore.	360 No. Michigan Ave. 420 Lexington Ave. General Motors Bldg. State National Life Bldg. National Fidelity Life Bldg. Rhodes-Haverty Bldg. Mercantile Bldg. 235 Montgomery St. 1151 So. Broadway 1004 Second Ave. Public Service Bldg.	Central 5726 Mohawk 4-2430 Madison 8893 Chestnut 6192 Harrison 1023 Walnut 4851 2-8569 Garfield 6740 Prospect 3471 Seneca 4480 Atwater 2414	John Petrie Fred P. Motz H. A. Anderson W. F. Patzlaff Geo. F. Dillon J. B. Keough A. J. Putman Austin B. Fenger Geo. D. Close Arthur G. Neitz Don Mikkelsen
Broadcasting Abroad, Ltd. (Foreign station representation)	New York City	119 W. 57th St.	Circle 7-4161	Henry G. Hoberg
Howard C. Brown (3XY, Melbourne, Australia)	Hollywood, Cal.	6231 Afton Place	Granite 5456	Howard C. Brown
*Bryant-Griffith & Brunson, Inc.	Chicago, Ill.	230 No. Michigan Ave.	Andover 1040	W. W. Sauerberg
Charles Calley (WDZ and WCAZ)	Peoria, Ill.	Alliance Life Bldg.	7133	Charles Calley
W. Austin Campbell Co.	Los Angeles, Cal.	542 So. Broadway	Michigan 3875	W. Austin Campbell
*Capper Publications	New York City Chicago, Ill. Detroit, Mich.	420 Lexington Ave. 180 No. Michigan Ave. General Motors Bldg.	Mohawk 4-3280 Central 5977 Madison 2125	W. L. McKee J. F. Morris E. J. McKernan
H. K. Conover Co.	Chicago, Ill.	360 No. Michigan Ave.	Central 8664	H. K. Conover
Conquest Alliance Co., Inc. (Foreign station representation)	New York City Chicago, Ill. Rio de Janeiro, Brazil San Juan, Puerto Rico Buenos Aires, Arg. Mexico City, Mexico Havana, Cuba	515 Madison Ave. 228 No. LaSalle St. 531 Rua dos Laranjeiras Ochoa Bldg., Room 415 Sarmiento 559 Ave. 16 de Septiembre 5 Edificio La Metropolitana	Plaza 3-5650 State 5096 22-0226 San Juan 630 Retiro 0664 Mexicana L-3492 M-2953	C. H. Verner, Jr. Fred R. Jones R. Constantinesco Walter E. Stiehl Carlos Deges C. C. Velasco Rene Canizares
ASSOCIATED COMPANIES: Spencer & Vivado, Ltda. Informations et Publicite International Agencies P. F. Saborio United Radio Service of America Pacific Trading Co., Ltd.	Santiago, Chile Paris, France Shanghai, China San Jose, Costa Rica Montreal, Canada Lima, Peru	Casilla 627 50 rue de Chateaudun 128 Museum Road Calle 1a; Entre Avenidas. 1a y 3a 1434 St. Catherine St. W. Apardad 926	Telephone 66764 Trinite 81-12 1-0585 Telefono 4012 31781	G. E. Spencer Jacques Parsons Donald Chisolm P. F. Saborio R. Vineberg A. R. Montenegro
Cox & Tanz	Philadelphia, Pa. New York City	Drexel Bldg. 535 Fifth Ave.	Lombard 1720 Murray Hill 2-8284	E. R. Tanz A. P. Cox
Norman Craig	New York City	250 Park Ave.	Plaza 3-8989	Norman Craig
Craig & Hollingbery, Inc.	New York City Chicago, Ill.	250 Park Ave. 307 No. Michigan Ave.	Plaza 3-8989 State 2898	Norman Craig George Hollingbery
*J. J. Devine & Associates	Chicago, Ill.	307 No. Michigan Ave.	Central 4270	John Toothill
*Dillon & Kirk	Kansas City, Mo.	National Fidelity Bldg.	Harrison 1023	Julian A. Kirk
Dominion Broadcasting Co. (See Williams & McGillvra)	Toronto, Ont.	C. P. R. Bldg.	Waverly 1990	Hal B. Williams
James F. Fay Radio Broadcasting Co.	Boston, Mass.	Statler Bldg.	Hubbard 1225	James F. Fay
Free, Johns & Field, Inc.	Chicago, Ill. New York City Detroit, Mich. San Francisco, Cal. Los Angeles, Cal.	180 No. Michigan Ave. 110 E. 42nd St. New Center Bldg. 111 Sutter Chamber of Commerce Bldg.	Franklin 6373 Lexington 2-8660 Trinity 2-8444 Sutter 4353 Richmond 6184	James L. Free H. Preston Peters Earl T. Irwin John Livingston Walter Biddick
Free & Peters, Inc.	New York City Chicago, Ill. Detroit, Mich. San Francisco, Cal. Los Angeles, Cal.	110 E. 42nd St. 180 No. Michigan Ave. New Center Bldg. 111 Sutter Chamber of Commerce Bldg.	Lexington 2-8660 Franklin 6373 Trinity 2-8444 Sutter 4353 Richmond 6184	H. Preston Peters James L. Free Earl T. Irwin John Livingston Walter Biddick
Furgason & Aston, Inc.	Chicago, Ill. New York City Detroit, Mich. Kansas City, Mo.	221 No. La Salle St. 17 E. 45th St. Stephenson Bldg. Dwight Bldg.	State 5241 Columbus 5-7973 Trinity 2-0922	Gene Furgason Seaton Wasser-James Wade Silverton M. Aston C. M. Lintecum
Hearst Radio, Inc.	New York City Chicago, Ill. Los Angeles, Cal. San Francisco, Cal.	959 Eighth Ave. 326 W. Madison St. c/o KEHE, Vermont at Second Sts. Hearst Bldg.	Columbus 5-7300 Central 6124 Exposition 1341 Douglas 2536	M. H. Peterson Homer Hogan Ford Billings M. E. Roberts
Horace Hagedorn	New York City	350 Madison Ave.	Murray Hill 2-2046	Horace Hagedorn
International Broadcasting Co., Ltd.	London, W-1, England	11 Hallam St., Portland Pl.	Langham 1221	Capt. Leonard F. Plugge
Jewish Radio Zone Adv. Co. (Specializes in placement of Jewish programs)	New York City	110 W. 40th St.	Pennsylvania 6-0043	Benjamin Waxelbaum

(Continued on page 128)

COMPLETE—

24 salesmen in 8 strategically located offices

An effective research and promotion department

A billing and collecting service which ends your worries by guaranteed payment in one lump sum every month.

49 years' experience in selling national advertisers.

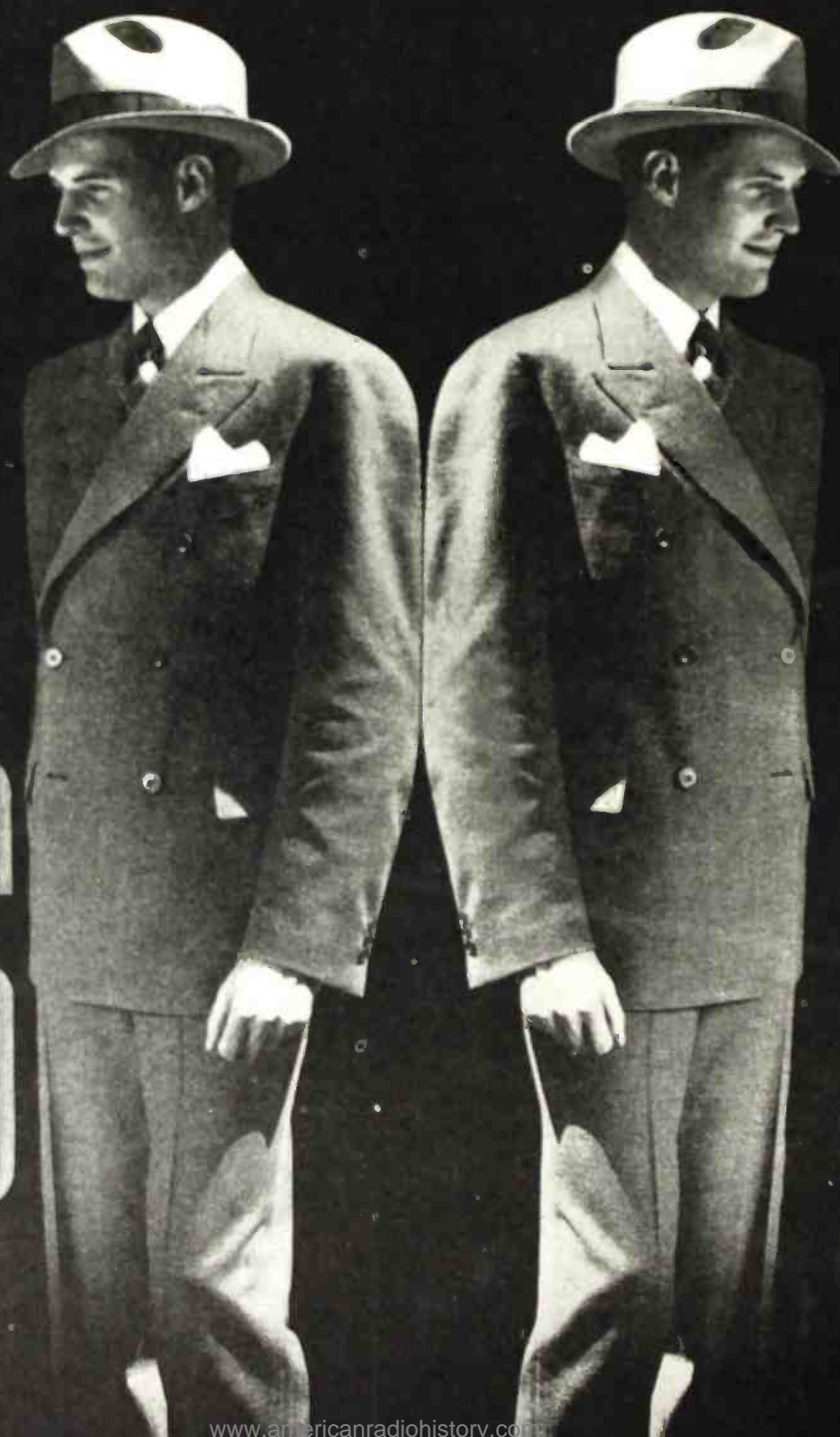
—COMPLETE radio station representation.

E. KATZ SPECIAL ADVERTISING AGENCY

ESTABLISHED 1888

NEW YORK
CHICAGO
DETROIT
PHILADELPHIA
ATLANTA
KANSAS CITY
DALLAS
SAN FRANCISCO

HINDSIGHT



1936

1933

AND FORESIGHT

Hindsight uncovers facts on which foresighted buyers base conclusions.

There were many outstanding, successful spot broadcasting campaigns during 1936.

It is not happenstance or coincidence that these stations were conspicuous by their inclusion in almost every successful schedule which called for the use of these markets.

Foresighted buyers have drawn the apparent conclusion that the most successful 1937 schedules will also include these leading radio stations.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB WNAC	Boston Boston	MBS NBC
WICC WICC	Bridgeport New Haven	NBC NBC
WBEN	Buffalo	NBC
WEBR	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI KECA	Los Angeles Los Angeles	NBC NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW KEX	Portland Portland	NBC NBC
WEAN	Providence	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO KJR	Seattle Seattle	NBC NBC
KHQ KGA	Spokane Spokane	NBC NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK
CHICAGO

DETROIT
SAN FRANCISCO

DIRECTORY OF BROADCASTING STATION REPRESENTATIVES

**Indicates company is primarily engaged in newspaper representation but also represents stations
(Continued from Page 124)*

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
*E. Katz Special Advertising Agency	New York City Chicago, Ill. Philadelphia, Pa. Detroit, Mich. Kansas City, Mo. Dallas, Tex. Atlanta, Ga. San Francisco, Cal.	500 Fifth Avenue 307 N. Michigan Ave. 260 S. Broad St. General Motors Bldg. Bryant Bldg. Republic Bank Bldg. 22 Marietta St. Monadnock Bldg.	Longacre 5-4595 Central 4238 Kingsley 1950 Trinity 2-7685 Victor 7095 Dallas 2-7936 Walnut 4795 Sutter 7498	G. R. Katz Paul Ray M. J. Flynn Ralph Bateman C. P. Slater Frank Brimm Fred M. Bell R. S. Raiton
Ray Linton	Chicago, Ill.	360 N. Michigan Ave.	State 9493	Elmo Linton
*Kelly-Smith Co.	New York City Chicago, Ill. Detroit, Mich.	420 Lexington Ave. 180 N. Michigan Ave. New Center Bldg.	Mohawk 4-2434 Franklin 4683 Madison 4675	Frank Headley Dwight S. Reed
MacGregor & Sollie, Inc.	Hollywood, Cal. San Francisco, Cal.	729 S. Western Ave. 865 Mission St.	Fitzroy 4191 Sutter 6400	C. P. MacGregor
Fally Markus (Representing Primera Cadena Argentina de Broadcasting, Buenos Aires)	New York City Buenos Aires, Argentina, S. A.	1560 Broadway Santa Fe 2043	Medallion 3-4826	Fally Markus Antonio Deliello
Joseph Hershey McGillvra	New York City Chicago, Ill.	366 Madison Ave. 919 N. Michigan Ave.	Plaza 3-3377 Superior 3444	Joseph H. McGillvra George W. Besse
*J. P. McKinney & Son	New York City Chicago, Ill.	30 Rockefeller Plaza 400 N. Michigan Ave.	Circle 7-1178 Superior 9866	R. H. McKinney J. J. McConnell
Paul & Guy Minnick (WAAF)	New York City	33 W. 42nd St.	Pennsylvania 2417	P. W. & G. F. Minnick
*Mitchell & Ruddell, Inc.	New York City Chicago, Ill. St. Louis, Mo. Kansas City, Mo.	295 Madison Ave. 180 N. Michigan Ave. Insurance Exchange Bldg. 1004 Baltimore Ave.	Ashland 4-6698 Central 1160 Chestnut 1965 Victor 1421	P. J. Bogner H. B. Ruddell Fred Wright R. W. Mitchell
National Broadcasting Co. (National Spot Sales)	New York City Chicago, Ill. San Francisco, Cal. Washington, D. C. Schenectady, N. Y. Detroit, Mich. Philadelphia, Pa. Boston-Springfield Cleveland, O. Pittsburgh, Pa. Denver, Colo.	30 Rockefeller Plaza Merchandise Mart 111 Sutter St. National Press Bldg. 1 River Road Fisher Building 1622 Chestnut St. Hotel Bradford, Boston 1367 E. 6th Grant Bldg. 1625 California	Circle 7 8300 Superior 8300 Sutter 1920 District 0300 Schenectady 4-2211 Ext. 2141 Trinity 2-7900 Locust 3760 Hancock 4261 Cherry 0942 Grant 4200 Main 6211	F. E. Spencer Oliver Morton Harry Anderson V. F. Callahan Kolin Hager R. H. White J. S. K. Hammann Gordon Ewing Don Stratton A. L. Hasenbalg A. E. Nelson
Niles, Field and Associates	New York City	152 W. 42nd St.	Wisconsin 7-3754	David Niles
Northwest Radio Advertising Co.	Seattle, Wash.	American Bank Bldg.	Main 9282	Edwin A. Kraft
Pan American Broadcasting Co. (Latin American Station Representation)	New York City	285 Madison Avenue	Caledonia 3-2500	A. Alexander
Pan American Broadcasting Corp.	New York City	205 E. 42nd St.	Murray Hill 4-5159	Gerald K. Hughes
*John H. Perry Associates	New York City Chicago, Ill. Detroit, Mich. Atlanta, Ga. San Francisco, Cal.	225 W. 39th St. 122 S. Michigan Ave. 7338 Woodward Ave. Chamber of Commerce Bldg. 742 Market St.	Bryant 9-3357 Ravenswood 4698 Madison 0790 Walnut 3443 Garfield 4917	William K. Dorman O. J. Ranft J. J. Higgins R. S. Kendrick R. J. Bidwell
Edward Petry & Co., Inc.	New York City Chicago, Ill. Detroit, Mich. San Francisco, Cal.	17 E. 42nd St. 400 N. Michigan Ave. General Motors Bldg. 111 Sutter St.	Murray Hill 2-3850 Superior 7742 Madison 1035 Garfield 4010	Edward Petry Henry I. Christal Edward E. Voynow Joseph R. Spadea Earle H. Smith
Radio Markets Inc. (Affiliated with World Broadcasting System)	New York City	711 Fifth Avenue	Wickersham 2-2100
Radio Sales, Inc. (CBS—Owned and managed stations)	New York City Chicago, Ill. Detroit, Mich.	485 Madison Ave. 410 N. Michigan Ave. Fisher Bldg.	Wickersham 2-2000 Whitehall 6000 Trinity 2-5550	J. Kelly Smith Arthur Hull Hayes William Williamson Owen F. Uridge
William G. Rambeau Co.	Chicago, Ill. New York City San Francisco, Cal.	Tribune Tower Chanin Bldg. Russ Bldg.	Delaware 3838 Caledonia 5-4940 Douglas 5686	William G. Rambeau Robert Buckley Ross Rambeau
Paul H. Raymer Co.	New York City Chicago, Ill. Detroit, Mich. San Francisco, Cal.	366 Madison Ave. Tribune Tower General Motors Bldg. Russ Bldg.	Murray Hill 2-8690 Superior 4473 Trinity 2-8060 Douglas 1294	Paul H. Raymer Ed Bowers H. W. Mallinson E. S. Townsend
Roesler & Howard (Foreign Language Programs)	Chicago, Ill. New York City	360 N. Michigan Ave. 60 E. 42nd St.	Central 8020 Murray Hill 2-2030	George Roesler Robert E. Howard
The Sears Co.	Chicago, Ill.	520 N. Michigan Ave.	Superior 8177	B. H. Sears
*Small, Spencer, Brewer, Inc.	Chicago, Ill. New York City	307 N. Michigan Ave. 250 Park Avenue	State 8150 Wickersham 2-8383	Frank M. Brewer John D. Brewer
Spot Broadcasting Bureau	Chicago, Ill.	727 N. Michigan Ave.	Delaware 1756	Pete Smith
Time Abroad, Ltd. (Foreign station representation)	New York City	29 W. 57th Street	Plaza 3-3017	James Aspell
Transamerican Broadcasting & Television Corp.	New York City Chicago, Ill. Hollywood, Cal.	521 Fifth Avenue 333 N. Michigan Ave. 5833 Fernwood Ave.	Murray Hill 6-2370 State 0366 Hollywood 5315	John L. Clark E. J. Rosenberg Virgil Reiter, Jr. C. P. Jaeger William V. Ray
United Broadcast Sales, Ltd.	Toronto, Ontario Winnipeg, Manitoba Calgary, Alberta Vancouver, British Columbia	Brock Bldg. Telephone Bldg. Southam Bldg. W. Georgia St.	Adelaide 1646 R-2021	P. H. Gayner G. F. Herbert F. W. Cannon John E. Baldwin
Viola & Furman (Foreign Language Programs)	New York City	152 W. 42nd St.	Wisconsin 7-3754	J. Franklyn Viola Norman Furman
Weed & Co.	New York City Chicago, Ill.	350 Madison Ave. 203 N. Wabash Ave.	Vanderbilt 3-3648 Randolph 7730	J. J. Weed C. C. Weed
Weston, Frykman & Allen	New York City Chicago, Ill.	509 Madison Ave. 520 N. Michigan Ave.	Eldorado 5-0381 Superior 8811	Herbert Weston Edwin C. Allen
Wilson-Dalton-Robertson	Kansas City, Mo. Chicago, Ill. New York City	1329 Baltimore Ave. 75 E. Wacker Drive 250 Park Ave.	Grand 0810 Central 8744 Plaza 3-7370	Howard Wilson Thomas Dalton Graham Robertson
William Wright	Toronto, Ontario	325 Yonge St.	Waverly 4391	C. W. Wright
Williams & McGillvra (Associated with Joseph Hershey McGillvra)	Toronto, Ontario	C. P. R. Bldg.	Waverly 1990	Hal B. Williams

AT YOUR SERVICE...

- | | |
|------|-------------------|
| WABY | Albany, N. Y. |
| WCSH | Portland, Maine |
| WFEA | Manchester, N. H. |
| WHBF | Rock Island, Ill. |
| WCOP | Boston, Mass. |
| WJAR | Providence, R. I. |
| WLBZ | Bangor, Maine |
| WMFF | Plattsburg, N. Y. |
| WNEW | New York, N. Y. |
| WTAG | Worcester, Mass. |
| WTIC | Hartford, Conn. |
| CFCF | Montreal, Que. |
| CKWX | Vancouver, B. C. |
| KCLO | Mason City, Ia. |



FOR RESULTS USE

AT ALL TIMES...

WEED

and Company

STATION REPRESENTATIVES

250 MADISON AVENUE 228 NORTH WABASH AVE.

NEW YORK • CHICAGO



LET'S LOOK AT THE RECORD ---

On July 1, 1936 Transamerican came into existence

At the end of 1936 Transamerican can look back to these accomplishments —

- Forty-six Affiliated Radio Stations
- One Million Dollars of Radio Time Sold
- Fifty-eight Advertisers as Clients
- The First Transamerican Television Program in Production
- The Most Important Radio Program Sale of the Year
- Offices in New York, Chicago, and Hollywood Staffed with the Best Experience in the Radio Industry
- Establishment of the Most Complete Production Facilities and the Most Important New Talent Sources in Broadcasting

This progress in only six months of operation forecasts what radio stations, advertisers, and their agencies may expect from Transamerican in 1937.

Transamerican Broadcasting and Television Corporation

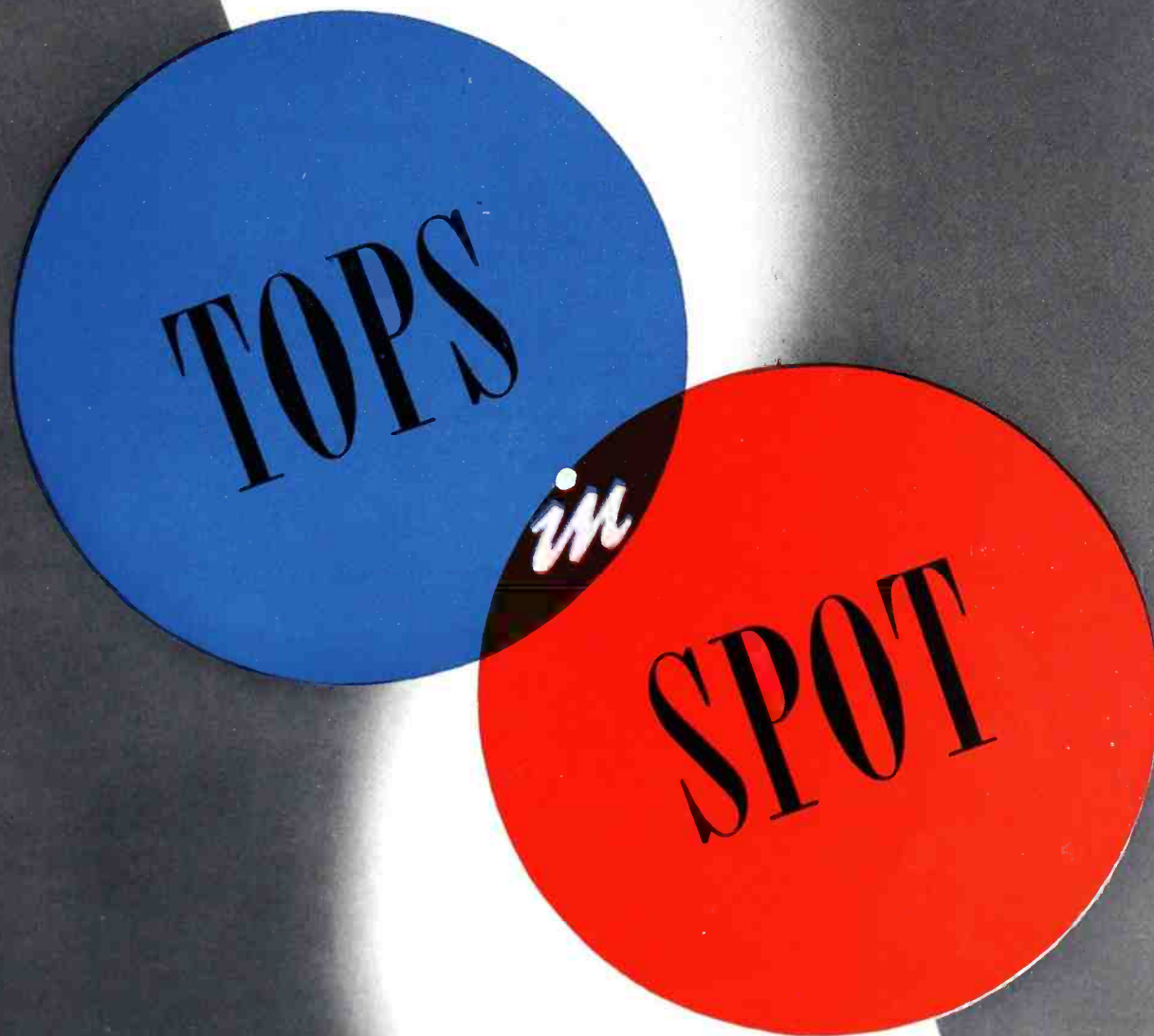
John L. Clark, President

NEW YORK
521 Fifth Avenue
MURRAY HILL 6-2370

CHICAGO
333 North Michigan Avenue
STAtE 0366

HOLLYWOOD
5833 Fernwood Avenue
HOLLYWOOD 5315

THE NATIONAL BROADCASTING COMPANY

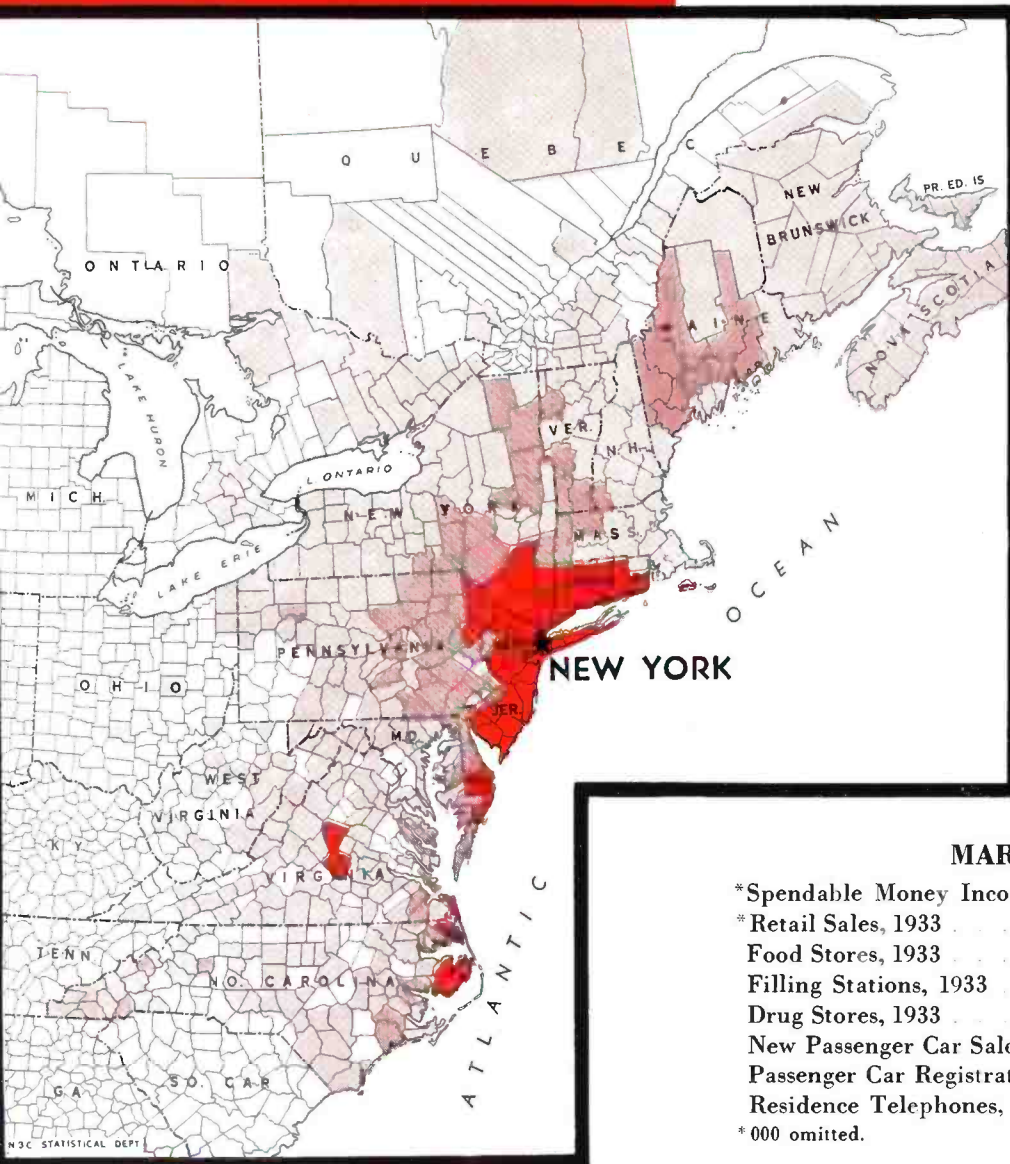


COMPLETE COVERAGE IN 10 MAJOR MARKETS

WEAF

50,000 WATTS—NEW YORK

NBC BASIC RED



LEGEND



Statistics and data are totals for all three areas.

CIRCULATION DATA (1936)

Counties	396
Population	40,811,500
Families	9,778,000
Radio Families	8,261,000
Radio Homes per 100 Families	85
WEAF Circulation	4,701,900

MARKET DATA

*Spensible Money Income, 1935	\$25,109,089
*Retail Sales, 1933	\$9,698,604
Food Stores, 1933	198,895
Filling Stations, 1933	43,529
Drug Stores, 1933	18,030
New Passenger Car Sales, 1935	811,378
Passenger Car Registration, 1935	6,233,808
Residence Telephones, 1935	3,703,189

*000 omitted.

FIRST POPULARITY—FIRST MARKET

Key station of the Red Network, WEAF dominates the country's wealthiest market. Products supported by its immense popularity enjoy a prestige that is a notable selling asset. Radio entertainment provided by headline talent has always kept WEAF as first choice on the radio dials of millions . . . throughout every day. For really rich returns, you need this master station—first in popularity—first in the market.

Programmed and Represented by NBC

FIRST IN TOTAL CIRCULATION IN AMERICA'S FIRST MARKET

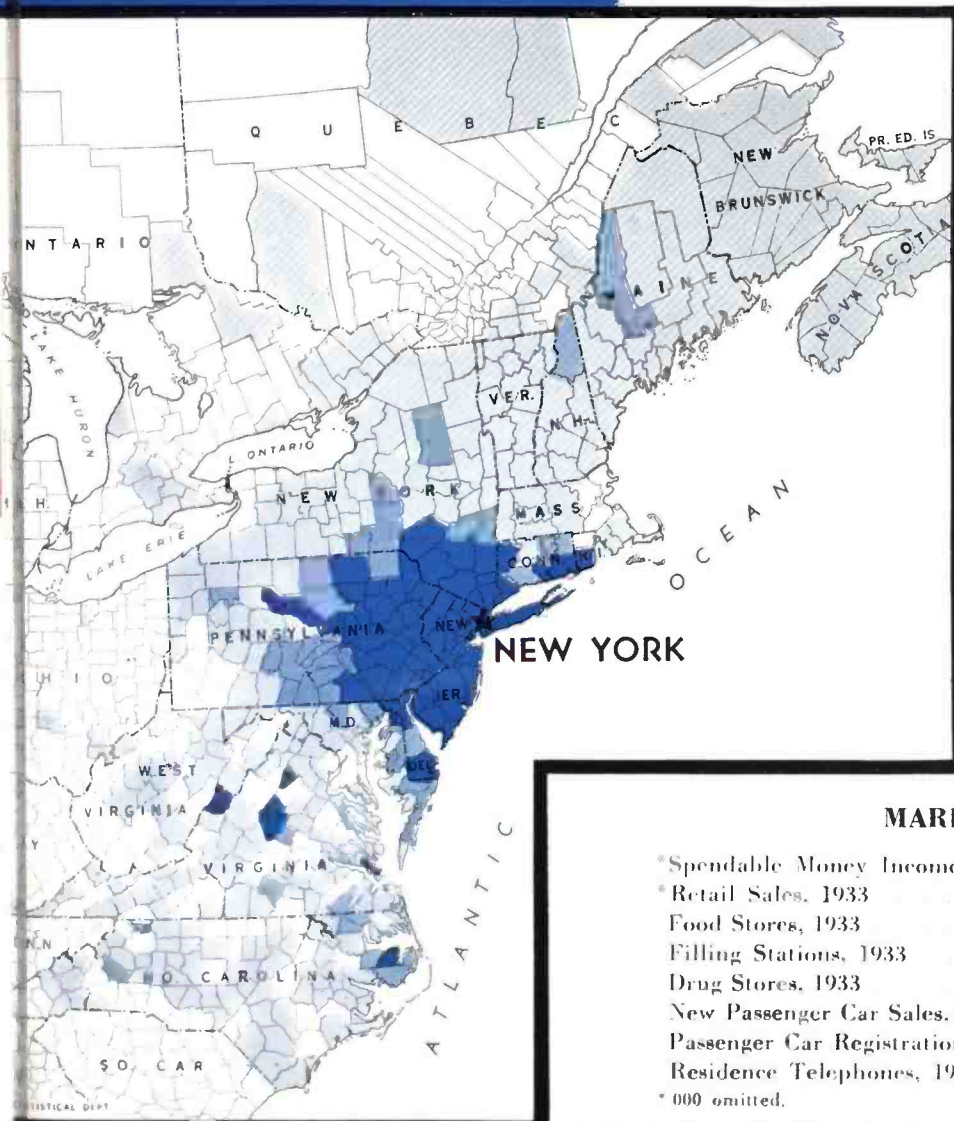
WJZ heads the Blue Network . . . covers the richest retail trading center in the country . . . contributes great entertainment to tremendous audiences. Its facilities have been recently augmented by a new vertical transmitter which has immeasurably increased its effectiveness. The most modern studios and broadcasting equipment are available to advertisers using its services. WJZ has all the prestige and popularity to claim the sustained attention of highly responsive listeners.

Programmed and Represented by NBC

WJZ

50,000 WATTS—NEW YORK

NBC BASIC BLUE



LEGEND



Statistics and data are totals for all three aires.

CIRCULATION DATA (1936)

Counties	388
Population	38,003,300
Families	9,087,300
Radio Families	7,607,900
Radio Homes per 100 Families	84
WJZ Circulation	5,037,040

MARKET DATA

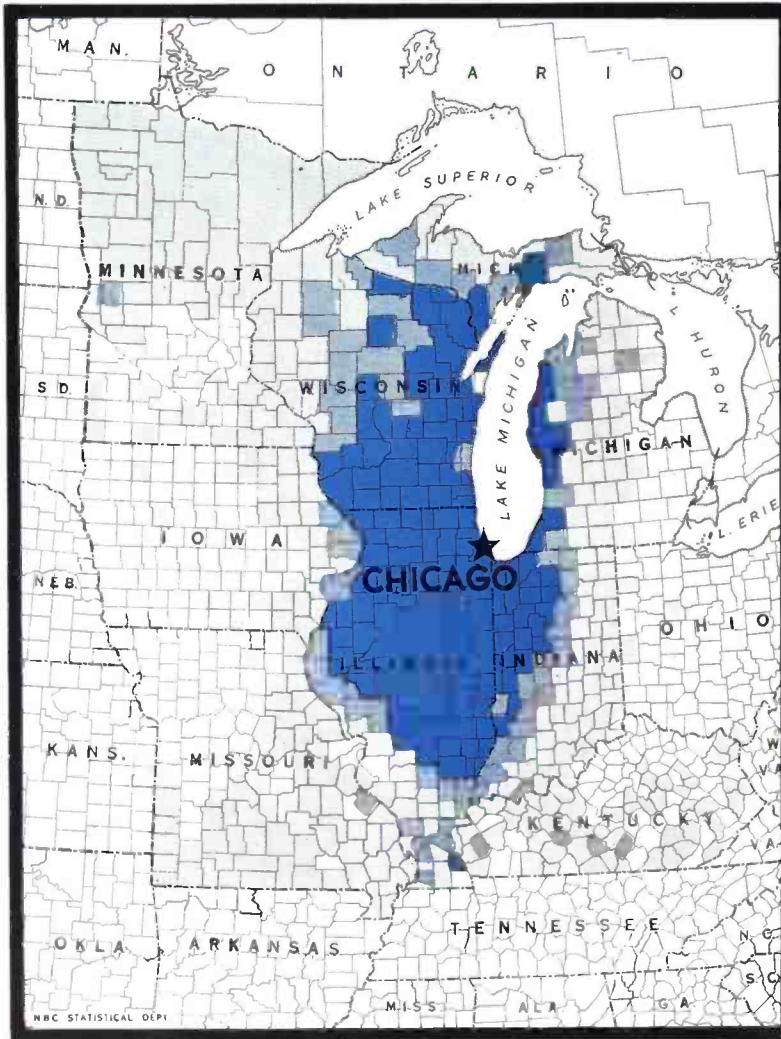
* Spendable Money Income, 1935	\$23,284,839
* Retail Sales, 1933	\$9,018,120
Food Stores, 1933	184,995
Filling Stations, 1933	39,459
Drug Stores, 1933	16,747
New Passenger Car Sales, 1935	740,891
Passenger Car Registration, 1935	5,862,398
Residence Telephones, 1935	3,350,277

* 000 omitted.

WENR

50,000 WATTS—CHICAGO

NBC BASIC BLUE



URBAN AND RURAL COMBINED

“Chicagoland” is an immense territory, thickly populated and unusually prosperous . . . WENR has the advantage of directing purchasing power, not only in the cities, but in the towns and rural districts. One of the great stations of the great Blue Network, WENR is equipped with all the most modern radio facilities for doing a thorough selling job.

*Programmed and Represented
by NBC*



Statistics and data are totals for all three aires.

CIRCULATION DATA (1936)

Counties	555
Population	20,898,600
Families	5,207,800
Radio Families	3,957,900
Radio Homes per 100 Families	76
WENR Circulation	2,648,700

MARKET DATA

*Spendable Money
Income, 1935 \$10,201,134

*Retail Sales, 1933	\$5,944,616
Food Stores, 1933	70,728
Filling Stations, 1933	29,332
Drug Stores, 1933	9,694
New Passenger Car Sales, 1935	482,643
Passenger Car Registration, 1935	3,911,556
Residence Tele-phones, 1935	2,131,992
*000 omitted.	

PUBLIC CHOICE NO. 1

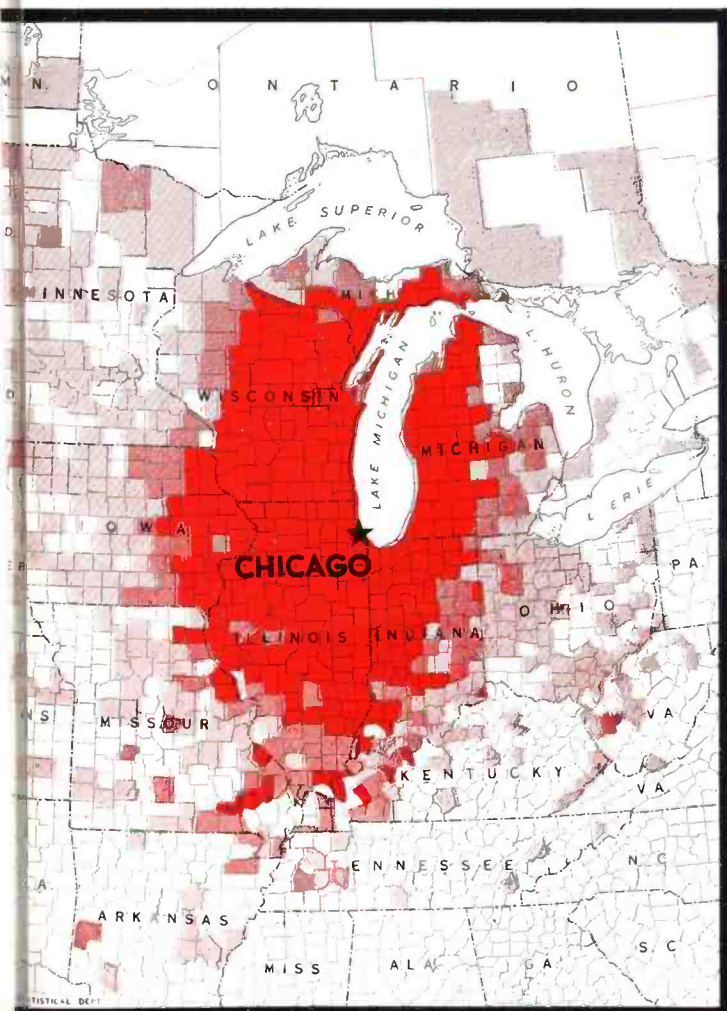
Years of first rate performance have secured for WMAQ a firm place as one of the best known and best liked stations in radio. The country's 2nd market responds eagerly and regularly to the influence of WMAQ—master showman, super-salesman. It combines, for advertisers, the productive forces of great power and prestige with finest programs.

Programmed and Represented by NBC

WMAQ

50,000 WATTS—CHICAGO

NBC BASIC RED



LEGEND



Statistics and data are totals for all three areas.

CIRCULATION DATA (1936)

Counties	689
Population	29,853,790
Families	7,487,270
Radio Families	5,766,900
Radio Homes per 100 Families	77
WMAQ Circulation	3,599,000

MARKET DATA

*Spendable Money	
Income, 1935	\$15,061,099
*Retail Sales, 1933	\$8,163,854
Food Stores, 1933	108,103
Filling Stations, 1933	44,838
Drug Stores, 1933	14,306
New Passenger Car Sales, 1935	733,061
Passenger Car Registration, 1935	5,922,946
Residence Telephones, 1935	3,094,198

* 000 omitted.

THE DOMINANT STATION IN WASHINGTON

When WRC joins your sales force in the capital, your local and spot campaigns cover a lot of profitable ground. Here's a station designed to fit the highly concentrated area it serves... proved by daily performance to be a real mover of merchandise. The most recent figures put Washington 12th among metropolitan centers—a big rise in population and spending power—a big gain for advertisers.

Programmed and Represented by NBC

WRC

1,000-500 WATTS—WASHINGTON, D. C.

NBC BASIC RED



LEGEND



Statistics and data are totals for all three areas.

CIRCULATION DATA (1936)

Countries	50
Population	1,648,700
Families	393,600
Radio Families	265,600
Radio Homes per 100 Families	67
WRC Circulation	178,800

MARKET DATA

*Spendable Money Income, 1935	\$781,909
*Retail Sales, 1933	\$385,335
Food Stores, 1933	5,910
Filling Stations, 1933	1,966
Drug Stores, 1933	592
New Passenger Car Sales, 1935	52,916
Passenger Car Registration, 1935	337,271
Residence Telephones, 1935	164,010

*000 omitted.

A CAPITAL INVESTMENT IN CAPITAL COVERAGE

Today, coverage in the capital means blanketing a compact community and reaping maximum returns per dollar spent. WMAL gives constant evidence of getting unusually fine results from local and spot campaigns directed to the District of Columbia and the adjacent suburbs in Maryland and Virginia, as we will be glad to demonstrate from the record.

Programmed and Represented by NBC

WMAL

500-250 WATTS—WASHINGTON, D. C.

NBC BASIC BLUE

LEGEND



Statistics and data are totals for all three aireas.

CIRCULATION DATA

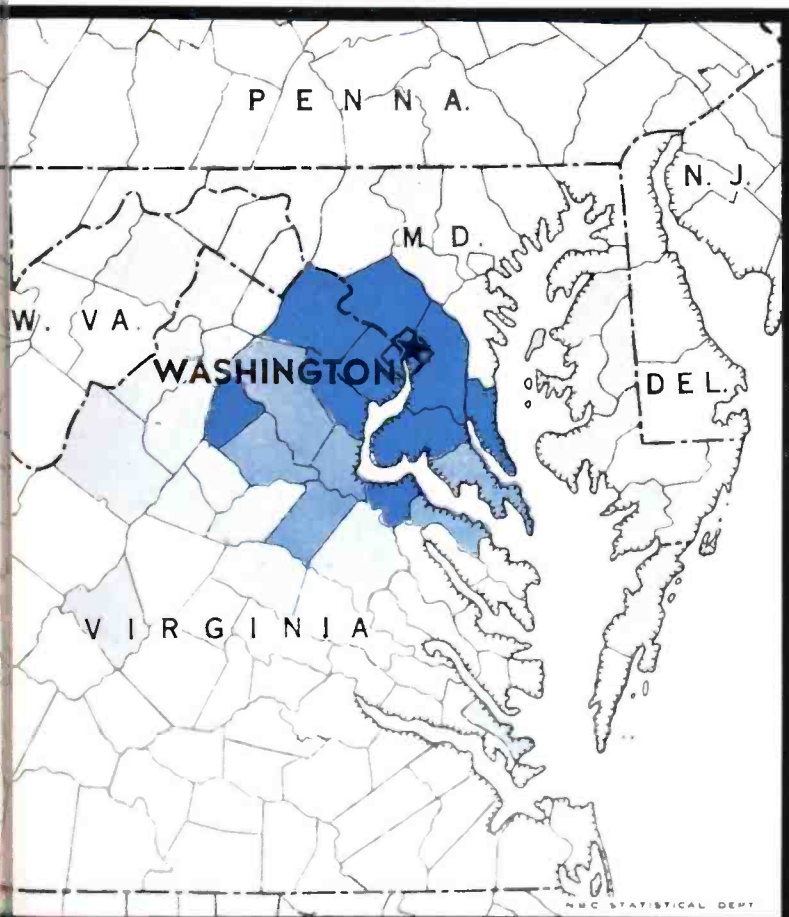
(1936)

Counties	44
Population	1,598,200
Families	383,400
Radio Families	264,100
Radio Homes per 100 Families	69
WMAL Circulation	188,600

MARKET DATA

*Spendable Money Incomes, 1935	\$771,980
*Retail Sales, 1933	\$385,817
Food Stores, 1933	5,832
Filling Stations, 1933	1,887
Drug Stores, 1933	593
New Passenger Car Sales, 1935	52,557
Passenger Car Registration, 1935	326,345
Residence Telephones, 1935	164,784

*000 omitted.



KGO

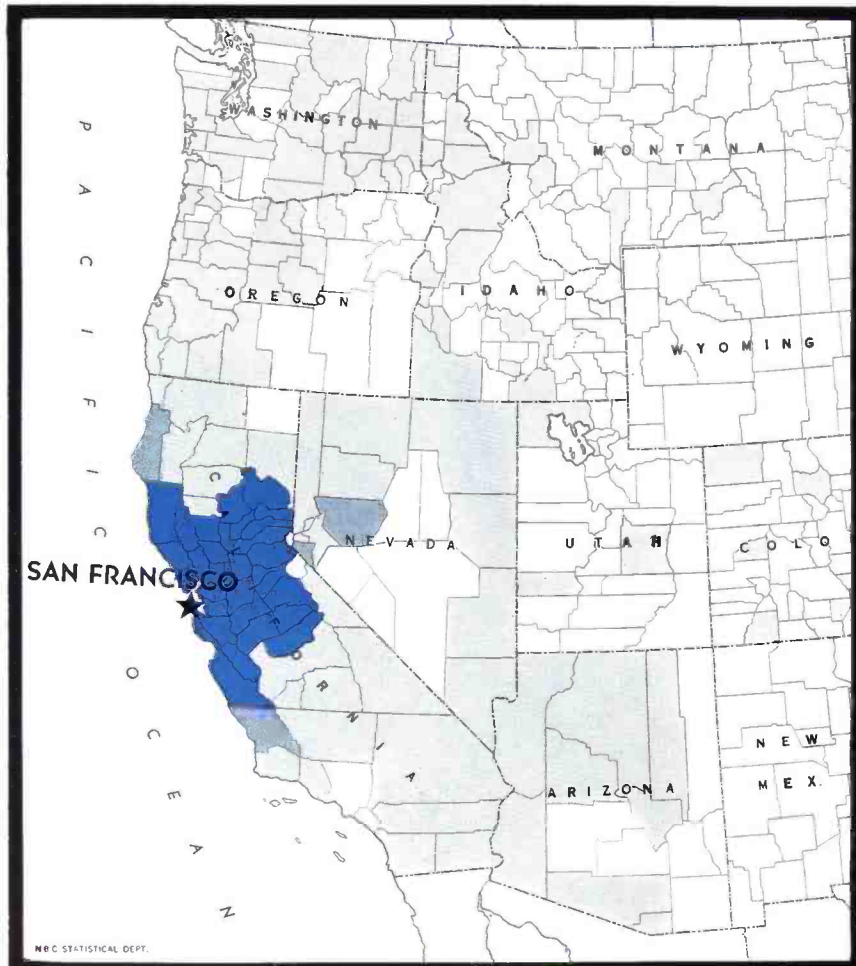
7,500 WATTS—SAN FRANCISCO

NBC PACIFIC BLUE

LEGEND



Statistics and data are totals for all three aires.



CIRCULATION DATA (1936)

Counties	155
Population	5,271,700
Families	1,427,780
Radio Families	1,159,520
Radio Homes per 100 Families	81
KGO Circulation	642,300

MARKET DATA

* Spendable Money Income, 1935	\$3,261,674
* Retail Sales, 1933	\$1,398,456
Food Stores, 1933	20,750
Filling Stations, 1933	10,516
Drug Stores, 1933	2,760
New Passenger Car Sales, 1935	159,516
Passenger Car Reg- istration, 1935	1,457,011
Residence Tele- phones, 1935	614,129

*000 omitted.

THE GOLDEN GATE TO SALES

To local and spot broadcasters, KGO opens up an extremely prosperous market that has money to spend and spends it freely—more per capita, in fact, than in any other section of the country. Ask for the full story of KGO, Key station of the Pacific Coast Blue Network, and the rich area it serves.

Programmed and Represented by NBC

NORTHERN CALIFORNIA—PLUS

Here's a station long regarded with the highest favor by audiences in Northern California. But more than that, its powerful voice reaches out to listeners in three additional states—Idaho, Nevada and Oregon. KPO stimulates sales in a way that causes advertisers to chart new peaks for successful selling.

Programmed and Represented by NBC



50,000 WATTS—SAN FRANCISCO

NBC PACIFIC RED

LEGEND



Statistics and data are totals for all three aires.

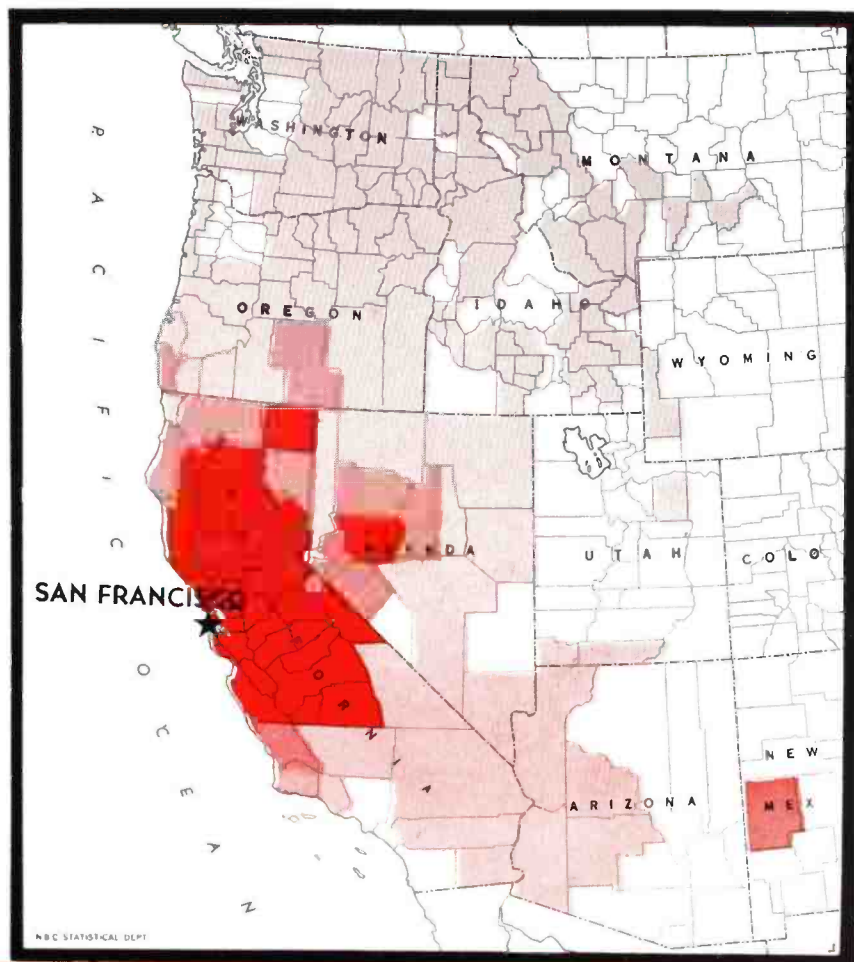
CIRCULATION DATA (1936)

Counties	182
Population	5,107,700
Families	1,371,920
Radio Families	1,101,420
Radio Homes per 100 Families	80
KPO Circulation	700,000

MARKET DATA

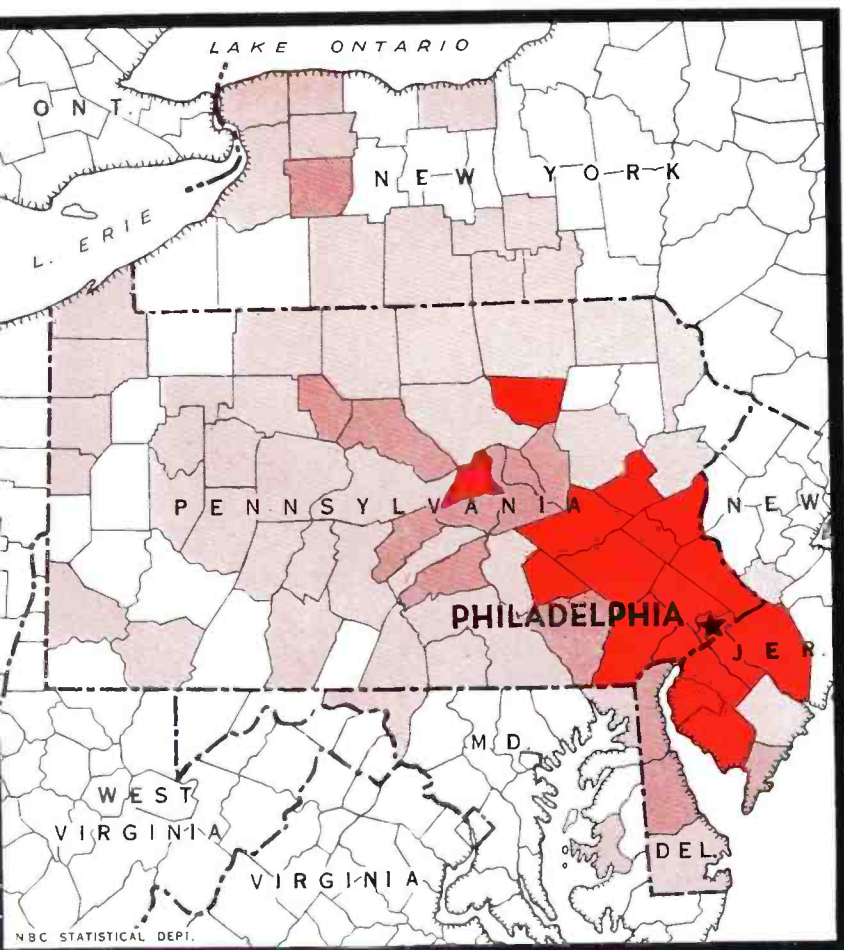
*Spendable Money	
Income, 1935	\$3,095,493
*Retail Sales, 1933	\$1,340,412
Food Stores, 1933	19,617
Filling Stations, 1933	10,202
Drug Stores, 1933	2,664
New Passenger Car Sales, 1935	154,698
Passenger Car Registration, 1935	1,393,498
Residence Tele-phones, 1935	576,975

° 000 omitted.



KYW

10,000 WATTS—PHILADELPHIA NBC BASIC RED



LEGEND



Statistics and data are totals for all three areas.

CIRCULATION DATA (1936)

Counties	81
Population	10,143,300
Families	2,415,600
Radio Families	1,998,100
Radio Homes per 100 Families	83
KYW Circulation	1,157,600

MARKET DATA

*Spendable Money Income 1935	\$5,398,104
*Retail Sales, 1933	\$2,019,093
Food Stores, 1933	46,642
Filling Stations, 1933	11,398
Drug Stores, 1933	4,333
New Passenger Car Sales, 1935	215,137
Passenger Car Registration, 1935	1,729,706
Residence Telephones, 1935	813,077

*000 omitted.

A MASTER KEY TO THE HOMES OF PHILADELPHIA

KYW has a particularly significant position as an advertising medium: it serves and sells the largest single-family home market in the nation. It has unusually fine local acceptance, backed by the prestige of the National Broadcasting Company. KYW offers outstanding selling facilities in the 3d metropolitan center—a potent influence on a market that is most responsive

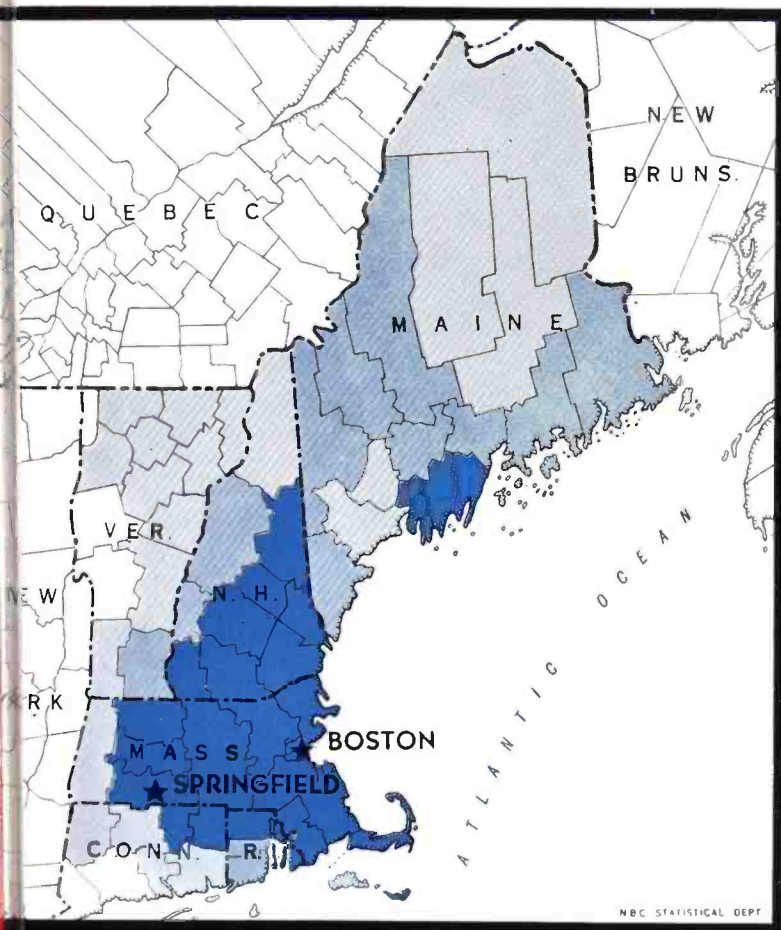
Programmed and Represented by NBC

WBZ · WBZA

50,000 WATTS—BOSTON 1,000 WATTS—SPRINGFIELD

NBC BASIC BLUE

NBC BASIC BLUE



LEGEND



Statistics and data are totals for all three areas.

CIRCULATION DATA (1936)

Counties	61
Population	7,493,500
Families	1,825,900
Radio Families	1,588,500
Radio Homes per 100 Families	87
WBZ-WBZA Circulation	1,326,100

MARKET DATA

*Spendable Money Income, 1935	\$4,253,632
*Retail Sales, 1933	\$1,918,033
Food Stores, 1933	34,502
Filling Stations, 1933	8,314
Drug Stores, 1933	3,502
New Passenger Car Sales, 1935	153,456
Passenger Car Registration, 1935	1,244,775
Residence Telephones, 1935	833,948

* 000 omitted.

"FROM SUGAR LOAF TO PLYMOUTH ROCK"

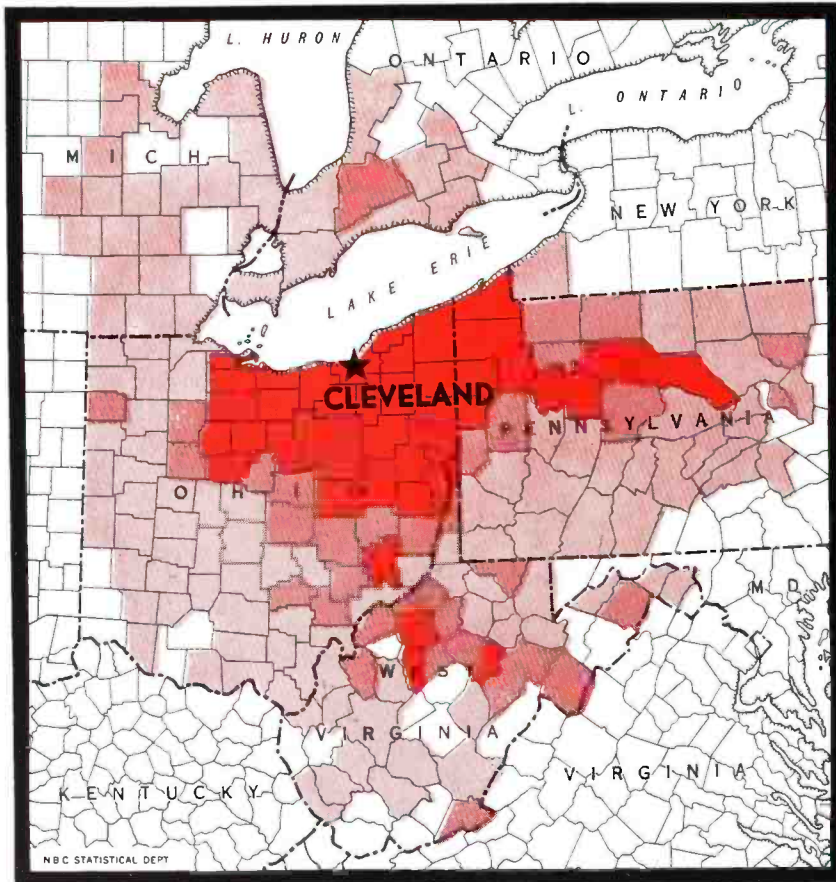
... Or from Vermont to the sea. WBZ and WBZA have a strong voice in the merchandising affairs of New England. They deliver a large section of the buying power in this responsive area. Right now, direct your campaign through these powerful selling agents to a market rapidly expanding in business and prosperity—and at a pace that indicates an urgent need for goods.

Programmed and Represented by NBC

WTAM

50,000 WATTS—CLEVELAND

NBC BASIC RED



LEGEND



Statistics and data are totals for all three areas.

CIRCULATION DATA (1936)

Counties	189
Population	13,220,800
Families	3,203,500
Radio Families	2,509,200
Radio Homes per 100 Families	78

WTAM

Circulation 1,246,800

MARKET DATA

*Spendable Money	
Income, 1935	\$5,943,377
*Retail Sales, 1933	\$2,432,545
Food Stores, 1933	48,820
Filling Stations, 1933	19,234
Drug Stores, 1933	5,139
New Passenger Car Sales, 1935	320,342
Passenger Car Registration, 1935	2,555,176
Residence Tele-phones, 1935	1,057,244
* 000 omitted.	

DISTRIBUTORS INSIST ON WTAM

This high-power, clear channel station is the only one in the section which reaches and influences the buyers of the entire Cleveland Chamber of Commerce retail trading area. Vital component of the basic Red Network, WTAM holds preference among radio audiences in 30 large cities and 300 small communities in Northern Ohio—to say nothing of 317 communities in Pennsylvania, 164 in New York and 38 in southern Ohio. Distributors recognize the greatness of this market. That's why they insist on station WTAM.

Programmed and Represented by NBC

KOA

50,000 WATTS—DENVER

NBC MOUNTAIN RED

LEGEND



Statistics and data are totals for all three aires.

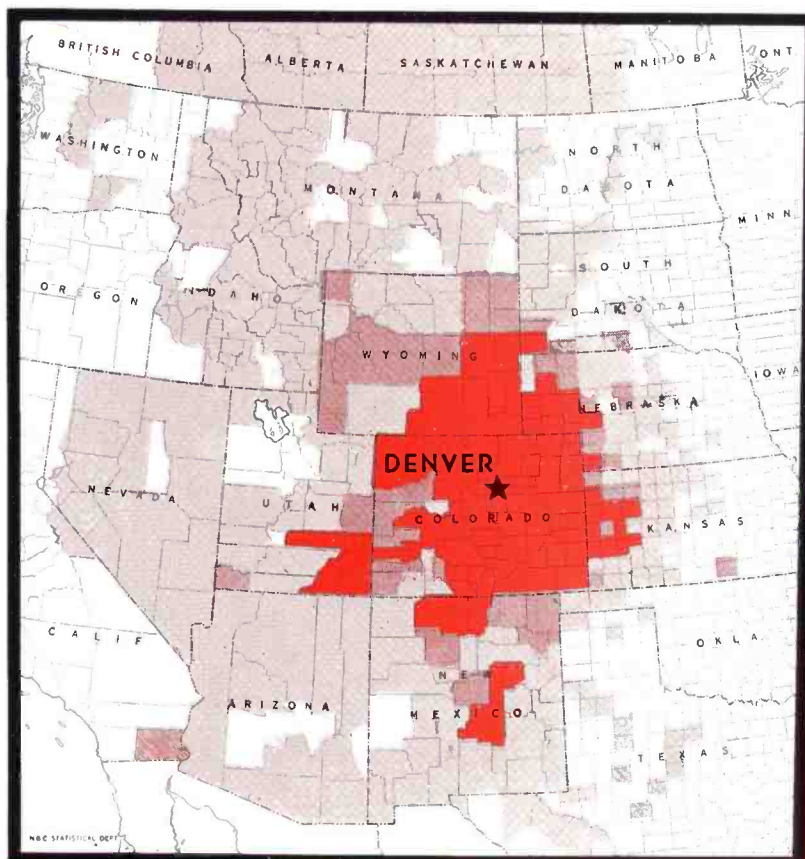
CIRCULATION DATA (1936)

Counties	372
Population	4,488,430
Families	1,104,080
Radio Families	761,230
Radio Homes per 100 Families	69
KOA Circulation	358,300

MARKET DATA

*Spendable Money Income, 1935	\$1,856,868
*Retail Sales, 1933	\$ 871,976
Food Stores, 1933	12,430
Filling Stations, 1933	8,008
Drug Stores, 1933	2,384
New Passenger Car Sales, 1935	118,867
Passenger Car Registration, 1935	946,055
Residence Telephones, 1935	347,415

* 000 omitted.



A BIG STATION FOR A BIG JOB

Known as "The Radio City of the Rockies," KOA offers the finest studio facilities in its area. Moreover, it has consistently maintained a commanding position as the most popular, most powerful and most influential station in the Rocky Mountain region. The records of KOA bulge with evidence of radio salesmanship that produces *results*. Let us give you all the important details concerning this big station.

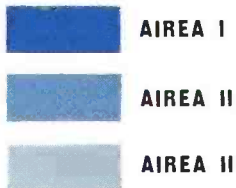
Programmed and Represented by NBC

KDKA

50,000 WATTS PITTSBURGH

NBC BASIC BLUE

LEGEND



Statistics and data are
totals for all three aireas.

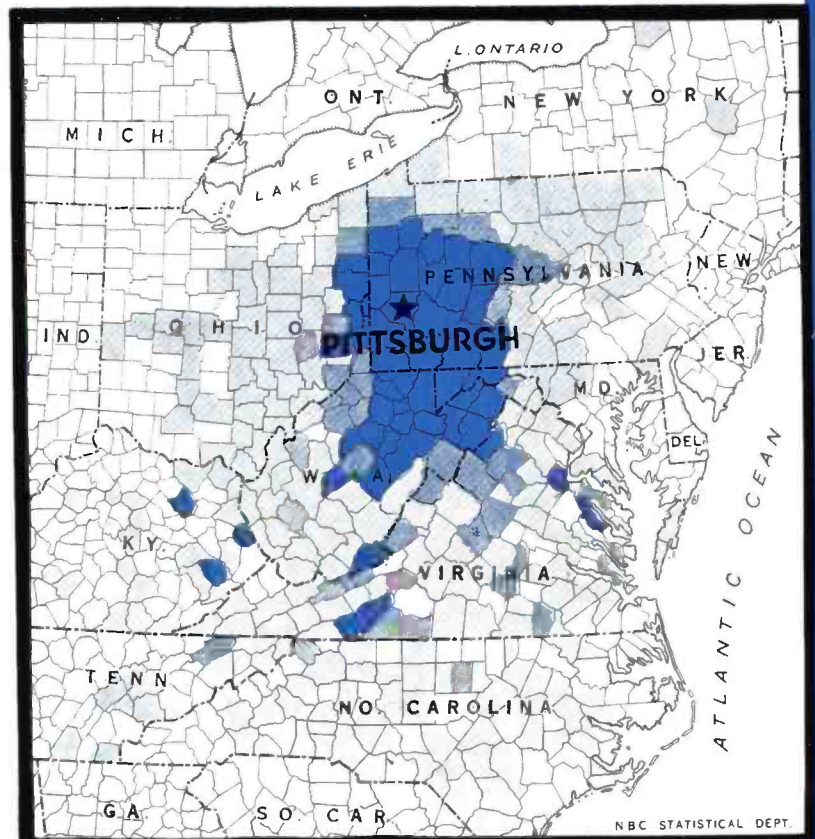
CIRCULATION DATA (1936)

Counties	332
Population	16,396,100
Families	3,656,500
Radio Families	2,466,500
Radio Homes per 100 Families	67
KDKA Circulation	1,176,600

MARKET DATA

* Spendable Money In- come, 1935	\$5,889,135
* Retail Sales, 1933	\$2,382,564
Food Stores, 1933	52,021
Filling Stations, 1933	22,381
Drug Stores, 1933	5,108
New Passenger Car Sales, 1935	301,350
Passenger Car Registra- tion, 1935	2,339,588
Residence Telephones, 1935	934,150

* 000 omitted.



DEALERS' CHOICE IN WESTERN PENNSYLVANIA

Your local campaign is headed for a lively and responsive market when KDKA joins your sales force. Here's a station perfectly fitted to the wide area it serves—with a record for preference among advertisers and audiences. Broadcasting pioneer, KDKA provides a special finesse for reaching the entire Tri-State market

Programmed and Represented by NBC

A RURAL MARKET WITH URBAN BUYING POWER

WGY serves an immense community that includes Eastern and Central New York State and Western New England. Its long established preeminence in the field of showmanship, its large audience of great buying power—eagerly responsive to its great voice—these are the prime factors in WGY's success as a selling force. This powerful medium provides the only effective single sales entree in a rich, rural area that buys on an urban scale.

Programmed and Represented by NBC

WGY

50,000 WATTS SCHENECTADY

NBC BASIC RED

LEGEND



Statistics and data are totals for all three aires.

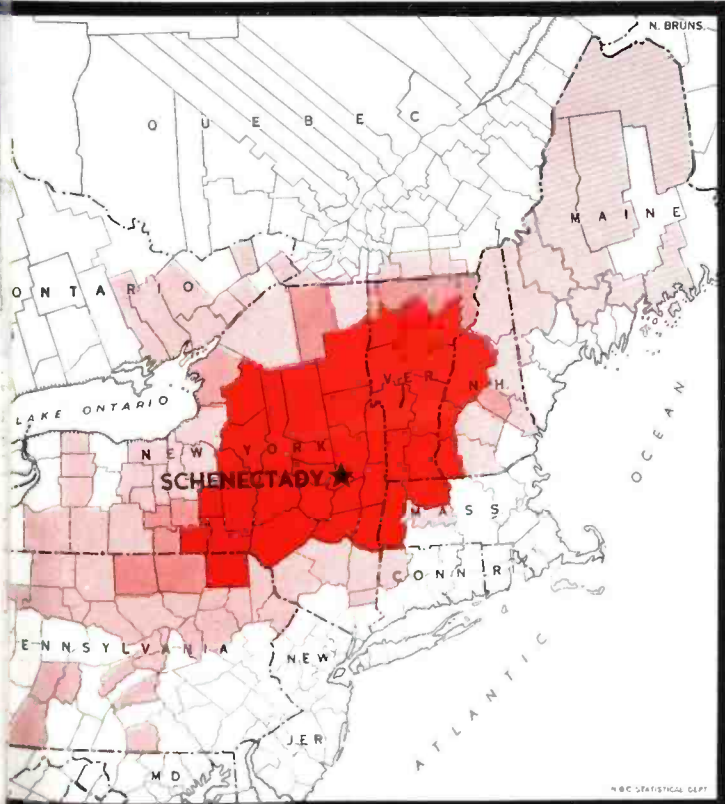
CIRCULATION DATA (1936)

Counties	106
Population	6,538,000
Families	1,580,300
Radio Families	1,333,200
Radio Homes per 100 Families	84
WGY Circulation	669,200

MARKET DATA

* Spendable Money Income, 1935	\$3,129,543
* Retail Sales, 1933	\$1,355,282
Food Stores, 1933	26,008
Filling Stations, 1933	9,534
Drug Stores, 1933	2,455
New Passenger Car Sales, 1935	135,497
Passenger Car Registration, 1935	1,187,825
Residence Telephones, 1935	604,733

* 000 omitted.



WEAF } New York
WJZ }

WENR } Chicago
WMAQ }

WRC } Washington
WMAL }

KGO } San Francisco
KPO }

WBZ } Boston and
WBZA } Springfield, Mass.

KYW • Philadelphia

WGY • Schenectady

KDKA • Pittsburgh

WTAM • Cleveland

KOA • Denver

**PROGRAMMED & REPRESENTED BY
NATIONAL BROADCASTING COMPANY**

NEW FIELDS TO HARVEST

IN 1936 quite a few prominent National Advertisers enjoyed remarkable Sales results from sponsoring radio programs in different foreign languages that appealed to racial characteristics.

PIONEERS in this specialized field, our expert staff and extensive facilities enable us to give pertinent Facts and Figures and to offer recommendations covering all the details of an appropriate campaign for your product—all without obligation.

VIOLA and FURMAN

152 West 42nd Street
New York City

NATIONAL FOREIGN LANGUAGE BROADCASTING SERVICE

A FEW CLOSE-MOUTHED ADVERTISERS KNEW ALL ABOUT IT . . . WE DISCOVERED IT AND FLASH TO YOU A WAY TO **\$ U C C E \$ \$**

EVER SO OFTEN an extra-extra smart advertiser stumbles upon something phenomenal and doesn't bother writing an article to let his advertising brethren in on the secret . . . he keeps it to himself, and his sales manager's curves become more entrancing than Mae West's.

And that's been happening right under many knowing noses . . . we found out about it and became so excited that we formed a new company to spread the news. We have gathered all the facts, volumes of information never before released. Now, we present for all those who want to spell success with a capital \$ special facts about

FOREIGN LANGUAGE PROGRAMS

The success of foreign language programs is amazing . . . and it can all be proved with actual tests and long-running programs. No guesses, no believe-you-can-do-it, but a lot of stories of how sales skyrocketed with this special foreign language program assistance.

Listen to these spot announcements:

KRE at Berkeley, Cal., and KQW at San Jose, Cal., feature Alka Seltzer, Philco, Chevrolet and La Natividad Cigars on the Italian hour . . . tremendous results.

WBNX at New York sold three tons of Hartford butter

for Borden Milk Company in less than three months. The station received 6,000 cartons and a contract renewal.

WPEN-WRAX at Philadelphia had a Jewish daily program for Abbott Dairies that was so successful that the client cancelled all other radio plans and concentrated on foreign language programs.

WJBK at Detroit drew 4,100 cards for Lifetime Stainless Steel cooking utensils from eight Polish announcements. WIND at Chicago has carried a daily Polish hour for four years under the sponsorship of one client.

A LETTER WILL MEAN A DAY'S DELAY, SO 'PHONE

Central 8020 in Chicago
360 N. Michigan Ave.

Murray Hill 2-2030 in New York
60 E. 42nd Street

Roesler & Howard, Inc.

American Radio Station Foreign Language Representatives Exclusively

Representing the Following Stations

WBNX	New York	WJBK	Detroit	WJW	Akron
WIND	Chicago	WIBF	Rock Island-Moline-Davenport	KRE	Berkeley
WGES	Chicago	WTMV	St. Louis (East)	WSAY	Rochester (N. Y.)
WCBD	Chicago	WWSW	Pittsburgh	WIBX	Utica
WEDC	Chicago	WEMP	Milwaukee	KQW	San Jose
WCFL	Chicago	WBNY	Buffalo	WSPD	Toledo
WPEN-	Philadelphia	WAAT	Jersey City	WLTH	Brooklyn
WRAX	Boston	WSPR	Springfield (Mass.)	KLS	Oakland
WORL				WCBM	Baltimore

Directory of Newspaper Ownership and Control of Broadcasting Stations

Revised to January 15, 1937; Copyright 1937

ALABAMA

WSGN, Birmingham—Licensed to Birmingham News Co.; 85% of stock owned by Victor Hanson, publisher of *Birmingham News* and *Birmingham Age-Herald*.

ARIZONA

KTAR, Phoenix—Licensed to KTAR Broadcasting Co.; 77.3% of stock owned by Arizona Publishing Co., publishers of *Phoenix Arizona Republic* and *Phoenix Gazette*.

KOY, Phoenix—Licensed to Salt River Valley Broadcasting Corp., Burridge D. Butler, publisher of *The Prairie Farmer*, Chicago (65%); Naylor Rogers (25%); William A. Baldwin, Phoenix (10%).

ARKANSAS

KELD, El Dorado—Licensed to Radio Enterprises Inc.; 80% of stock owned by T. H. Barton, chief owner of *Arkansas Farmer*, Little Rock, and *Pulaski Weekly Herald*, Little Rock.

KTHS, Hot Springs—Licensed to Hot Springs Chamber of Commerce; under purchase option to Radio Enterprises Inc., headed by T. H. Barton, chief owner of *Arkansas Farmer*, Little Rock, and *Pulaski Weekly Herald*, Little Rock. (Litigation to prevent sale pending.)

KARK, Little Rock—Licensed to Radio Enterprises Inc.; see KELD, El Dorado.

KCMC, Texarkana—Licensed to KCMC, Inc.; 100% owned by Texarkana Newspapers Inc., publisher of *Texarkana Gazette* and *Texarkana News*.

CALIFORNIA

KERN, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee* (McClatchy Newspapers).

KMJ, Fresno—Licensed to McClatchy Broadcasting Co.; same ownership as *Fresno Bee*, *Sacramento Bee*, *Modesto Bee* (McClatchy Newspapers).

KEHE, Los Angeles—Licensed to Evening Herald Publishing Co., publishers of *Los Angeles Herald*. (Hearst Radio Inc.)

KDON, Monterey—Licensed to Monterey Peninsula Broadcasting Co.; 65% of stock owned by Allen Griffin, publisher of *Monterey Peninsula Herald*; 35% owned by Richard Field Lewis, San Francisco.

KYOS, Merced—Licensed to Merced Star Publishing Co., publisher of *Merced Sun-Star*.

KLX, Oakland—Licensed to Tribune Building Co.; same ownership as Tribune Publishing Co., publisher of *Oakland Tribune*.

KFBK, Sacramento—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee* (McClatchy Newspapers).

KYA, San Francisco—Licensed to Hearst Radio Inc.; interlocking ownership with *San Francisco Examiner*.

KSRO, Santa Rosa—CP issued to Press-Democrat Publishing Co., publisher of *Santa Rosa Press-Democrat* and *Santa Rosa Republican*.

KWG, Stockton—Licensed to McClatchy Broadcast. Co.; same ownership as *Sacramento Bee*, *Modesto Bee*, *Fresno Bee* (McClatchy Newspapers).

NEW, Visalia—CP issued to Tulare-Kings County Associates; Charles A. Whitmore, publisher of *Visalia Times-Delta*, 37½% of stock; Homer A. Wood, publisher of *Porterville Recorder*, 25%; Percy M. Whiteside, publisher of *Tulare Advance-Record* and *Times*, 25%; J. E. Richmond, publisher of *Hanford Sentinel and Journal*, 12½%. Call letters unassigned; 250 watts daytime on 1190 kc.

KHUB, Watsonville—Licensed to F. W. Atkinson, publisher of *Watsonville Pajaronian* and *Watsonville Register*.

COLORADO

KVOR, Colorado Springs—Licensed to Out West Broadcasting Co.; 33% stockholders each are E. K. Gaylord, Herbert N. Peck and Edgar T. Bell, all officers, directors or stockholders in the Oklahoma Publishing Co., publisher of *Oklahoma City Daily Oklahoman*, *Oklahoma City Times* and *The Farmer Stockman*; a director also is T. E. Newells, managing editor of *Colorado Springs Gazette* and *Colorado Springs Telegram*.

KLZ, Denver—Licensed to KLZ Broadcasting Co.; stockholders are E. K. Gaylord, Inez K. Gaylord, Edgar T. Bell and Herbert M. Peck, all officers, directors or stockholders in the Oklahoma Publishing Co., publisher of the *Oklahoma City Daily Oklahoman*, *Oklahoma City Times* and *The Farmer Stockman*.

CONNECTICUT

WHTH, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times*; 67.85% of stock owned by the Gannett Newspapers; 25.85% owned by Lewis Henry.

WBRY, Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican* and *Waterbury American*.

DELAWARE

WDEL, Wilmington—Licensed to WDEL Inc.; same ownership as Lancaster (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WILM, Wilmington—Licensed to Delaware Broadcasting Co.; same ownership as Lancaster (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

FLORIDA

WIOD, Miami—Licensed to Isle of Dreams Broadcasting Corp.; stock all owned by Metropolis Publishing Co., publisher of *Miami Daily News*; same ownership as *Dayton (O.) Daily News*, *Springfield (O.) News* and *Springfield (O.) Sun*.

WCOA, Pensacola—Licensed to Pensacola Broadcasting Co.; all stock owned by News-Journal Co., publisher of *Pensacola Journal* and *Pensacola News*; John H. Perry, 80% stockholder, is also publisher of *Jacksonville Journal*, *Panama City (Fla.) Herald* and *Reading (Pa.) Times*.

WTAL, Tallahassee—Licensed to Florida Capitol Broadcasters Inc.; 33 1/3% of stock owned by Gilbert Freeman, major stockholder in *Highlands County Pilot*, *Scenic Highlands Sun*, *Lake Placid News*, all Florida weeklies with headquarters in Avon Park, Fla.

WDAE, Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times*.

GEORGIA

WSB, Atlanta—Licensed to Atlanta Journal Co., publisher of *Atlanta Journal*.

WTFL, Athens—Licensed to Liberty Broadcasting Co.; holds construction permit to move into Atlanta early in 1937 and will change call to WAGA; *Atlanta Journal* to secure minority interest and will operate station.

ILLINOIS

WAAF, Chicago—Licensed to Drivers Journal Publishing Co., publisher of *Chicago Daily Drivers Journal*.

WGN, Chicago—Licensed to WGN, Inc., 100% subsidiary of The Tribune Co., publisher of *Chicago Tribune*.

WLS, Chicago—Licensed to Agricultural Broadcasting Co.; 98% of stock owned by Prairie Farmer Publishing Co., publisher of *The Prairie Farmer*, a weekly.

WDWS, Champaign—Licensed to Champaign News-Gazette, Inc., publisher of *Champaign News-Gazette*.

WROK, Rockford—Licensed to Rockford Broadcasters Inc.; 49% of stock owned by Rockford Consolidated Newspapers Inc., publisher of *Rockford Morning Star* and *Rockford Register-Republic*.

WHBF, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders, officers and directors own all stock of J. W. Potter Publishing Co., publisher of *Rock Island Argus*.

INDIANA

WTRC, Elkhart—Licensed to the Truth Publishing Co. Inc., publisher of *Elkhart Daily Truth*.

WVAE, Hammond—Licensed to Hammond-Calumet Broadcasting Corp., of which Sidmon McHie, publisher of the *Lake County Times*, Hammond, is a minority stockholder.

WHIP, Hammond—Construction permit granted to Hammond-Calumet Broadcasting Corp., of which Sidmon McHie, publisher of *Lake County Times*, Hammond, is a minority stockholder. (Grant suspended pending FCC rehearing.)

WIRE, Indianapolis—Licensed to Central Newspapers Inc. (E. C. Pulliam), publisher of *Huntington Herald-Press*, *Lebanon Reporter* and *Vincennes Sun-Commercial*, all Indiana dailies.

WSBT, South Bend—Licensed to the South Bend Tribune.

WFAM, South Bend—Licensed to the South Bend Tribune.

IOWA

WMT, Cedar Rapids—Licensed to Iowa Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Des Moines Tribune*.

KRNT, Des Moines—Licensed to Iowa Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Des Moines Tribune*.

KSO, Des Moines—Licensed to Iowa Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and the *Des Moines Tribune*.

KGLO, Mason City—Construction permit issued to Mason City Globe-Gazette Co., publisher of *Mason City Globe-Gazette*.

KSCJ, Sioux City—Licensed to the Perkins Brothers Co., publisher of *Sioux City Journal*.

KANSAS

KGFF, Coffeyville—Licensed to Hugh J. Powell and Stanley Platz, publishers of *Coffeyville Daily Journal*. (Continued on page 152)

3 DIRECT HITS

ON THE SAME TARGET . . .



And You Pay For Only **ONE SHOT!**

The target is the prosperous, money-spending West Florida Gulf Coast, where business in flourishing and winter and summer tourists bring ready cash to spend on every commodity.

The "gun" you use is
WCOA — Pensacola, Florida

Direct Hit #1 . . . because Florida's West Coast is in a radio "blind spot" WCOA is the **only station** that covers a 100% listening audience there.

Direct Hit #2 . . . WCOA is owned by the Pensacola News and Journal—radio sponsors get liberal publicity.

Direct Hit #3 . . . The cabs of the largest taxi company in Pensacola carry banners featuring WCOA programs and sponsors.

All these smash hits are yours for
WCOA's low cost.

WCOA reaches 22,900 homes
226,000 permanent population plus
thousands of money-spending transients.

WCOA, Pensacola, Florida

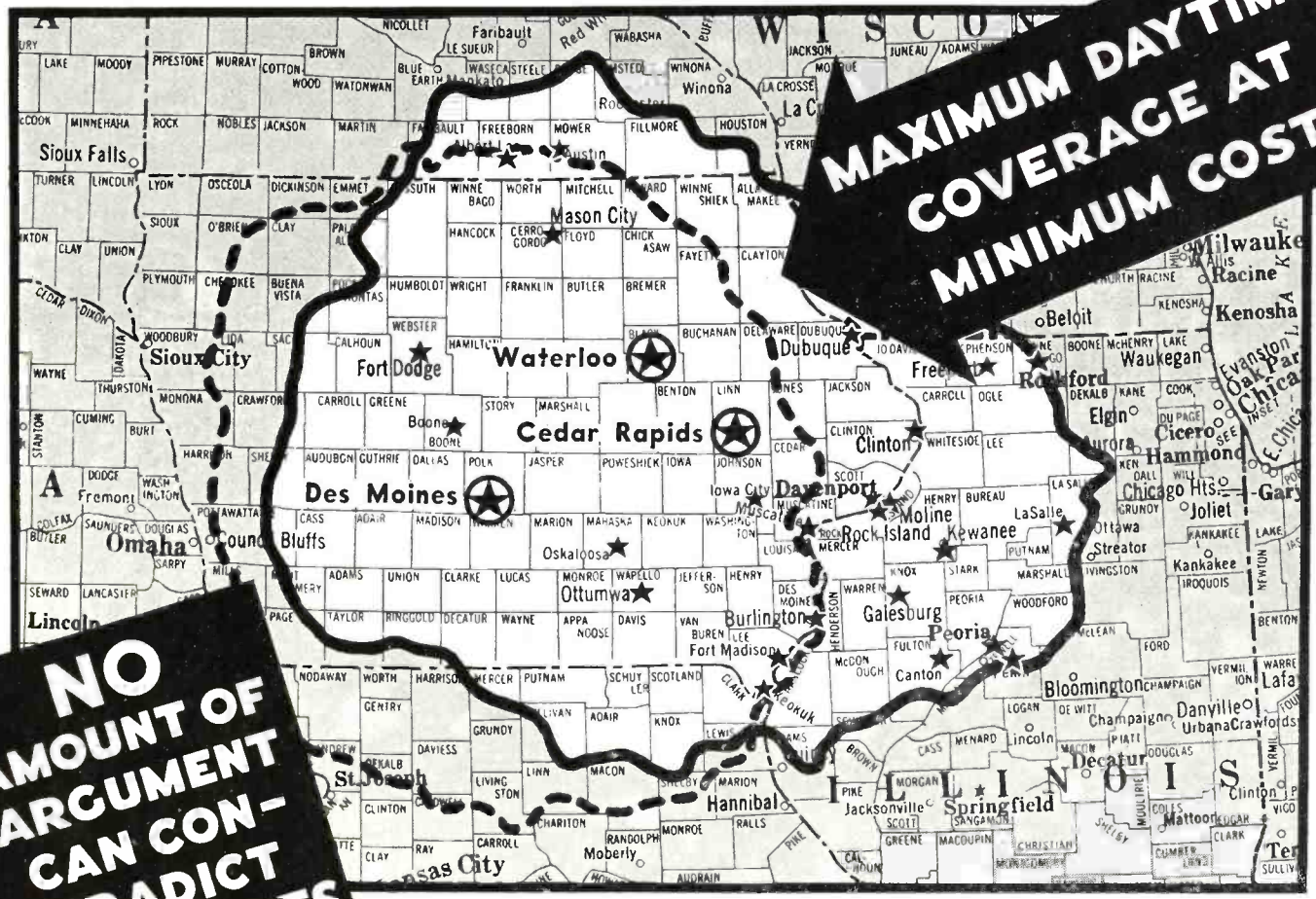
Operating on 1340 Kilocycles, 500 Watt Power
COLUMBIA BROADCASTING SYSTEM AFFILIATE

JOHN H. PERRY ASSOCIATES

225 West 39th Street, New York City

New York • Chicago • Detroit • Atlanta • (R. J. Bidwell — San Francisco)

IN IOWA IT'S THE IOWA NETWORK



**MAXIMUM DAYTIME
COVERAGE AT
MINIMUM COST**

**NO
AMOUNT OF
ARGUMENT
CAN CON-
TRADICT
THESE FACTS**

Heavy black line encloses area in which the Iowa Network throws a 0.5 millivolt signal or better on daytime power. Dotted line indicates 0.5 millivolt area of largest competitor station.

New increased power for stations WMT, KRNT and KSO now gives The Iowa Network the greatest daytime coverage in Iowa. Comparison with nearest competitor shows

- 47%** more people live in Iowa Network area
- 56%** more radio homes in Iowa Network area
- 53%** more retail business in Iowa Network area

- WMT** now 5,000 watts Day
1,000 Night
- KRNT** now 5,000 watts Day
1,000 Night
- KSO** now 2,500 watts Day
500 Nights
- 161% Gain in National Spot Business,
during 1936.
- 34% Gain in Local Business, Des
Moines - Cedar Rapids - Waterloo,
during 1936

Write or wire now for availabilities or contact nearest office of E. Katz Special Advertising Agency.



THE IOWA NETWORK

Two Network combinations available: WMT, Cedar Rapids-Waterloo, linked with either KRNT or KSO in Des Moines

Newspaper Ownership and Control of Broadcasting Stations

(Continued from page 150)

KANSAS (Continued)

KGNO, Dodge City — Licensed to Dodge City Broadcasting Co. Inc.; 94% of stock owned by J. C. Denious, publisher of the *Dodge City Daily Globe*.
 KCKN, Kansas City — Licensed to WLBK Broadcasting Co.; 97% of stock owned by Senator Arthur Capper, head of Capper Publications Inc., publisher of *Kansas City Kansan* and *Topeka Capital*.
 KSJS, Salina — Construction permit issued to R. J. Laubengayer, publisher of *Salina Journal*, who also holds interests in the *Hays Daily News*, *Goodland Daily News* and *Hill City Times* (weekly), all in Kansas.
 WIBW, Topeka — Licensed to Topeka Broadcasting Association Inc.; all officers, directors or stockholders executives of Capper Publications Inc., publisher of *Topeka Capital* and *Kansas City Kansan*.
 KFJH, Wichita — Licensed to Radio Station KFJH Co.; 50% of stock owned by Victoria Murdock Estate.

publisher of the *Wichita Eagle*; 25% of stock owned by John Rigby, Beverley Hills, Cal.; 25% of stock owned by Mrs. Anna Scott Gray, Piedmont, Cal. (Mr. Rigby and Mrs. Gray are former owners of the Hotel Lassen, Wichita.)

KENTUCKY

WCMI, Ashland — Licensed to Ashland Broadcasting Co.; 42½% of stock owned by officers of Ashland Publishing Co., publisher of *Ashland Independent*.
 WLAP, Lexington — Licensed to American Broadcasting Corp. of Kentucky; 85% owned by J. Lindsey Nunn, publisher of *Lexington Herald* and chief owner of *Roswell* (N. M.) *Morning Dispatch*; 13% owned by Gilmore N. Nunn.
 WHAS, Louisville — Licensed to Louisville Courier-Journal Co. and Louisville Times Co., publisher of *Louisville Courier-Journal* and *Louisville Times*.

LOUISIANA

WJBO, Baton Rouge — Licensed to Baton Rouge Broadcasting Co. Inc.; 99.2% of stock owned by Charles P. Manship, president of the Capital City Press, publisher of the *Baton Rouge Advocate* and *Baton Rouge State Times*.
 KVOL, Lafayette — Licensed to Evangeline Broadcasting Co. Inc.; 50% of stock owned by Lafayette Advertiser-Gazette Inc., publisher of the *Lafayette Daily Advertiser*. Morgan Murphy, president of newspaper corporation, also owns controlling interest in *Superior-Telegram*, *Chippewa Falls Herald*, *Manitowoc Times* and *Two Rivers Reporter*, all in Wisconsin.
 KTBS, Shreveport — Licensed to Tri-State Broadcasting System Inc.; 99.94% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times*.
 KWKH, Shreveport — Licensed to International Broadcasting Corp.; 100% of stock owned by Times Pub-

lishing Co. Ltd., publisher of *Shreveport Times*.

MAINE

WGAN, Portland — Construction permit issued to Portland Broadcasting System Inc.; 247 of 500 shares of stock owned by Gannett Publishing Co. Inc., publisher of *Portland Press Herald* and *Portland Express*; *Augusta Kennebec Journal* and *Waterville Sentinel*.

MARYLAND

WBAL, Baltimore — Licensed to WBAL Broadcasting Co.; affiliate of Hearst Radio Inc., and *Baltimore News-Post* and *American*.

MASSACHUSETTS

WNBH, New Bedford — Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Mercury* and *New Bedford Standard-Times*.
 WTAG, Worcester — Licensed to Worcester Telegram Publishing Co. Inc., publisher of *Worcester Telegram* & *Worcester Gazette*.

MICHIGAN

WELL, Battle Creek — Licensed to Enquirer-News Co., publisher of *Battle Creek Enquirer & News*.
 WWJ, Detroit — Licensed to Evening News Association, publisher of *Detroit News*.
 WBEO, Marquette — Licensed to Lake Superior Broadcasting Co.; 95% of stock owned by Daily Mining Journal Co. Ltd., publisher of *Marquette Mining Journal*. Same interests are chief owners of *Rhineland* (Wis.) *News* and *Iron Mountain* (Mich.) *News*.

MINNESOTA

WEBC, Duluth — Licensed to Head of the Lakes Broadcasting Co.; 32½% of stock owned by Morning Telegram Co., Superior, Wis., publisher of *Superior Telegram*; 32½% of stock owned by Northwest Paper Co., Duluth; 25% of stock owned by Morgan Murphy, president of Morning Telegram Co.; 10% of stock owned by W. C. Bridges, manager of WEBC.
 WMFG, Hibbing — Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.
 WTCN, Minneapolis — Licensed to Minnesota Broadcasting Corp.; 50% of stock owned by Dispatch-Pioneer Press Co., publisher of the *St. Paul Dispatch* and *St. Paul Pioneer Press*; 50% of stock owned by Minnesota Tribune Co., publisher of the *Minneapolis Tribune*.
 WHLB, Virginia — Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

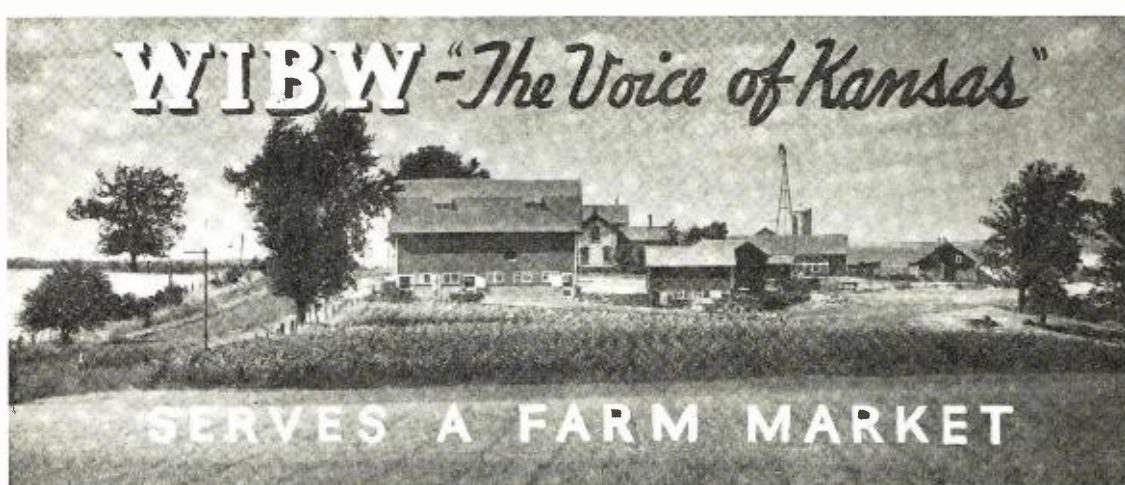
MISSISSIPPI

WCOC, Meridian — Licensed to Mississippi Broadcasting Co. Inc.; 100% of stock owned by R. S. Gavin and D. W. Gavin, owners of *Clark County Tribune*, Quitman, Miss., (weekly).
 WQBC, Vicksburg — Licensed to Delta Broadcasting Co. Inc.; all stock owned by officers and directors of *Vicksburg Herald* and *Vicksburg Evening Post*.

MISSOURI

KFRU, Columbia — Licensed to KFRU Inc.; more than 98% of stock owned by St. Louis Star-Times Publishing Co., publisher of *St. Louis Star-Times*.
 KWOS, Jefferson City — Construction permit issued to Tribune Printing Co., publisher of *Jefferson City Capital-News* and *Jefferson City Post-Tribune*.
 WMBH, Joplin — Licensed to Joplin Broadcasting Co.; 85% of stock controlled by Joplin Globe Publishing Co., publisher of *Joplin Globe* and *Joplin News-Herald*; 14% of stock owned by D. J. Poyner, manager of WMBH.

(Continued on page 154)



NATURALLY We build our programs to fit into the daily life of farm and small town people of Kansas. We know their working and listening habits—the exact audience that can be reached at any hour of the day — where *best* to spot *your* sales message for great results.

NATURALLY Our programs have a “homey” ring — an appeal that *sells!* We think and talk the Kansas language. That’s why we’re welcome daily visitors into 324,000 homes.

NATURALLY Our merchandising service produces enviable results. We know our market psychology.

REMEMBER *You can't reach Kansas by radio without WIBW!*



DON SEARLE, Gen. Mgr.
 Represented by Capper Publications in
 New York — Detroit — Cleveland — Chicago — Kansas City, Mo. — San Francisco

W E B C

NBC NETWORK STATION

UNITED PRESS NEWS

Blanket Coverage



FOR A BANNER YEAR OF SALES
IN THE GREAT NORTHWEST!

The Arrowhead Network

WEBC

DULUTH SUPERIOR

WMFG

HIBBING

WHLB

VIRGINIA

COVERS the rich Arrowhead and Tri-State area like the winter snows. And as the sun thaws frozen ground in the spring, so your sales message—to receptive ears ever attuned to these three stations thaws sales resistance to melting acceptance.

Represented By

NEW YORK

Norman Craig
250 Park Avenue

CHICAGO

George Hollingbery
307 North Michigan Avenue

WEST COAST

WALTER BIDDICK COMPANY
1358 Russ Building
San Francisco, California

Newspaper Ownership and Control of Broadcasting Stations

(Continued from page 152)

MISSOURI (Continued)

WDAF, Kansas City—Licensed to Kansas City Star Co., publisher of *Kansas City Star*.

WREN, Lawrence—Licensed to WREN Broadcasting Co.; under purchase option to *Kansas City Star*.
KFEQ, St. Joseph—Licensed to KFEQ Inc.; 49½% of stock owned by News Broadcasting Co.; 48¼% of stock owned by Barton Pitts, president and manager of KFEQ Inc.; directors include S. Ralph Douglas, business manager of *St. Joseph News-Press* and *St. Joseph Gazette*, and Arthur V. Burrowes, assistant managing editor of *St. Joseph News-Press*.

KSD, St. Louis—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch*.

KXOK, St. Louis—Construction permit issued to Star-Times Publishing Co., publisher of *St. Louis Star-Times*. (Grant suspended pending litigation.)

MONTANA

KFBB, Great Falls—10% of stock owned by *Great Falls Tribune*; 10% by Mrs. Jessie Jacobson; 70% by F. A. Buttrey.

KDNC, Lewistown—Construction permit issued to Democrat-News Co. Inc., publisher of *Lewistown Democrat-News* and *Lewistown Telegram*.

NEBRASKA

KFAB, Lincoln—Licensed to KFAB Broadcasting Co.; 51% of stock owned by Sidles Co., Lincoln; 25% of stock owned by Lincoln *Nebraska State Journal*; 24% of stock owned by *Lincoln Star*.

KFOR, Lincoln—Licensed to Cornbelt Broadcasting Corp.; same ownership as KFAB.

WJAG, Norfolk—Licensed to the *Norfolk Daily News*.

KOIL, Omaha—Licensed to Central States Broadcasting Co.; same ownership as KFAB and KFOR.

NEVADA

KOH, Reno—Licensed to The Bee Inc., affiliated with McClatchy Broadcasting Co.; same ownership as *Sacramento Bee*, *Fresno Bee*, *Modesto Bee*, all in California (McClatchy Newspapers).

NEW MEXICO

KOB, Albuquerque—Licensed to Albuquerque Broadcasting Co.; 100% of stock owned by T. M. Pepperday, president, Albuquerque Publishing Co., publisher of *Albuquerque Journal*; Mr. Pepperday is also business manager of the Rocky Mountain Division, Scripps-Howard Newspapers.

KICA, Clovis—Licensed to Western Broadcasters Inc.; 33 1/3% of stock owned by J. Lindsay Nunn and 33 1/3% owned by Gilmore N. Nunn; 33 1/3% owned by Charles C. Alsop, manager of KICA. J. Lindsey Nunn and Gilmore N. Nunn are chief owners of *Roswell (N.M.) Dispatch* and *Lerington (Ky.) Herald*.

KLAH, Carlsbad—Licensed to Carlsbad Broadcasting Co., a partnership consisting of Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller. Mr. Hubbs and Mr. Hawkins are owners of *Pecos (Tex.) Enterprise*.

NEW YORK

WABY, Albany—Licensed to Adirondack Broadcasting Co. Inc.; 20% of stock owned by the Press Co.

Inc., publisher of the *Albany Knickerbocker Press* and *Albany News* (Gannett Newspapers); 35% of stock owned by Harold E. Smith, manager of WABY; 35% of stock owned by R. M. Curtis, Garrison, N. Y.; 10% of stock owned by O. T. Griffin, Hudson Falls, N. Y.

WOKO, Albany—Licensed to WOKO Inc.; 25% of stock owned by the Press Co. Inc., publisher of *Albany Knickerbocker Press* and *Albany News* (Gannett Newspapers); 25½% of stock owned by Harold E. Smith, manager of WOKO; 25½% of stock owned by R. M. Curtis, Garrison, N. Y.; 24% of stock owned by R. K. Phelps, Kansas City.

WBEN, Buffalo—Licensed to WBEN Inc.; stock owned by same ownership as *Buffalo Evening News*.

WEBR, Buffalo—Licensed to WEBR Inc.; stock owned by same ownership as *Buffalo Evening News*.

WCAD, Canton—Under option to be operated under lease from St. Lawrence University by *Watertown Times* and to be moved into Watertown, N. Y.

WESG, Elmira, N. Y.—Licensed to Cornell University, Ithaca, but operated under lease by Gannett Newspapers (*Elmira Star-Gazette* and *Elmira Advertiser*).

WEVD, New York City—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are publishers of *Jewish Daily Forward*.

WINS, New York City—Licensed to Hearst Radio Inc.; interlocking ownership with *New York American* and *New York Journal*.

WHDL, Olean—Licensed to Olean Broadcasting Co. Inc.; 100% of stock owned by Olean Times-Her-

ald Corp., publisher of *Olean Times-Herald* (Gannett Newspapers).

WHEC, Rochester—Licensed to WHEC Inc.; 62 2/3% of stock owned by the Gannett Co. Inc., publisher of *Rochester Democrat & Chronicle* and *Rochester Times-Union*; 33 1/3% of stock owned by Clarence Wheeler, manager of WHEC.

NORTH CAROLINA

WWNC, Asheville—Licensed to Asheville Citizen-Times Inc., publisher of *Asheville Citizen* and *Asheville Times*.

WDNC, Durham—Licensed to Durham Radio Corp.; 100% owned by Durham Herald Co., publisher of *Durham Morning Herald* and *Durham Sun*.

WSJS, Winston-Salem—Licensed to Winston-Salem Journal Co., publisher of *Winston-Salem Journal* and *Twin City Sentinel*.

NORTH DAKOTA

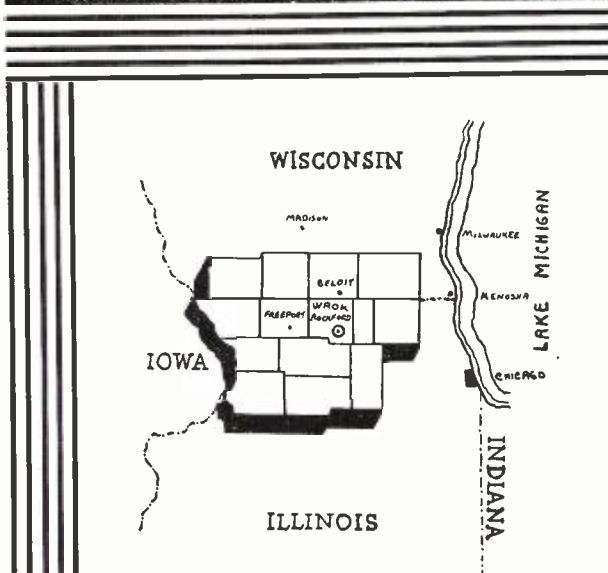
WDAY, Fargo—Licensed to WDAY Inc.; 44.44% of stock owned by stockholders of Forum Publishing Co., publisher of *Fargo Forum*; 33.34% of stock owned by E. C. Reineke; 22.22% of stock owned by C. H. Reineke.

OHIO

WHBC, Canton—Licensed to Edward P. Graham; under purchase option to publishers of *Canton Repository*.

WCPO, Cincinnati—Licensed to Continental Radio Co.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers (*Cincinnati Post*).

(Continued on page 156)



In The Garden Spot Of The World—

Covering The Rock River Valley—
Center Of Industrial Expansion and
Agricultural Progress . . .

JUST A FEW PERTINENT FACTS ABOUT THIS MOST UNIQUE AND PROFITABLE OF MARKETS:—

Population	524,155	Radio Homes	122,890
Rural Population	275,471	Radio Listeners	491,560
Number Farms	31,070	Total Families	138,171
Value of Farms	\$346,732,000	Retail Sales	\$108,724,000

Riding The Wave Of A Returned Prosperity!

Bank Clearings—27% up!

Retail Sales—20.3% up!

New Car Sales—18% up!

Postal Revenues—14% up!

W R O K

ROCKFORD, ILLINOIS

1410 Kc.

1,000 - 500 Watts

WHEC OPENS ITS NEW HIGH FIDELITY* TRANSMITTER

AND GIVES YOU 50% MORE FOR YOUR MONEY!

* All other equipment is likewise High-Fidelity.

University of Rochester Survey
Last Summer Proved This
Rochester Preference for WHEC:

SHOWING PREFERENCE
TO WHEC **44+%**

OTHER
ROCHESTER STATION **40+%**

OUT OF
TOWN
STATIONS **15+%**

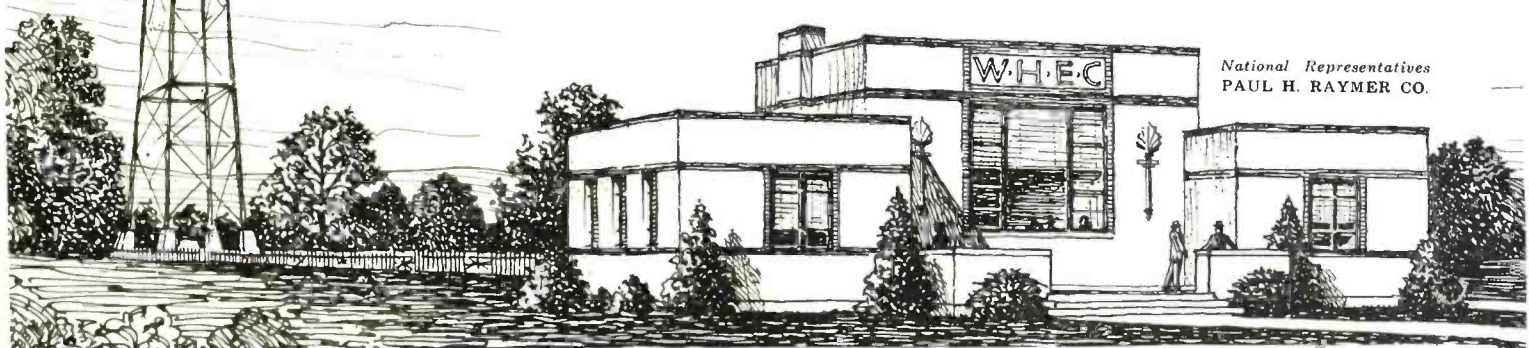
This survey involved nearly
7,000 completed telephone calls
made at all hours to all types
of homes.

IMAGINE HOW THAT PREFERENCE
HAS BEEN INCREASED NOW!

FROM the moment WHEC opened this new transmitter messages have poured in from territories the station never covered before. Where our signal was weak before it booms in now. Newspapers throughout Western New York have devoted columns to WHEC's new coverage, — surveys prove it increased at least 50%.

But WHEC rates have *not* been increased. So, if you act now you can buy this bonus coverage at no extra cost!

Remember, WHEC carries 90% of all sponsored programs of CBS, is rated Rochester's No. 1 station by "Variety," shown by the University of Rochester to definitely be the listeners' preference . . . You can't get away from the fact that WHEC is the "buy" in Rochester!



National Representatives
PAUL H. RAYMER CO.

Clarence Wheeler . . . Mgr. Director

Gunnar O. Wiig . . . General Manager

LeMoine Wheeler . . . Commercial Mgr.

W · H · E · C

Offices & Studios

40 Franklin Street

Rochester, N. Y.

BASIC
CBS

FIRST IN SHOWMANSHIP • FIRST IN SALES • FIRST IN RESULTS • SECOND IN COST

Newspaper Ownership and Control of Broadcasting Stations

(Continued from page 154)

OHIO (Continued)

- WHK, Cleveland—Licensed to U. B. Company; of 1,000 shares, 756 6/24 owned by Plain Dealer Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News*; 243 18/24 shares owned by Monroe F. and Ruth Rubin.
- WJAY, Cleveland—Licensed to Cleveland Radio Broadcasting Corp.; 100% of stock held by U. B. Company. (See WHK, Cleveland).
- WBNS, Columbus—Licensed to WBNS Inc.; 28% of stock held by Edgar T. Wolfe, publisher of *Ohio State Journal*; 24% by Richard H. Wolfe, officer and director of *Ohio State Journal* and of *Columbus Dispatch*; 24% by Preston Wolfe, director of *Columbus Dispatch*; 24% by Robert Wolfe.
- WHKC, Columbus—Licensed to Associated Radiocasting Corp.; 100% owned by Radio Air Service Corp., same ownership as *Cleveland Plain Dealer*.
- WHIO, Dayton—Licensed to Miami Valley Broadcasting Corp.; same ownership as *Dayton Daily News*,

- Springfield (O.) News, Springfield (O.) Sun, and Miami Daily News.*
- WSMK, Dayton—Licensed to WSMK Inc.; less than 20% of stock owned by same owners as *Dayton Herald* and *Dayton Journal*; 80% of stock owned by S. M. Krohn Jr., manager.
- WKBN, Youngstown—Licensed to WKBN Broadcasting Corp.; 40.4% of stock owned by Plain Dealer Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News*; 44.5% owned by W. P. Williamson Jr., manager of WKBN; 14.6% owned by W. P. Williamson.

OKLAHOMA

- KVSO, Ardmore—Licensed to Ardmoreite Publishing Co. Inc., publisher of *Ardmore Daily Ardmoreite*.
- KCRC, Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News* and *Enid Eagle*.
- KBIX, Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Daily Phoenix* and *Muskogee Times-Democrat*.

- KGFG, Oklahoma City—Licensed to Oklahoma Broadcasting Co. Inc.; 100% of stock owned by Harold V. Hough, circulation manager of *Fort Worth (Tex.) Star-Telegram*.
- KOMA, Oklahoma City—Licensed to Hearst Radio Inc., affiliate of Hearst newspapers.
- WKY, Oklahoma City—Licensed to WKY Radiophone Co.; same stock owners as Oklahoma Publishing Co., publisher of *Oklahoma City Oklahoman, Oklahoma City Times* and *The Farmer Stockman*.
- KGFF, Shawnee—Licensed to KGFF Broadcasting Co. Inc.; controlling stock interest owned by Stauffer Publication Co., Arkansas City, Ark., publisher of *Shawnee Morning Star*; same concern also owns or controls *Grand Island (Neb.) Independent, Arkansas City Traveler, Maryville (Mo.) Forum, Independence (Kan.) Reporter, Pittsburg (Kan.) Headlight & Sun*; corporately affiliated with same group are *Garden City (Kan.) Telegram, Pocatello (Ida.) Tribune* and *Boise (Ida.) State Journal*.

OREGON

- KAST, Astoria—Licensed to Astoria Broadcasting Co.; 50% of stock owned by M. R. Chessman, publisher of *Astoria Astorian-Budget*; 49% owned by Ted W. Cooke, manager of KAST.
- KOOS, Marshfield—Licensed to Pacific Radio Corp., which is under option to be sold to KOOS Inc., of which principal stockholder is Sheldon F. Sackett, publisher of the *Coos Bay Times, Marshfield*; the *Eugene News* and co-publisher of the *Salem Statesmen*.
- KALE, Portland—Licensed to KALE Inc.; 33 1/3% of stock owned by *Portland Oregon Journal*; 33 1/3% by C. W. Myers; 33 1/3% by C. R. Hunt.
- KEX, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian*. (Operated under lease from NBC.)
- KGW, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian*.
- KOIN, Portland—Licensed to KOIN Inc.; 25% of stock owned by *Portland Oregon Journal*, 52 1/2% owned by C. W. Myers; 22 1/2% owned by C. R. Hunt.
- KRNR, Roseburg—Licensed to Southern Oregon Publishing Co.; 90% of stock owned by publishers of *Roseburg News-Review* and *Klamath Falls (Ore.) Herald-News*; same interests also partly own *Medford (Ore.) Mail-Tribune*.

PENNSYLVANIA

- WSAN, Allentown—Licensed to WSAN Inc., subsidiary of Allentown Call Publishing Co., publisher of *Allentown Call*.
- WEST, Easton—Licensed to Associated Broadcasters Inc.; same ownership as *Lancaster (Pa.) New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).
- WHP, Harrisburg—Licensed to WHP Inc.; 74.6% of stock owned by Telegraph Printing Co., publisher of *Harrisburg Telegraph*; 11.4% owned by Sam Pickard.
- WKBO, Harrisburg—Licensed to Keystone Broadcasting Corp.; 75% of stock owned by Telegraph Printing Co., publisher of *Harrisburg Telegraph*; 12% each by B. F. and N. R. Hoffman, Harrisburg.
- WAZL, Hazleton—Licensed to Hazleton Broadcasting Service Inc.; same ownership as *Lancaster (Pa.) New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).
- WJAC, Johnstown—Licensed to WJAC Inc.; 100% owned by Johnstown Tribune Publishing Co., publisher of *Johnstown Tribune*.
- WGAL, Lancaster—Licensed to WGAL Inc.; same ownership as *Lancaster New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).
- WHAT, Philadelphia—Licensed to Independence Broadcasting Co. Inc., subsidiary of Public Ledger Inc., publisher of *Philadelphia Public Ledger*.
- WCAE, Pittsburgh—Licensed to WCAE Inc.; same ownership as *Pittsburgh Sun-Telegraph* (Hearst Radio Inc.).
- WWSW, Pittsburgh—Licensed to Walker & Downing Radio Corp., subsidiary of P-G Publishing Co., publisher of the *Pittsburgh Post-Gazette*.
- WQAN, Scranton—Licensed to the Scranton Times.
- WKOK, Sunbury—Licensed to Sunbury Broadcasting Corp.; same ownership as *Sunbury Item*.

(Continued on page 157)

new NBC OUTLET for 95,000 RADIO FAMILIES

We are happy to announce that beginning January 1, 1937 KGNC became the outlet for NBC in the Panhandle of Texas, Eastern New Mexico and Western Oklahoma. A great territory — a great station — a great network!

WILSON - DALTON - ROBERTSON CO.

Exclusive Representatives

Kansas City, Chicago, New York

KGNC

THE NEWS-GLOBE STATION — AMARILLO, TEXAS

Newspaper Ownership and Control of Broadcasting Stations

(Continued from page 156)

WRAC, Williamsport—Licensed to WRAC Inc.; 66 2/3% of stock owned by Sun Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Williamsport Sun*; 33 1/3% owned by R. T. S. Steele, Williamsport.

WORK, York—Licensed to York Broadcasting Co.; same ownership as *Lancaster (Pa.) New Era* and *Lancaster Intelligencer - Journal* (Mason-Dixon Group).

SOUTH CAROLINA

WAIM, Anderson—Licensed to Wilton E. Hall, publisher of *Anderson Independent* and *Anderson Mail*.

WFBC, Greenville—Licensed to Greenville News-Piedmont Co., publisher of *Greenville News* and *Greenville Piedmont*.

TENNESSEE

WTJS, Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun*.

WNOX, Knoxville—Licensed to Continental Radio Co., subsidiary of E. W. Scripps Co., chief stockholder in Scripps-Howard Newspapers (*Knoxville News-Sentinel*).

WMC, Memphis—Licensed to Memphis Commercial Appeal Inc., publisher of *Memphis Commercial Appeal*, a Scripps-Howard newspaper.

WNBR, Memphis—Licensed to Memphis Broadcasting Co., subsidiary of Memphis Commercial Appeal Inc. (see WMC.)

TEXAS

KRBC, Abilene—Licensed to Reporter Broadcasting Co.; 50.13% of stock owned by M. Bernard Hanks, director and a principal stockholder in *Abilene Reporter*, *Abilene News*, *Sweetwater Reporter*, *Big Spring Herald*, *Paris News*, *Corpus Christi Caller-Times*, all in Texas; 24.93% owned by Houston Harte, director and a principal stockholder in *San Angelo Standard*, *San Angelo Times*, *Sweetwater Reporter*, *Big Spring Herald*, *Paris News*, *Corpus Christi Caller-Times*; 24.93% owned by George S. Anderson.

KGNC, Amarillo—Licensed to Plains Radio Broadcasting Co.; 49.8% of stock owned by Gene A. Howe, an officer in corporations engaged in publishing *Amarillo Globe*, *Amarillo News*, *Lubbock Avalanche*, *Lubbock Journal*, *Midland Reporter-Telegram*, *Dalhart Texan*, *Shamrock Texan*, *Childress Index*, all in Texas, and *Atchison (Kan.) Globe* and *Falls City (Neb.) Journal*; 49.6% held by estate of late Wilbur C. Hawk, publisher of *Amarillo Globe* and *Amarillo News*.

KNOW, Austin—Licensed to KUT Broadcasting Co.; affiliated with Hearst Radio Inc.

KBST, Big Spring—Licensed to Big Spring Herald Broadcasting Co.; 50.13% owned by J. W. Galbraith, publisher of *Big Spring Herald*; 24.93% by M. B. Hanks, Abilene; 24.93% by Houston Harte, San Angelo (see KRBC, Abilene).

KGFI, Corpus Christi—Licensed to Eagle Broadcasting Co. Inc.; 14% of stock owned by Grady W. Kinsolving, publisher of *Corpus Christi Caller-Times*; other stock variously held.

KRLD, Dallas—Licensed to KRLD Radio Corp.; subsidiary of Times-Herald Printing Co., publisher of *Dallas Times-Herald*.

WFAA, Dallas—Licensed to A. H. Belo Corp., publisher of *Dallas News* and *Dallas Journal*.

KROD, El Paso—Construction permit issued to D. D. Roderick, publisher of *El Paso Times*.

KGKO, Fort Worth—Licensed to Wichita Falls Broadcasting Co.; purchased by Amon Carter, publisher of *Fort Worth Star-Telegram*, and removal from Wichita Falls into Fort Worth authorized.

WBAP, Fort Worth—Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram*.

KPRC, Houston—Licensed to Houston Printing Co., publisher of *Houston Post*; 81.7% of stock owned by Houston Printing Co.; 13.2% owned by Fidelity Securities Co.

KTRH, Houston—Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Publishing Co., publisher of *Houston Chronicle*.

KXYZ, Houston—Licensed to Harris County Broadcast Co.; stock owned by Jesse H. Jones Co., whose owner is principal stockholder in *Houston Chronicle* and *Houston Post*.

KFYO, Lubbock—Licensed to Plains Radio Broadcasting Co.; 49.8% of stock owned by Gene A. Howe and 49.6% held by estate of late Wilbur C. Hawk (see KGNC, Amarillo).

KPDN, Pampa—Licensed to R. C. Hoiles, publisher of *Pampa Daily News*.

KPLT, Paris—Licensed to North Texas Broadcasting Co.; 50.13% of stock owned by A. G. Mayse, publisher of *Paris News*; 24.93% owned by M. B. Hanks, Abilene; 24.93% owned by Houston Harte, San Angelo (see KRBC, Abilene).

KIUN, Pecos—Licensed to Jack W. Hawkins and Barney H. Hubbs, publishers of *Pecos Enterprise*.

KGKL, San Angelo—Licensed to KGKL Inc.; 33% of stock owned by Houston Harte, publisher of *San Angelo Standard* and *San Angelo Times* (see KRBC, Abilene); remainder of stock variously held by local residents.

KTSA, San Antonio—Licensed to KTSA Broadcasting Co., subsidiary of Hearst Radio Inc., affiliated with Hearst newspapers (*San Antonio Light*).

KRRV, Sherman—Licensed to Red River Valley Broadcasting Corp.; 30% of stock owned by G. I. Wilcox, publisher of *Sherman Democrat*; 10% owned by George H. Wilcox, general manager of *Sherman Democrat*; 10% owned by J. Newell Johnston, managing editor of *Sherman Democrat*; 16% owned by L. M. Sepaugh, Shreveport; 17% owned by R. M. Dean, Shreveport; 17% owned by T. B. Lanford, Shreveport.

KTEM, Temple—Licensed to Bell Broadcasting Co.; 10% of stock owned by Walter R. Humphrey, publisher of *Temple Telegram*; 85% owned by Ruth Mayborn, Temple; 5% owned by J. C. Mitchell, Temple.

(Continued on page 158)



THAT the 1930 Census figures, showing Austin, Texas, to be a town of 53,120, are now incorrect?

THAT a Directory count, made in 1935, showed an increase of 25%—to 66,690?

THAT 10,000 persons—8,000 students of the University of Texas, and 2,000 others, students and state employees—**are never counted in the census?**

THAT these 10,000 persons spend more than \$9,000,000 each year in Austin?

THAT Austin is the capital of Texas, and, as such, is constantly filled with visitors who have buying power?

THAT KNOW is the *only* radio station serving this community? And a national network outlet—

KNOW

AUSTIN, TEXAS

NATIONAL REPRESENTATIVE: HEARST RADIO • NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS

Newspaper Ownership and Control of Broadcasting Stations

(Continued from page 157)

TEXAS (Continued)

KCMC, Texarkana—See Arkansas.
WACO, Waco—Licensed to K TSA Broadcasting Co., affiliated with Hearst Radio Inc.

UTAH

KLO, Ogden—Licensed to Interstate Broadcasting Corp.; 67.93% of stock owned by A. L. Glassman, publisher of *Ogden Standard-Examiner*; remainder of stock variously held.

KSL, Salt Lake City—Licensed to Radio Service Corp. of Utah; 13.8% of stock owned by John F. Fitzpatrick, publisher of *Salt Lake Tribune* and *Salt Lake Telegram*; 35.3% held by Sylvester Q. Cannon, presiding bishop of Latter Day Saints Church; remainder of stock variously held.

VERMONT

WCAX, Burlington—Licensed to Burlington Daily News Inc., publisher of *Burlington Daily News*.

WDEV, Waterbury—Licensed to Mary M. Whitehill, executrix of estate of Harry C. Whitehill; owner of *Waterbury Record* (weekly).

VIRGINIA

WTAR, Norfolk—Licensed to WTAR Radio Corp.; subsidiary of Norfolk Newspapers Inc., publisher of *Norfolk Ledger-Dispatch* and *Norfolk Virginia-Pilot*; same interests control *Richmond Times-Dispatch*.

WPHR, Petersburg—Licensed to WLBG Inc.; 300 shares held by John Stewart Bryan, publisher of *Richmond News-Leader*; 100 shares held by Tennant Bryan, *Richmond News-Leader*; 100 shares held by Douglas S. Freeman, editor, *Rich-*

mond News-Leader; authorized to move into Richmond.

NEW, Richmond—CP issued to Times Publishing Co., publisher of *Richmond Times-Dispatch*; same interests as WTAR, Norfolk. Call letters unassigned; 100 watts on 1500 kc.

WDBJ, Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *Roanoke World-News*.

WEST VIRGINIA

WHIS, Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Daily Telegraph* and *Bluefield Sunset News*.

WBLK, Clarksburg—CP issued to the Exponent Co., publisher of *Clarksburg Exponent*.

WCHS, Charleston—Licensed to Charleston Broadcasting Corp., owned by interests headed by John A. Kennedy, publisher of *Clarksburg Exponent*.

WSAZ, Huntington—Licensed to WSAZ Inc.; 52% of stock owned by Huntington Publishing Co., publisher of *Huntington Advertiser* and *Huntington Herald-Dispatch*; 48% owned by W. C. McKellar.

WPAR, Parkersburg—Under purchase option to same interests that control WBLK and WCHS.

WISCONSIN

KFIZ, Fond du Lac—Licensed to Reporter Printing Co., publisher of *Fond du Lac Commonwealth Reporter*.

WCLO, Janesville—Licensed to Gazette Printing Co., publisher of *Janesville Daily Gazette*.

WEAU, Eau Claire—Construction permit issued to Central Broadcasting Co.; 25% of stock owned by Eau Claire Press Co., publisher of

Eau Claire Telegram and *Eau Claire Leader*; 52% owned by Morgan Murphy, publisher of *Superior* (Wis.) *Telegram*; 20% owned by Walter C. Bridges, manager of WEBC, Duluth, Minn.

WKBH, LaCrosse—Licensed to WKBH Inc.; minority stock interest held by *LaCrosse Tribune* and *Leader-Press*; 75% of stock owned by Harry Dahl, president of G. Heileman Co., automobile agency.

WIBA, Madison—Licensed to Badger Broadcasting Co. Inc.; 66 2/3% of stock owned by Capital Times Co. Inc., publisher of *Madison Capital Times*; other stockholders and directors include officers of Wisconsin State Journal Publishing Co., publisher of *Wisconsin State Journal*, Madison.

WISN, Milwaukee—Licensed to Hearst Radio Inc.; affiliated with *Milwaukee Sentinel* and *Milwaukee Wisconsin News*, Hearst newspapers.

WTMJ, Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal*.

WRJN, Racine—Licensed to Racine Broadcasting Corp.; 69% of stock owned by Frank S. Starbuck, publisher of *Racine Journal-Times*; 30% owned by H. S. Mann, general manager of *Racine Journal-Times*.

WHBL, Sheboygan—Licensed to Press Publishing Co., publisher of *Sheboygan Press*; 27.56% of stock owned by C. E. Broughton, publisher of *Sheboygan Press*; 36.72% owned by E. R. Bowler, Sheboygan attorney; 36.72% owned by D. E. Werner, Sheboygan.

WEBC, Superior—See WEBC, Duluth, Minn.

HAWAII

KGU, Honolulu—Owned by *Honolulu Advertiser*.

CANADA

CHNS, Halifax, N. S.—Owned by *Halifax Herald* and *Mail*.
CKAC, Montreal—Owned by *Montreal La Presse*.
CHLP, Montreal—Owned by *Montreal La Patrie*.

CKCK, Regina, Sask.—Owned by *Regina Leader-Post*.

CFAC, Calgary, Alta.—Owned by *Calgary Herald*.

CJ CJ, Calgary, Alta.—Owned by *Calgary Albertan*.

CJCA, Edmonton, Alta.—Owned by *Edmonton Journal*.

CKCD, Vancouver, B. C.—Owned by *Vancouver Daily Province*.

CFJC, Kamloops, B. C.—Owned by *Kamloops Sentinel*.

CKOV, Kelowna, B. C.—Affiliated (corporate) with *Kelowna Courier*, *Vernon News* and *Penticton Herald* (weeklies).

CHSJ, St. John, N. B.—Controlled by *St. John Telegraph-Journal* and *Times-Globe*.

CFCH, North Bay, Ont.—Affiliated (corporate) with *Timmins* (Ont.) *Press*.

CJKL, Kirkland Lake, Ont.—Affiliated (interlocking control) with *Timmins*, (Ont.) *Press*.

CFPL, London, Ont.—Owned by *London Free Press*.

CFRC, Kingston, Ont.—Licensed to Queen's University but operated on partnership basis with *Kingston Whig-Standard*.

CKGB, Timmins, Ont.—Affiliated (corporate) with *Timmins Press*.

CKCO, Sudbury, Ont.—Licensed to *Sudbury Star*.



The Only Station in a Great Texas Community
and a Columbia Outlet

WACO GETS RESULTS

FOR THE LISTENER:

Columbia Network Programs, International News Service, Associated Music Library, Outstanding Local Programs, Remote Pickups of all Interesting Local Events.

FOR THE ADVERTISER:

The only Station serving Waco, Texas, and its vast trade territory.

\$26,000,000 worth of products are manufactured in Waco yearly. Listening area includes 95 wholesale establishments doing approximately \$150,000,000 in business annually.

McLennan County, with a population of 98,682, ranks first in all counties in Texas in dairy food production and poultry raising.

Entire territory is most advanced in farm diversification and includes large industrial payrolls.

FOR BOTH LISTENER AND ADVERTISER:

WACO's new modern RCA transmitter and vertical radiator is now on the air doing a better job than ever in this rich area.

WACO

WACO, TEXAS

NATIONAL REPRESENTATIVE: HEARST RADIO

New York • Chicago • San Francisco • Los Angeles • Dallas



Our Grateful Appreciation!

We send profound thanks for the opportunity of helping our sponsors during 1936 to build real business for themselves in western America. For 1937, we offer an even more incomparable broadcasting and merchandising service.

Send now for time reservations!

Edward Petry & Co., National Representatives

KSL

AFFILIATED
WITH
CBS

THE VOICE OF THE WEST

50,000 WATTS
SALT LAKE CITY, UTAH

Sears, Roebuck and Co.

Directory of Transcription, Recording, Program Producing and Talent Services

Because of interchangeable nature of services offered by various companies in combination fields, these directories are herewith combined.
For reference convenience it is suggested the type of service desired be located by first consulting the column headed "Nature of Service."
** Indicates concern has own recording plant.*

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE AS REPORTED
A. & S. Lyons, Inc.	New York City Beverly Hills, Cal.	1501 Broadway Bank Bldg.	Lackawanna 4-7460 Oxford 1116	Sam Lyons Arthur Lyons	Talent, production
Aerial Publicizing, Inc.	New York City	509 Madison Ave.	Eldorado 5-0381	Herbert Weston	Transcriptions, production, scripts
Advertisers' Recording Service, Inc.	New York City	113 W. 57th St.	Circle 7-6982	Melvin White	*Air checks
Air Features, Inc.	New York City	630 Fifth Ave.	Columbus 5-1236	James E. Sauter	Productions, scripts
Norman Alexandroff & Co.	Chicago, Ill.	410 So. Michigan Ave.	Wabash 6762	Norman Alexandroff	Production, scripts, talent
Alsop Radio Recording, Inc.	New York City	29 W. 59th St.	Eldorado 5-0780	A. A. Klinger	*Transcriptions, production, air checks, talent
American Foundation for the Blind, Inc.	New York City	15 W. 16th St.	Chelsea 3-2825	J. O. Kleber	*Recordings (talking books)
American Radio Features Syndicate	Los Angeles, Cal.	5658 Wilshire Blvd.	York 8161	Frederick C. Dahlquist	Transcriptions, productions, scripts
American Radio Transcription Agencies	Los Angeles, Cal. Sydney, Australia	Van Nuys Bldg. 29 Bligh St.	Madison 5617 B 7876	Ralph L. Power A. E. Bennett	Transcriptions
American Record Co. of California	Hollywood, Cal. Seattle, Wash. San Francisco, Cal. Los Angeles, Cal.	6624 Romaine St. 24 W. Connecticut St. 355 9th St. 1206 Maple St.	Granite 4134 Main 6626 Garfield 1723 Granite 4134	G. W. Yates E. A. Muir T. E. Crowley C. G. Teppin	*Transcriptions, recordings
Armand & L'Estelle Associated Entertainments	Chicago, Ill.	410 So. Michigan Ave.	Harrison 3435	Estelle A. Lutz	Talent, scripts
Associated Broadcasting Co., Ltd.	Montreal, Que., Canada Toronto, Ont., Canada	Crescent Bldg. 60 Colborne St.	Belair 3341 Lyndhurst 8181	M. Maxwell E. A. Byworth	Production, talent
Associated Cinemas Studios	Hollywood, Cal.	1357 No. Gordon St.	Hempstead 2131	Frank W. Parkett	*Transcriptions, productions, recordings, air checks
Associated Music Publishers, Inc.	New York City	25 W. 45th St.	Bryant 9-0847	M. E. Tompkins	Transcription Library, production, scripts
Associated Radio Writers, Inc.	Boston, Mass	137 Newbury St.	Commonwealth 2385	Ralph Rogers	Program ideas, scripts
Associated Transcriptions of Hollywood	Hollywood, Cal.	6604 Melrose Ave.	Oregon 4736	Harry F. Walstrum	*Transcriptions, production, scripts, recordings
Audio-Scriptions, Inc.	New York City	20 W. 47th St.	Bryant 9-7480	Ezekiel Rabinowitz	*Transcriptions, productions, recordings
Audisk Recording Co.	Oakland, Cal.	1441 Franklin St.	Templebar 8222	Gilbert H. Kneiss	*Recording service, transcriptions, production
Joseph M. Barnett	New York City	545 Fifth Ave.	Murray Hill 6-2473	Joseph M. Barnett	Production, scripts, talent
Walter Biddick Co. (Radio Programs Division)	Los Angeles, Cal. Seattle, Wash. San Francisco, Cal.	Chamb. of Commerce Bldg. Exchange Bldg. Russ Bldg.	Richmond 6184 Main 6440 Sutter 5415	Ted N. Turner John Kiewel Walter Monroe, Jr.	Transcriptions, productions, scripts, talent
Ann Brae	New York City	247 Park Ave.	Plaza 3-4770	Ann Brae	Production
E. V. Brinckerhoff & Co., Inc.	New York City	29 W. 57th St.	Plaza 3-3015	F. V. Meeker	*Transcriptions, air checks, phonograph records
Broadcast Producers of N. Y., Inc.	New York City	501 Madison Ave.	Eldorado 5-9300	George W. Dan Junas	*Transcriptions, production, air checks
Brown-Miles, Inc.	New York City	30 Rockefeller Plaza	Circle 7-2996	Sedley Brown	Productions
Edgar Rice Burroughs, Inc.	Tarzana, Cal.	18354 Ventura Blvd.	Reseda 222	C. R. Rothmund	Scripts
Central Transcription Co.	Louisville, Ky.	1756 Frankfort Ave.	Belmont 2785	Earl P. Carter	*Transcriptions, recording, production
Bruce Chapman-Jesse Butcher, Inc.	New York City	R. K. O. Bldg.	Circle 7-5768	Bruce Chapman	Transcriptions, production, scripts, talent
Chicago Tribune—N. Y. News Syndicate	New York City Chicago, Ill.	220 E. 42nd St. Tribune Tower	Murray Hill 2-1243 Superior 0100	Arthur W. Crawford	Newspaper features adaptable to broadcasting
Cleveland B. Chase Co., Inc.	New York City	424 Madison Ave.	Eldorado 5-1720	Joe Cross	Productions
Frank Chase	New York City	30 Rockefeller Plaza	Circle 7-4366	Frank Chase	Transcriptions, production, scripts, talent
Columbia Artists Bureau, Inc.	New York City Los Angeles, Cal.	485 Madison Ave. Radio Station KNX	Wickersham 2-2000 Hollywood 3101	Ralph J. Wonders Peter de Lima	Talent, productions
Columbia Phonograph Co., Inc.	New York City Chicago, Ill. Dallas, Tex. Atlanta, Ga.	1776 Broadway 215 W. Ohio St. 508 Park Ave. 114 Spring St., N. W.	Circle 7-5715 Superior 5382 2-8940 Main 5658	William Monroe H. J. Hein Donald Law C. E. Palmer	*Transcriptions, recordings
The Compo Co., Ltd.	Lachine, Quebec, Canada	131 18th Ave.	Dexter 0905	E. M. Kirke Boyd	*Transcriptions, recordings
Conquest Alliance Co., Inc.	New York City Chicago, Ill. Hollywood, Cal.	515 Madison Ave. 228 No. La Salle St. 1357 No. Gordon St	Plaza 3-5650 State 5096 Hempstead 2131	W. H. Voeller Fred R. Jones Frank W. Purkett	Transcriptions, production, scripts, talent
Columbia Concerts Corp. (Of Columbia Broadcasting System)	New York City Chicago, Ill.	113 W. 57th St. Wrigley Bldg.	Circle 7-6900 Whitehall 6000	Arthur Judson R. Vaupetich	Talent, production
Columbia Transcription Service (Division of American Record Co.)	New York City Chicago, Ill.	1776 Broadway 215 W. Ohio St.	Circle 7-6224 Superior 5382	James T. Mahoney S. J. Hein	*Transcriptions, recordings
Consolidated Radio Artists, Inc.	New York City Cleveland, Ohio Chicago, Ill. Hollywood, Cal.	30 Rockefeller Plaza Keith Bldg. 32 W. Randolph St. Equitable Bldg.	Columbus 5-3580 Main 3454 Franklin 8300 Hillside 7124	James B. Post Stanford Zucker Leo B. Salkin Phil Jacks	Talent, bookings, scripts
J. Ralph Corbett, Inc.	Chicago, Ill. Cincinnati, Ohio New York City	520 No. Michigan Ave. Carew Tower Graybar Bldg.	Delaware 3265 Parkway 1463 Mohawk 4-4528	Fred Jacky J. Ralph Corbett Florence Nanes	Transcriptions, productions, scripts
Nick Dawson Radio Productions	New York City	19 E. 47th St.	Wickersham 2-4224	Nick Dawson	Transcriptions, production, scripts, talent
Benjamin David, Inc.	New York City	30 Rockefeller Plaza	Circle 7-1815	Benjamin David	Production, scripts, talent, recordings

(Continued on Page 162)

A New Concept Of RADIO PROGRAM SERVICE

NO one producer can turn out all types of radio programs with equal success.

VARIETY of program appeals—creation of new, startling ideas carrying the ultimate in salesmanship demands the cooperative effort of varied production specialists — each proven successful in his own field.

TO meet 1937's radio program needs, Conquest Alliance Co., Inc. offers the new production method —

PRODUCTION UNITS in New York and Hollywood

EACH unit headed by an expert in that radio program field — Comedy — Drama — Adventure — Music — Variety — Domestic — which best meets the sponsor's needs. Smart merchandising counsel completes this new method of operation.

THIS "Production Board" will cooperate with you to determine the ideal campaign for your product. Thus you are assured of maximum values in program and merchandising appeal.

SIMPLE—YES—BUT 1937 MODEL
May we show you how it works?

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Directory of Transcription, Producing and Talent Services

(Continued from Page 160)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE AS REPORTED
Decca Records, Inc.	New York City Chicago, Ill.	50 W. 57th St. 666 Lake Shore Drive	Columbus 5-5662 Delaware 8800	E. F. Stevens, Jr. S. C. Schulz	*Transcriptions, phonograph records
D'Arcy Laboratories	Chicago, Ill.	410 So. Michigan Ave.	Wabash 2427	E. W. D'Arcy	Recordings, transcriptions, production
Harry S. Dube	New York City	R. K. O. Bldg.	Columbia 5-0225	J. Knight	Talent, productions, scripts
Earnshaw Radio Productions	Hollywood, Cal.	6425 Hollywood Blvd.	Hempstead 5050	Harry A. Earnshaw	Transcriptions, production, scripts
Electro-Vox Recording Studios	Hollywood, Cal.	5546 Melrose Ave.	Gladstone 2189	Bert B. Gottschalk	*Recordings, air checks
W. M. Ellsworth	Chicago, Ill.	75 E. Wacker Drive	Central 0942	W. M. Ellsworth	Transcriptions, productions, scripts, talent
Em-Ar Radio Productions	New York City	270 Broadway	Rector 2-4198	Misha Rappel	Foreign language programs
Evans & Salter, Inc. (Division of Columbia Concerts Corp.)	New York City	113 W. 57th St.	Circle 7-6900	Talent
Fabrica de Discos Peerless	Mexico City, Mexico	Gomez Pedraza 38	3-20-11	Eduardo Baptista	*Transcriptions, recordings
Famous-Dorana Radio Productions	Chicago, Ill.	540 No. Michigan Ave.	Superior 7022	Daryl C. Doran	Transcriptions
Fidelitone Records, Inc.	New York City	424 Madison Ave.	Eldorado 5-1720	Floyd Buckley	*Transcriptions, air checks, phonograph records
Fidelity Sound Studios	Los Angeles, Cal.	3819 Wilshire Blvd.	Fitzroy 7520	Neil P. Jack	*Recording service, air checks
Julian Fields, Inc.	New York City	730 Fifth Ave.	Circle 5-2677	Julian Fields	Talent
Bernie Foyer	New York City	1501 Broadway	Lackawanna 4-0721	Bernie Foyer	Productions, transcriptions, scripts, talent
Leonard Jay Freeman Associates, Inc.	New York City	130 W. 42nd St.	Wisconsin 7-1389	Leonard Jay Freeman	Transcriptions, productions, scripts, talent
General Broadcasting Co.	Cleveland, Ohio	3910 Carnegie Ave.	Henderson 2295	C. F. William Bamberg	*Transcriptions, production, scripts, talent
Gennett Records (Division, The Starr Co.)	Richmond, Ind. New York City Los Angeles, Cal.	Richmond 729 7th Ave. 1344 So. Flower St.	1117 Bryant 9-5543 Prospect 2035	Lee A. Butt Tom J. Valentino Harry Gennett, Jr.	*Recorded sound effects
Archie Josephson	Hollywood, Cal.	6715 Hollywood Blvd.	Gladstone 4577	Archie Josephson	Recording service
Harry S. Goodman	New York City	420 Madison Ave.	Wickersham 2-3338	Harry S. Goodman	Transcriptions, production
Lillian Gordoni Radio Productions	Chicago, Ill.	Crillon Hotel	Calumet 6700	Lillian Gordoni	Productions, scripts, talent
Max Graf Productions	San Francisco, Cal.	1040 Geary St.	Ordway 3671	Max Graf	Transcriptions
Grant Recording & Research Co.	Chicago, Ill.	6006 Kenmore Ave.	Edgewater 1952	John Grant	*Recording service
Greek Radio Hour	New York City	343 W. 58th St.	Circle 7-7188	Don Avlon	Greek programs
Jean V. Grombach, Inc.	New York City	113 W. 57th St.	Circle 7-6980	D. L. Provost	*Transcriptions
Hesse-McCaffrey	New York City	501 Madison Ave.	Eldorado 5-1076	Nelson Hesse	Talent
Snowden M. Hunt & Associates	Hollywood, Cal.	6636 Hollywood Blvd.	Granite 0464	Snowden M. Hunt, Jr.	Transcriptions, production, scripts, talent
Imperial Aerogram Corp., Ltd.	Hollywood, Cal.	5610 Hollywood Blvd.	Hillside 7211	F. Bruce Russell	*Recording service
Interstate Advertising Agency, Inc.	Cleveland, Ohio	Marshall Bldg.	Main 9444	Geo. A. Kirkendale	Production, scripts
Iowa Network Artist Bureau	Des Moines, Iowa	Register & Tribune Bldg	3-2111	C. R. Daly	Talent
Jewish Radio Zone Advertising Co.	New York City	110 W. 40th St.	Pennsylvania 6-0043	Benjamin Waxelbaum	Jewish programs
Kass-Tohrner	New York City	RKO Bldg.	Circle 7-4428	Arthur Kass	Talent, production
Kasper-Gordon Studios, Inc.	Boston, Mass.	140 Boylston St.	Devonshire 7357	Edwin H. Kasper	*Transcriptions, productions, scripts, talent
Jesse L. Kaufman Inc.	New York City	Empire State Bldg.	Longacre 5-3210	Jesse L. Kaufman	Talent development
Kennaway, Inc.	Chicago, Ill. New York City	32 W. Randolph St. RKO Bldg	Central 0166 Circle 6-3770	George M. Hillman Gus Edwards	Talent
James B. Keyser Co., Inc.	Salt Lake City, Utah	57 Richards St.	Wasatch 2552	J. B. Keyser	*Transcriptions, recordings
King Feature Syndicate	New York City	235 E. 45th St.	Murray Hill 2-5600	Fred Smith	Newspaper features adaptable to broadcasting
KMBC Features	Kansas City, Mo.	Pickwick Hotel	Harrison 2654	George Halley	Productions, scripts
KYW Artists Bureau	Philadelphia, Pa.	1622 Chestnut St.	Locust 3760	Ken Hoffman	Talent
Lang-Worth Feature Programs, Inc.	New York City	420 Madison Ave.	Eldorado 5-1620	C. O. Langlois	Transcription library, transcriptions, production
Langlois & Wentworth, Inc.	New York City	420 Madison Ave	Eldorado 5-1620	Ralph Wentworth	Transcriptions, production
Don Lee Productions	Los Angeles, Cal.	1076 W. Seventh St.	Vandike 7111	Robert Braun	*Transcriptions, production, scripts, talent, air checks, phonograph records
John Liner	Boston, Mass.	80 Boylston St.	Hubbard 1358	John Liner	Scripts, talent
Lippe & Lazarus Productions	Hollywood, Cal.	1558 No. Vine St.	Fitzroy 2161	M. M. Lippe	Custom-built programs, transcriptions, scripts
MacGregor & Solie, Inc.	Hollywood, Cal. San Francisco, Cal.	729 Southwestern Ave. 865 Mission St.	Fitzroy 4191 Sutter 6400	C. P. MacGregor	*Transcription library, transcriptions, production, air checks, phonograph records
Marsh Laboratories, Inc.	Chicago, Ill.	306 So. Wabash Ave.	Webster 7288	Orlando R. Marsh	*Transcriptions, production, air checks, records
Masque Sound Recording Corp.	New York City	285 Madison Ave.	Ashland 4-4100	H. J. Gluskin	Transcriptions, recorded sound effects
R. U. McIntosh & Associates	Los Angeles, Cal.	5410 Wilshire Blvd.	Whitney 7713	R. U. McIntosh	*Transcriptions, production
McKnight & Jordan, Inc.	New York City	17 E. 49th St.	Eldorado 6110	Wallace S. Jordan	Transcriptions, production, scripts, talent
McNaught Syndicate Inc.	New York City	1475 Broadway	Bryant 9-1290	Charles V. McAdam	Newspaper features adaptable to broadcasting
Mertens & Price, Inc.	Los Angeles, Cal.	1240 So. Main St.	Prospect 0101	F. C. Mertens	Transcriptions, production, scripts, talent
Michelson & Sternberg, Inc.	New York City	116 Broad St.	Bowling Green 9-8925	Charles Michelson	Buys transcriptions and scripts for export
Mid-West Recordings Inc.	Minneapolis, Minn.	24 So. 7th St.	Atlantic 4461	L. M. Knapp	*Transcriptions, production
Mills Artists, Inc.	New York City Hollywood, Cal.	799 Seventh Ave. 9132 Sunset Blvd.	Circle 7-7162 Crestview 1-2181	Ned E. Williams Richard Diamond	Talent
Monogram Transcriptions	San Francisco, Cal.	800 Potrero Ave.	Valencia 8912	J. F. March	Transcriptions
Morgan Recording Co.	San Francisco, Cal.	Mills Tower	Sutter 8581	J. C. Morgan	*Transcriptions, productions, recordings

(Continued on Page 167)



XAVIER CUGAT



NATHANIEL SHILKRET



THE HONEYMOONERS



MARY LEWIS



FERDE GROFE



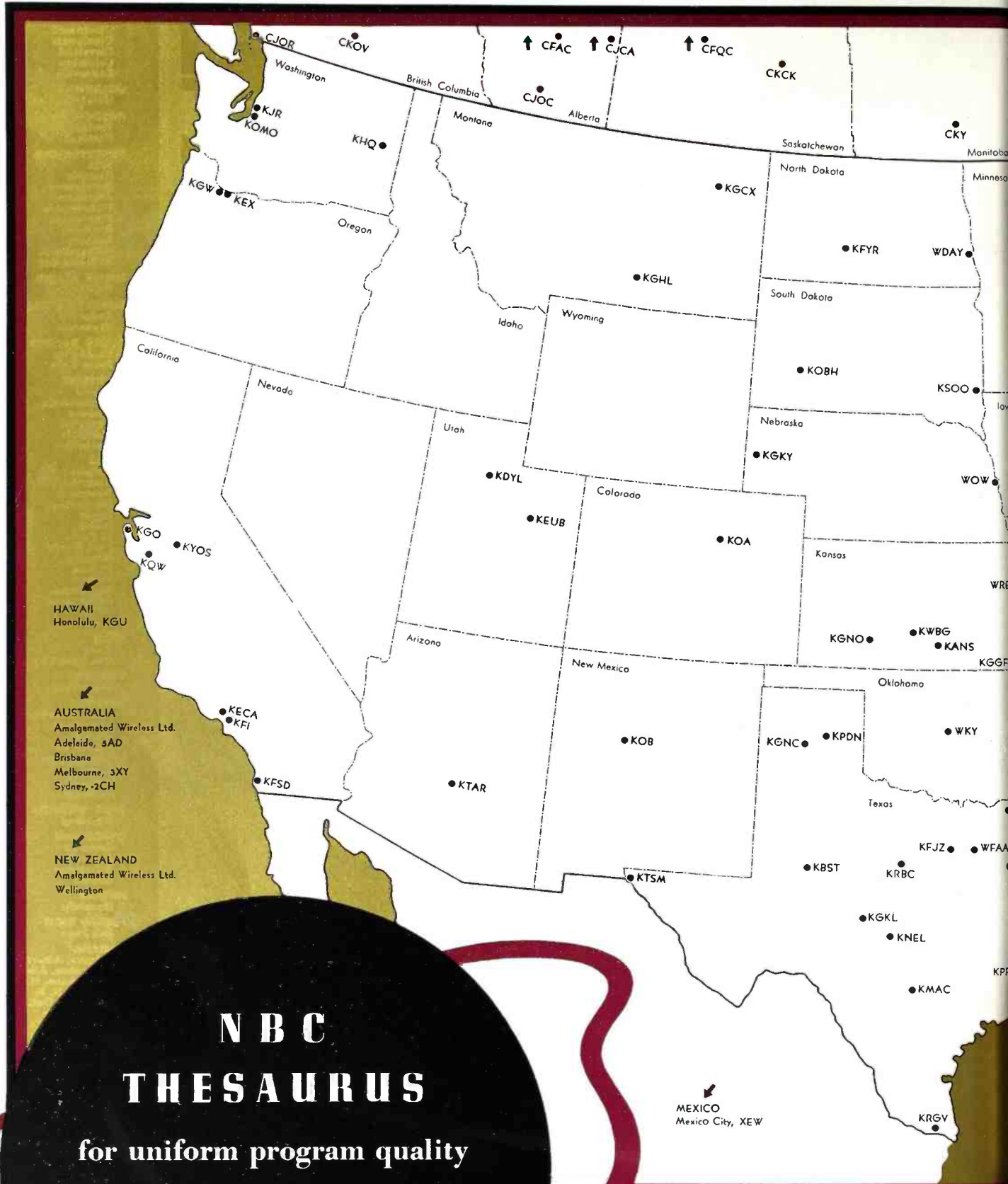
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LORNA BEE



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 for uniform program quality
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 spot markets.

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OHIO Canton Cincinnati Cincinnati Cleveland Columbus Zanesville	WHBC WCKY WSAI WTAM WCOL WALR
OKLAHOMA Oklahoma City	WKY
OREGON Portland Portland	KEX KGW
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RHODE ISLAND Providence	WPRO
SOUTH CAROLINA Anderson Greenville	WAIM WFBC
SOUTH DAKOTA Rapid City Sioux Falls	KOBH KSOO
TENNESSEE Bristol Chattanooga Jackson Knoxville Memphis Nashville	WOPI WAPO WTJS WROL WMC WSM
TEXAS Abilene Amarillo Beaumont Big Spring Brady Dallas El Paso Fort Worth Houston Pampa Paris San Angelo San Antonio Tyler Weslaco	KRRC KGNC KFDM KBST KNEI WFAA KTSM KFPJ KPRC KPDN KPLT KOKL KMAC KGBR KRGV
UTAH Price Salt Lake City	KEUB KDYL
VERMONT Waterbury	WDEV
VIRGINIA Charlottesville Lynchburg Norfolk Richmond	WCHV WLVA WTAR WMBG
WASHINGTON Seattle Seattle Spokane	KJR KOMO KHQ
WEST VIRGINIA Wheeling	WVVA
WISCONSIN Green Bay Janesville Milwaukee Racine	WTAQ WCLO WTMJ WRIN
HAWAII Honolulu	KGU
PUERTO RICO San Juan	WKAQ
CANADA Calgary, Alberta Edmonton, Alberta Fredericton, N. B. Halifax, N. S. Hamilton, Ont. Hull, Quebec Kelowna, B. C. Kingston, Ont. Lethbridge, Alberta London, Ontario Montreal, Quebec Quebec, Quebec Regina, Sask. Saskatoon, Sask. Sault Ste. Marie, O. Sudbury, Ont. Sydney, N. S. Toronto, Ontario Vancouver, B. C. Winnipeg, Man.	CFAC CFCA CFNB CHNS CHML CKCH CKOV CFRC CJOC CFPL CFPF CHRC CKCK CFQC CJIC CKSO CKCH CRCT CJOR CKY
ARGENTINA Buenos Aires RCA Victor-Argentina Buenos Aires LRI - El Mundo	
BRAZIL Rio de Janeiro PRE3 Rio de Janeiro Radio Nacional	
PUERTO RICO San Juan, WKAQ	

Rock Island Tuscola	WHBF WIZ
INDIANA Fort Wayne Indianapolis	WQWO WIRE
IOWA Madison City	KGLD
KANSAS Coffeyville Dodge City Hutchinson Lawrence Wichita	KGFJ KGNO KWBH WKCN KANS
KENTUCKY Ashland Louisville	WCMJ WAVE
LOUISIANA Alexandria Baton Rouge Monroe New Orleans Shreveport	KALB WJHO KMLB WMBB KTBS
MAINE Bangor	WABI
MARYLAND Baltimore Hagerstown	WFOR WJEJ
MASSACHUSETTS Boston New Bedford Springfield Worcester	WRZ WNHH WBZA WORC
MICHIGAN Battle Creek Bay City Detroit Flint Grand Rapids Ironwood Kalamazoo Muskegon	WELL WBCM WJHK WDFD WOOD WJMS WKZO WKHZ
MINNESOTA Mpls.-St. Paul Rochester	KSTP KROC
MISSISSIPPI Jackson	WJDX
MISSOURI Columbia Jefferson City Joplin St. Joseph St. Louis Springfield	KFRU KWOS KMBH KFEQ KSD KGBX
MONTANA Billings Wolf Point	KCHL KGCX
NEBRASKA Omaha Scottsbluff	WOW KGY
NEW HAMPSHIRE Manchester Portsmouth	WFEA WHEB
NEW JERSEY Atlantic City Jersey City	WPG WAAT
NEW MEXICO Albuquerque	KOB
NEW YORK Binghamton Buffalo Buffalo Freeport Jamestown New York Plattsburgh Schenectady Syracuse Utica	WNBB WBEN WBBR WGBB WJTN WQXR WMEF WGY WSYR WFBX
NORTH CAROLINA Asheville Charlotte Raleigh Rocky Mount Winston-Salem	WWNC WSOF WTFE WEED WAIR
NORTH DAKOTA Bismarck Fargo	KFYR WDAY

NEW BRUNSWICK New Brunswick	CFNB
NEW HAMPSHIRE Manchester Portsmouth	WFEA WHEB
NEW JERSEY Atlantic City Jersey City	WPG WAAT
NEW MEXICO Albuquerque	KOB
NEW YORK Binghamton Buffalo Buffalo Freeport Jamestown New York Plattsburgh Schenectady Syracuse Utica	WNBB WBEN WBBR WGBB WJTN WQXR WMEF WGY WSYR WFBX
NORTH CAROLINA Asheville Charlotte Raleigh Rocky Mount Winston-Salem	WWNC WSOF WTFE WEED WAIR
NORTH DAKOTA Bismarck Fargo	KFYR WDAY
OHIO Canton Cincinnati Cincinnati Cleveland Columbus Zanesville	WHBC WCKY WSAI WTAM WCOL WALR
OKLAHOMA Oklahoma City	WKY
OREGON Portland Portland	KEX KGW
PENNSYLVANIA Erie Glenside Harrisburg Johnstown Philadelphia Pittsburgh Scranton Sunbury Wilkes-Barre Williamsport	WLEU WIBG WHP WJAC KYW KDKA WGBI WKOK WBAX
RHODE ISLAND Providence	WPRO
SOUTH CAROLINA Anderson Greenville	WAIM WFBC
SOUTH DAKOTA Rapid City Sioux Falls	KOBH KSOO
TENNESSEE Bristol Chattanooga Jackson Knoxville Memphis Nashville	WOPI WAPO WTJS WROL WMC WSM
TEXAS Abilene Amarillo Beaumont Big Spring Brady Dallas El Paso Fort Worth Houston Pampa Paris San Angelo San Antonio Tyler Weslaco	KRRC KGNC KFDM KBST KNEI WFAA KTSM KFPJ KPRC KPDN KPLT KOKL KMAC KGBR KRGV
UTAH Price Salt Lake City	KEUB KDYL
VERMONT Waterbury	WDEV
VIRGINIA Charlottesville Lynchburg Norfolk Richmond	WCHV WLVA WTAR WMBG
WASHINGTON Seattle Seattle Spokane	KJR KOMO KHQ
WEST VIRGINIA Wheeling	WVVA
WISCONSIN Green Bay Janesville Milwaukee Racine	WTAQ WCLO WTMJ WRIN
HAWAII Honolulu	KGU
PUERTO RICO San Juan	WKAQ

ARGENTINA Buenos Aires RCA Victor-Argentina Buenos Aires LRI-El Mundo	
AUSTRALIA Amalgamated Wireless, Ltd. Adelaide Brisbane Melbourne Sydney	5AD 3XY 2CH
BRAZIL Rio de Janeiro Rio de Janeiro Radio Nacional	PRE3 Radio Nacional
MEXICO Mexico City	NEW
NEW ZEALAND Amalgamated Wireless, Ltd. Wellington	
PANAMA Colon	HPK-HPSO
SOUTH AFRICA South African Broadcasting Co. Cape Town Durban Johannesburg	
SWITZERLAND Bern	S.R.

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1. Concert Hall of the Air—a distinctive program of concert music featuring Rosario Bourdon and Symphony Orchestra; Mary Lewis, former Metropolitan Opera star; and the Westminster Choir.

2. Dance Hour—sparkling popular dance music played by the Rhythm Makers orchestra and Rudolph Friml, Jr., and his orchestra.

3. Dinner Hour—a program of widely known musical gems for presentation at dinner time featuring the Ferde Grofe and Nathaniel Shilkret orchestras, the Master Singers, the Melodiers and guest artists.

4. On the Mall—military band in an old-fashioned band concert directed by Robert Hood Bowers, noted composer and band conductor.

5. Organ Reveries—a program of organ music played by Richard Leibert, Radio City Music Hall's organist.

6. Slumber Hour—a program for the late listener featuring the singing of the Dreamers, famous women's trio; George Shackley, arranger and accompanist; and Samuel Kissel, violinist.

7. Radio Night Club—a variety program patterned on the style of the Broadway night club show—a fast moving entertainment presenting the latest dance music, singing, comedy and novelties featuring Xavier Cugat and his Waldorf-Astoria Orchestra, George Hall and his Hotel Taft orchestra, Harry Reser's Orchestra, Joe Green and his orchestra, the Buccaneers—male octet, the Honeymooners, Joey and Chuck and guest artists including Senator Frankenstein Fishface.

8. Musical Clock—a program of sparkling continuity featuring many popular THESAURUS artists. An ideal program for early morning broadcast—60 minutes of fine music, dance tunes, singing, comedy and specialties.

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For Complete information concerning all NBC Recorded Program Services, write to:

NATIONAL BROADCASTING COMPANY, INC.

A Radio Corporation of America Service

ELECTRICAL TRANSCRIPTION SERVICE

30 Rockefeller Plaza, New York City

Merchandise Mart, Chicago, Ill.

Directory of Transcription, Producing and Talent Services

(Continued from Page 162)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE AS REPORTED
Raymond R. Morgan Co.	Hollywood, Cal.	6362 Hollywood Blvd.	Hempstead 4194	R. E. Messer	Transcriptions, production
William Morris Agency	New York City Chicago, Ill.	Rockefeller Center 32 W. Randolph St.	Circle 7-2160 State 3632	William B. Murray Morris S. Silver	Production, talent
Music Corporation of America	Chicago, Ill. New York City Los Angeles, Cal. Cleveland, Ohio Dallas, Tex. London, England	430 No. Michigan Ave. 745 5th Ave. Oviatt Bldg. Union Trust Bldg. Tower Petroleum Bldg. 16 Old Bond St., W.	Delaware 1100 Wickersham 2-8900 Michigan 3711 Cherry 6010 2-1448 Regent 6506	J. C. Stein William Goodheart P. F. Schreiber Dary Barton Norman Steppe Earl Bailey	Orchestra bookings
BC Artists Service	New York City Chicago, Ill. San Francisco, Cal. Hollywood, Cal. Boston, Mass. Detroit, Mich.	30 Rockefeller Plaza Merchandise Mart 111 Sutter St. 5515 Melrose Blvd. Hotel Bradford Fisher Bldg.	Circle 7-8300 Superior 8300 Sutter 1920 Hollywood 3631 Hancock 4261 Trinity 2-7900	George Engles Sidney Strotz Lawrence Allen Miss Dema Harshbarger Cleon B. White R. H. White	*Production, scripts, talent
Robert S. Nash Co.	St. Louis, Mo.	5437 Lisette St.	Flanders 4758	Robert S. Nash	*Productions, scripts, talent, recordings
National Broadcasting Co. (Transcription Service)	New York City Chicago, Ill.	30 Rockefeller Plaza Merchandise Mart	Circle 7-8300 Superior 8300	C. Lloyd Egner Frank Chizzini Maurice Wetzel	Transcription library (Thesaurus), production, scripts
National Radio Advertising Agency	Hollywood, Cal.	Hollywood Center Bldg.	Hempstead 1551	D. D. Crawford	Transcriptions
National Recording Co.	New York City	2 W. 46th St.	Medallion 3-3860	B. A. Greene	*Recording service, air checks
National Recording Studios	Washington, D. C.	1225 Connecticut Ave.	District 0204	Lewis Windmuller	*Recording service
Nelson-Gilliam Associates	New York City	1650 Broadway	Circle 7-2811	Ted Nelson	Production, talent
North American Broadcasting Co.	New York City	285 Madison Ave.	Caledonia 5-2500	A. Alexander	Transcriptions, recordings, etc.
Paramount Radio Productions	Hollywood, Cal.	5636 Melrose Ave.	Thomwal 5274	C. C. McIntosh	Transcriptions, productions
Peter K. Olesen Sound Studios	Hollywood, Cal.	1560 No. Vine St.	Glencourt 5194	Richard McCoy	*Transcriptions
Donna Parker Productions	Chicago, Ill.	26 E. Jackson Blvd.	Webster 2873	Donna Parker	Productions, transcriptions, talent
Peterson Radio Productions	New York City	1457 Broadway	Wisconsin 7-0069	Donald Peterson	Production, transcriptions
Pilgrimage Aircrafters	Audubon, N. J.	200 Oakland Ave.	Audubon 3693	Jack B. Plumley	Production, scripts
Playmakers Production Co.	Chicago, Ill.	620 No. Michigan Ave.	Delaware 1573	B. Holtzman	*Production, scripts, transcriptions, air check
Poinsett, Inc.	Pitman, N. J.	Pitman, N. J.	Frank H. Warner	*Transcriptions, recordings
Philip L. Ponce, Inc.	New York City	17 E. 49th St.	Plaza 3-8884	Philip L. Ponce	Talent
Ralph L. Power	Los Angeles, Cal.	Van Nuys Bldg.	Madison 5617	Ralph L. Power	Buys transcriptions for export
Premier Radio Enterprises Inc.	St. Louis, Mo.	Mart Bldg.	Garfield 3395	H. S. Somson	*Transcriptions, production, scripts, records
Frank Presbrey Co.	Chicago, Ill.	Merchandise Mart	Delaware 4096	Leroy A. Kling	Transcriptions, scripts
Proctor Sound Recording Laboratories	New York City	17 W. 60th St.	Circle 7-3774	F. C. W. Thiede	*Recording service
Program Builders Associates	Philadelphia, Pa.	5662 Tulip St.	Mayfair 9724	Samuel Bushman	Transcriptions, production, scripts
Radio Service	Chicago, Ill.	5919 So. Wood St.	Prospect 6270	Edward L. Foertsch	Transcriptions, scripts
Radio Receiving Record Co.	Providence, R. I.	304 Smith St.	Dexter 4081	Lewis A. McGowan, Jr.	*Recording Service
Radioaids Inc.	Hollywood, Cal.	1585 Crossroads of the World	Granite 7225	M. J. Mara	Transcriptions, production
Radioart Guild of America	Los Angeles, Cal.	122 So. Benton Way	Federal 4083	Ruth Clark	Programs
Radio Associates	Washington, D. C.	National Press Bldg	National 7846	L. F. Staggers	Production, transcriptions, scripts, talent
Radio Central Casting Bureau	Los Angeles, Cal.	Cham. of Commerce Bldg.	Prospect 2626	H. Noid	Talent, scripts
Radio Events, Inc.	New York City	535 5th Ave.	Murray Hill 6-3487	Joseph M. Koghler	Scripts, production
Radio-Rundfunk Corp.	New York City	207 E. 84th St.	Rhineland 4-9609	Herbert F. Oettgen	Transcriptions, production, scripts, talent
CA Mfg. Co. RCA Victor Div. (Recording Dept.)	New York City Chicago, Ill. Hollywood, Cal. Camden, N. J.	155 E. 24th St. Merchandise Mart 1016 No. Sycamore Ave. Front & Cooper Sts.	Bogardus 4-6200 Delaware 4774 Hillside 5171 Camden 8000	Frank B. Walker Edwin G. Foreman, Jr. W. Arthur Rush Frank B. Walker	*Transcriptions and recordings
Radio & Film Methods Corp.	New York City	101 Park Avenue	Caledonia 5-7530	A. R. Steinberg	*Transcriptions, productions, scripts, air checks
Radio Features Syndicate, Inc. (Branch of Blackett-Sample-Hummert, Inc.)	Chicago, Ill.	221 No. La Salle St.	Dearborn 0900	Robert Barrett	Scripts
Radio Producers of Hollywood	Hollywood, Cal.	932 No. Western Ave.	Hollywood 3917	Lou R. Winston	Transcriptions, production, scripts
Radio Productions Inc.	Los Angeles, Cal.	1709 W. 8th St.	Fitzroy 1267	J. Joseph Sameth	Transcriptions, productions, talent
Radio Program Associates	New York City	40 E. 49th St.	Eldorado 5-4228	Gertrude Brent	Transcriptions, production, scripts
Radio Programs Syndicate	Los Angeles, Cal.	6715 Hollywood Blvd.	Gladstone 4577	Margaret Kuhns	Transcriptions, production, scripts, talent
Radio Recorders Inc.	Hollywood, Cal.	932 No. Western Ave.	Hollywood 3917	Lou R. Winston	*Recording service
Radio Transcription Co. of America, Ltd.	Hollywood, Cal. Chicago, Ill. New York City	1509 No. Vine St. 666 Lake Shore Drive 345 W. 88th St.	Hollywood 3545 Delaware 2325	Charles Pyle Esther L. Donnan George H. Field	*Transcriptions, production
Radio Transcription Representatives	Seattle, Wash.	White-Henry-Stuart Bldg.	Main 6626	Hal E. Pearce	Transcription companies representation
Radio Writers Laboratory	Lancaster, Pa.	Breneman Bldg.	2-1387	M. S. Miller	Scripts
Recordings, Inc.	Hollywood, Cal.	5505 Melrose Ave.	Hillside 6138	E. Avery	*Recording service
Reeves Sound Studios, Inc.	New York City	1600 Broadway	Medallion 3-1270	Hazard E. Reeves	*Recording service
Religious Broadcasting System	Washington, D. C. Chicago, Ill.	National Press Bldg. 310 So. Michigan Ave.	District 6252 Harrison 0207	James T. Lambie Thomas L. Farrell	Producers of religious programs
H. A. Ripley	Eau Claire, Wis.	122 So. Barstow St.	7356	H. A. Ripley	Scripts
Rocke Productions, Inc.	New York City	RKO Bldg.	Circle 7-7630	Ben Rocke	Production, talent
Rockwell-O'Keefe, Inc.	New York City Hollywood, Cal.	RKO Bldg. 8949 Sunset Blvd.	Circle 7-7550 Crestview 4101	Thomas G. Rockwell Ernest R. Parker	Talent

(Continued on Page 168)

Directory of Transcription, Producing and Talent Services

(Continued from Page 167)

Roth & Berdun	Detroit, Mich.	4464 Cass Ave.	Temple 1-2552	Cecil Birn Krant	*Recording service
James L. Saphier	New York City	RKO Bldg.	Circle 7-2135	James L. Saphier	Production, talent
Mary L. Shank	New York City	RKO Bldg.	Columbus 5-4480	Mary L. Shank	Mexican programs, talent
Seattle Recording Studios	Seattle, Wash.	315 Seneca St.	Elliot 1492	Don McQuade	*Recording service
Selviar Broadcasting System, Inc.	Chicago, Ill.	75 E. Wacher Drive	Randolph 8877	Irving Rocklin	*Transcriptions, productions, scripts, talent
Simon Agency	New York City	RKO Bldg.	Columbus 5-7772	Ferd Simon	Talent
Sherman Sound Studios, Inc.	New York City	22 W. 48th St.	Bryant 9-5959	F. Sumner Hall	*Transcriptions, air checks, phonograph records
Henry Souvaine, Inc.	New York City	30 Rockefeller Plaza	Circle 7-5666	Gordon Whyte	Productions
Speak-o-Phone Recording & Equip. Co.	New York City	23 W. 60th St.	Columbus 5-1351	C. A. Austin	*Recordings
Spot Broadcasting Inc.	New York City	303 W. 42nd St.	Longacre 5-6314	Helen A. Thomas	Productions
Stephen Slesinger, Inc.	New York City	250 Park Ave.	Eldorado 5-2544	Stephen Slesinger	Newspaper features adaptable to broadcasting
Standard Radio, Inc.	Hollywood, Cal. Chicago, Ill. Boston, Mass. Dallas, Tex. Atlanta, Ga. Seattle, Wash. Toronto, Ont., Canada London, England	6404 Hollywood Blvd. 180 No. Michigan Ave. 140 Boylston St. P. O. Box 933 Healey Bldg. White-Henry-Stuart Bldg. Brook Bldg. 150 Regent St. W-1	Granite 0555 State 3153 Devonshire 7357 Walnut 7607 Main 6626 Adelaide 1646 Regent 4554	Gerald King M. M. Blink Aaron Bloom Herbert Denney W. R. Christian Hal Pearce E. A. Weir Kenneth L. Hall	Transcription library, transcriptions, production
Star Radio Programs	New York City	250 Park Avenue	Plaza 3-4991	G. W. Eldredge	Scripts
Steele Advertising Agency, Inc.	Houston, Tex.	Merchants & Mfg. Bldg.	Preston 9997	H. Wirt Steele	*Transcriptions, production
Douglas F. Storer	New York City	RKO Bldg.	Circle 7-3246	Douglas F. Storer	Program Service
Syndicated Broadcast Features	Buffalo, N. Y.	Liberty Bank Bldg.	Cleveland 7260	A. W. Landsheft	Transcription programs
Betty Tillotson Concert & Radio Dir.	New York City	113 W. 57th St.	Circle 7-3579	Betty Tillotson	Production, talent
Titan Production Co., Inc.	San Francisco, Cal.	1040 Geary St.	Ordway 3671	Louis Graf	*Transcription library, transcriptions, etc.
Transamerican Broadcasting & Television Corp.	New York City Chicago, Ill. Hollywood, Cal.	521 Fifth Ave. 333 No. Michigan Ave. 5833 Fernwood Ave.	Murray Hill 6-2370 State 0866 Hollywood 5315	John L. Clark F. J. Rosenberg C. P. Jaeger William V. Ray	Production, transcriptions, talent
Transcriptions Inc.	New York City	56 W. 45th St.	Murray Hill 2-2103	Chester H. Miller	*Transcriptions, productions, scripts, air checks
United Features Syndicate	New York City	220 E. 42nd St.	Murray Hill 2-3020	George C. Cariin	Newspaper features adaptable to broadcasting
United Radio Service of America	Montreal, Canada	1434 St. Catherine St., W.	Plateau 1788	S. Vineberg	Production, talent
Universal Radio Productions	Chicago, Ill.	180 No. Michigan Ave.	State 3153	L. M. Rush	*Transcriptions, production, air checks
Universal Recording Co., Inc.	New York City	RKO Bldg.	Circle 6-2168	Lester Troob	*Transcriptions, production, air checks
United States Recording Co.	Washington, D. C.	Rialto Theatre Bldg.	National 2975	R. J. Coar	*Transcriptions, production, air checks, recordings
Universal Radio Features	San Francisco, Cal.	333 Montgomery St.	Sutter 6780	Ronald Guy Patrick	Transcriptions, production, scripts, talent
Viola & Furman	New York City	152 W. 42nd St.	Wisconsin 7-3754	J. F. Viola-N. Furman	Foreign Language programs
WFAA Artists Bureau	Dallas, Tex.	Baker Hotel	2-9215	Martin Campbell	Talent
WHN Artist Service	New York City	1540 Broadway	Bryant 9-7800	Louis K. Sidney	Talent
WHO Artists Bureau	Des Moines, Ia.	914 Walnut Street	3-7147	J. O. Maland	*Talent
WLS Artists Inc.	Chicago, Ill.	1230 W. Washington Blvd.	Haymarket 7500	Earl W. Kurtze	Talent
WLW Artists Bureau	Cincinnati, O.	1329 Arlington St.	Kirby 4800	Talent
WMCA Artists Bureau	New York City	1697 Broadway	Circle 6-2200	Charles S. Wilshin	Talent
WOR Artists Bureau	New York City	1440 Broadway	Pennsylvania 6-8383	Nathan M. Abramson	Talent,
WSUN Artists' Service Bureau	St. Petersburg, Fla.	P. O. Box 177	4748	Harold Meyer	Talent
Roger White Organization	New York City	RKO Bldg.	Circle 7-4943	Roger White	Productions
Wicker Recording Co.	Chicago, Ill.	43 E. Ohio St.	Superior 7279	Walter C. Wicker	*Transcriptions, air checks
Wilson-Powell-Hayward Inc.	New York City	444 Madison Ave.	Eldorado 5-0410	F. LeRoy Wilson	Transcriptions, productions, talent
Daniel M. Winkler-Mark Hanna Corp.	New York City Hollywood, Cal.	654 Madison Ave. 9460 Wilshire Blvd.	Regent 4-6250 Crestview 5171	Mark Hanna Dan Winkler	Talent
Leonard F. Winston	New York City	11 W. 42nd St.	Pennsylvania 6-8933	Leonard F. Winston	Productions, scripts, talent
Wolf Associates Inc.	New York City	RKO Bldg.	Columbus 5-1621	Ed. Wolf	Talent, scripts, production
World Broadcasting System, Inc.	New York City Chicago, Ill. Washington, D. C. Los Angeles, Cal. San Francisco, Cal. Atlanta, Ga.	711 Fifth Ave 400 W. Madison Wardman Park Hotel 555 So. Flower St. 1050 Howard St. Mortgage Guarantee Bldg.	Wickersham 2-2100 State 3828 Columbia 2000 Mutual 5778 Douglas 3310 Walnut 8441	P. L. Deutsch A. J. Kendrick H. A. La Fount Pat Campbell C. C. Langevin John Pitts	*Transcription library, transcriptions, production, scripts, talent, air checks
Yankee Network Artists Bureau	Boston, Mass.	21 Brookline Ave.	Commonwealth 0800	Van D. Sheldon	Talent

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AMP—Associated Music Publishers
25 W. 45th St., New York City.

W—Lang-Worth Feature Programs Inc.
420 Madison Ave., New York City.

MS—MacGregor & Sollie
729 So. Western Ave.,
Los Angeles, Cal.

SR—Standard Radio Inc.
6104 Hollywood Blvd.,
Hollywood, Cal.

NBC—NBC Thesaurus
ROA Bldg., New York City

WBS—World Broadcasting System
711 Fifth Ave., New York City

(As reported to January 1, 1937 by Services; see Pages 160, 162, 167 and 168 for complete list of transcription producers)

ALABAMA

City	Station	Service
Birmingham	WAPI	NBC, WBS
Birmingham	WWSN	MS, SR
Decatur	WMFO	WBS
Gadsden	WJBY	NBC
Mobile	WALA	NBC
Montgomery	WSFA	NBC
Selma	WHBB	SR
Sheffield	WMSD	MS

ARIZONA

City	Station	Service
Phoenix	KOY	WBS
Phoenix	KTAR	MS, NBC, SR
Tucson	KGAR	LW, SR
Tucson	KVOA	MS

ARKANSAS

City	Station	Service
El Dorado	KELD	NBC
Siloam Springs	KUOA	LW, SR, WBS
Fort Smith	KFPW	NBC, WBS
Hot Springs	KTHS	NBC
Little Rock	KARK	AMP
Little Rock	KGHI	SR
Little Rock	KLRA	NBC
Pine Bluff	KOTN	MS

CALIFORNIA

City	Station	Service
Bakersfield	KERN	SR
Bakersfield	W6XAI	MS, SR, WBS
Berkeley	KRE	SR
Eureka	KIEM	MS, WBS
Fresno	KMJJ	SR
Long Beach	KFOX	MS, SR
Los Angeles	KECA	NBC
Los Angeles	KEHE	AMP, LW
Los Angeles	KFI	NBC
Los Angeles	KFWB	AMP, SR
Los Angeles	KGfJ	MS, SR
Los Angeles	KHJ	AMP
Los Angeles	KMPC	MS
Los Angeles	KMTR	LW
Los Angeles	KNX	WBS
Merced	KYOS	NBC, SR
Monterey	KDON	MS
Oakland	KLX	WBS
Oakland	KROW	MS
Sacramento	KFBK	SR
San Bernardino	KFXM	MS, SR
San Diego	KFSD	NBC
San Diego	KGB	AMP
San Francisco	KFRC	AMP
San Francisco	KGO	NBC
San Francisco	KFRS	LW, MS, SR
San Francisco	KSFO	SR
San Francisco	KYA	LW
San Jose	KQW	MS, NBC, SR
Santa Ana	KVOE	MS, SR
Stockton	KGDM	MS
Stockton	KWG	SR
Watsonville	KHUB	SR

COLORADO

City	Station	Service
Alamosa	KGIW	MS
Colorado Springs	KFOR	LW, SR, WBS
Denver	KFEL	LW, WBS
Denver	KLZ	AMP
Denver	KOA	NBC
Denver	KVOD	AMP, LW, SR, WBS
Durango	KIUP	MS, SR
Grand Junction	KFXJ	MS
Greeley	KFKA	WBS
Lamar	KIDW	MS
Pueblo	KGHF	WBS

CONNECTICUT

City	Station	Service
Bridgeport	WICC	AMP
Hartford	WDRS	NBC
Hartford	WHTT	AMP, SR
Hartford	WTIC	WBS
New Britain	WNBC	SR
New Haven	WELI	WBS
Waterbury	WATR	MS
Waterbury	WBRY	NBC

DELAWARE

City	Station	Service
Wilmington	WDEL	LW

DISTRICT OF COLUMBIA

City	Station	Service
Washington	WJSV	WBS
Washington	WMAL	NBC
Washington	WOL	LW, SR
Washington	WRC	NBC

FLORIDA

City	Station	Service
Clearwater	WFLA	NBC
Daytona Beach	WMFJ	LW
Gainesville	WRUF	WBS
Jacksonville	WJAX	NBC
Jacksonville	WMBR	WBS
Lakeland	WLAK	MS, WBS
Miami	WIOD	NBC
Miami	WQAM	WBS
Orlando	WDBO	WBS
Pensacola	WCOA	WBS
St. Petersburg	WSUN	WBS
Tallahassee	WTAL	WBS
Tampa	WDAE	SR
West Palm Beach	WJNO	WBS

GEORGIA

City	Station	Service
Albany	WGPC	AMP
Athens	WTPI	WBS
Atlanta	WATL	AMP
Atlanta	WGST	WBS
Atlanta	WSB	NBC
Augusta	WRDW	WBS
Columbus	WRBL	SR
Griffin	WKEU	SR
Macon	WMAZ	WBS
Savannah	WTOC	AMP, LW
Waycross	WAYX	NBC

IDAHO

City	Station	Service
Boise	KIDO	MS, WBS
Idaho Falls	KID	MS, WBS
Lewiston	KRLC	MS, WBS
Nampa	KFXD	LW
Pocatello	KSEI	MS

ILLINOIS

City	Station	Service
Bloomington	WJBC	SR
Champaign	WDWS	NBC
Chicago	WAAB	SR
Chicago	WENR	NBC
Chicago	WGN	WBS
Chicago	WJJD	MS
Chicago	WMAQ	NBC
Decatur	WJBL	WBS
East St. Louis	WTMV	AMP, NBC
Joliet	WCLS	SR
Quincy	WTAD	LW, NBC
Rockford	WROK	NBC, SR
Rock Island	WHRF	NBC
Springfield	WTAX	WBS
Tuscola	WDX	NBC

INDIANA

City	Station	Service
Anderson	WHBU	AMP
Elkhart	WTRC	WBS
Evansville	WGBF	WBS
Fort Wayne	WOWO	NBC
Gary	WIND	MS
Indianapolis	WFBM	SR
Indianapolis	WIRE	MS, NBC
Muncie	WLBC	SR, WBS
New Albany	WGRC	SR
South Bend	WSBT	SR
Terre Haute	WBOW	SR

IOWA

City	Station	Service
Cedar Rapids	WMT	WBS
Davenport	WOC	WBS
Des Moines	WHO	WBS
Des Moines	KRNT	AMP
Des Moines	KSO	AMP
Dubuque	WKBB	WBS
Mason City	KGLO	NBC
Shenandoah	KFNF	MS
Shenandoah	KMA	AMP, SR
Sioux City	KSCJ	MS

KANSAS

City	Station	Service
Abilene	KFBI	WBS
Coffeyville	KGGF	NBC, WBS
Dodge City	KGNO	NBC
Hutchinson	KWBG	NBC, WBS
Garden City	KIOL	WBS
Kansas City	KCKN	LW, MS, SR
Lawrence	WREN	NBC
Salina	KSJS	SR
Topeka	KWBW	SR, WBS
Wichita	KANS	NBC, SR
Wichita	KFH	AMP

KENTUCKY

City	Station	Service
Ashland	WCMI	NBC
Lexington	WLAP	WBS
Louisville	WAVE	NBC

LOUISIANA

City	Station	Service
Alexandria	KALB	NBC, SR
Baton Rouge	WJBO	NBC, WBS
Lake Charles	KPLC	SR
Monroe	KMLB	NBC, WBS
New Orleans	WBNO	LW
New Orleans	WDSU	WBS
New Orleans	WJBW	MS, SR
New Orleans	WSMB	NBC
Shreveport	KRMD	WBS
Shreveport	KTBS	NBC
Shreveport	KWKH	SR

MAINE

City	Station	Service
Bangor	WLBZ	LW
Portland	WCSH	WBS

MARYLAND

City	Station	Service
Baltimore	WBAL	AMP, LW
Baltimore	WFBR	NBC, WBS
Cumberland	WTBO	WBS
Frederick	WFMD	WBS
Hagerstown	WJEJ	NBC

MASSACHUSETTS

City	Station	Service
Boston	WAAB	AMP
Boston	WBZ	NBC
Boston	WCOP	WBS
Boston	WEEI	WBS
Boston	WHDH	LW, MS, SR
Boston	WNAC	AMP
Boston	WORL	SR
New Bedford	WNBH	NBC
Springfield	WBZA	NBC
Springfield	WMAS	AMP
Springfield	WSPR	SR
Worcester	WORC	NBC
Worcester	WTAG	WBS

MICHIGAN

City	Station	Service
Battle Creek	WELL	NBC
Bay City	WBCM	NBC
Calumet	WHDF	LW, WBS
Detroit	WJKB	AMP, NBC
Detroit	WJR	SR, WBS
Detroit	WXYZ	AMP
Detroit	CKLW	WBS
Flint	WFDL	NBC, SR
Grand Rapids	WASH-WOOD	NBC, SR
Ironwood	WJMS	NBC
Kalamazoo	WKZO	NBC
Jackson	WIBM	SR
Lansing	WJIM	SR
Muskegon	WKBZ	NBC

MINNESOTA

City	Station	Service
Duluth	KDAL	SR
Duluth	WEBC	WBS
Hibbing	WMFG	AMP
Minneapolis	KSTP	NBC, WBS
St. Paul	WDGY	LW, SR
Minneapolis	WMIN	SR
St. Paul	WTCN	AMP
St. Paul	KROC	NBC, WBS
Rochester		

MISSISSIPPI

City	Station	Service
Jackson	WJDX	NBC
Laurel	WAML	WBS
Vicksburg	WQBC	WBS, SR

MISSOURI

City	Station	Service
Columbia	KFRU	NBC
Jefferson City	KWOS	NBC, SR
Jeppin	WMBH	NBC
Kansas City	KCMO	AMP
Kansas City	KMBC	AMP, WBS
Kansas City	KXBY	AMP
St. Joseph	KFEQ	NBC

MISSOURI (Continued)

City	Station	Service
St. Louis	KMOX	AMP
St. Louis	KSD	NBC
St. Louis	KWK	WBS
St. Louis	WIL	LW, MS, SR
Springfield	KGBX	NBC, WBS
Springfield	KWTO	WBS

MONTANA

City	Station	Service
Billings	KGHL	NBC, SR
Butte	KGIR	LW, SR
Great Falls	KFBB	WBS
Wolf Point	KGCX	NBC, SR

NEBRASKA

City	Station	Service
Clay Center	KMMJ	SR
Lincoln	KFAB	WBS
Lincoln	KFOR	WBS
North Platte	KGNF	MS
Omaha	KOIL	WBS
Omaha	WAAW	SR
Omaha	WOW	NBC
Scottsbluff	KGKY	NBC

NEVADA

City	Station	Service
Reno	KOH	SR

NEW HAMPSHIRE

City	Station	Service
Manchester	WFEA	NBC
Portsmouth	WHEB	NBC

NEW JERSEY

City	Station	Service
Atlantic City	WPG	NBC
Jersey City	WAAT	LW, NBC, SR
Newark	WNEW	LW
Newark	WOR	WBS

NEW MEXICO

City	Station	Service
Albuquerque	KGGM	SR, WBS
Albuquerque	KOB	MS, NBC
Clovis	KICA	MS
Santa Fe	KRQA	SR, WBS

NEW YORK

City	Station	Service
Albany	WOKO	SR, WBS
Auburn	WMBO	SR
Bingham		



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(Continued from page 170)

NORTH DAKOTA			TENNESSEE			WISCONSIN (Continued)		
City	Station	Service	City	Station	Service	City	Station	Service
Bismarck	KFYR	NBC	Bristol	WOPI	NBC, WBS	Milwaukee	WTMJ	AMP, NBC
Devils Lake	KDLR	MS	Chattanooga	WAPO	NBC, SR	Poynette	WIBU	LW, SR
Fargo	WDAY	NBC	Chattanooga	WDOD	WBS	Racine	WRJN	NBC
Mandan	KGCU	MS	Jackson	WTJS	NBC	Sheboygan	WHBL	SR
Minot	KLPM	MS, WBS	Knoxville	WROL	NBC	Superior	WEBC	AMP
Valley City	KOVC	SR	Memphis	WMC	NBC	WYOMING		
OHIO			Memphis	WNBR	LW, MS, SR	City	Station	Service
City	Station	Service	Memphis	WREC	WBS	Casper	KDFN	WBS
Akron	WADC	AMP	Nashville	WLAC	WBS	Sheridan	KWYO	MS, WBS
Canton	WBHC	NBC	Nashville	WSIX	MS, SR	HAWAII		
Canton	WJW	SR, WBS	Nashville	WSM	NBC	City	Station	Service
Cincinnati	WCKY	NBC, WBS	TEXAS			Hilo	KHBC	MS
Cincinnati	WCPO	AMP	City	Station	Service	Honolulu	KGMB	AMP, MS, SR, WBS
Cincinnati	WKRC	AMP	Abilene	KRBC	NBC, SR	Honolulu	KGU	NBC
Cincinnati	WLW	AMP	Amarillo	KGNC	NBC, WBS	CANADIAN		
Cincinnati	WSAI	AMP, NBC	Austin	KNOW	AMP, LW	City	Station	Service
Cleveland	WGAR	AMP	Beaumont	KFDM	NBC, WBS	Brantford, Ont.	CKPK	SR
Cleveland	WHK	WBS	Big Spring	KBST	NBC, SR	Calgary, Alta.	CFAC	NBC, WBS
Cleveland	WJAY	SR	Brady	KNEL	NBC	Calgary, Alta.	CFCN	MS, SR
Cleveland	WTAM	NBC	Corpus Christi	KREL	MS, WBS	Charlottetown,	CFCY	LW
Columbus	WBNS	AMP	Dallas	KRLD	MS	P. E. I.	WNEL	LW
Columbus	WCOL	NBC	Dallas	WFAA	NBC	Edmonton, Alta.	CFCN	MS
Columbus	WHKC	WBS	El Paso	KTSM	MS, WBS	Edmonton, Alta.	CJCA	MS, NBC, WBS
Lima	WBLV	SR	Fort Worth	KFJZ	NBC	Fredericton, N. B.	CFCW	NBC
Portsmouth	WPAY	SR	Fort Worth	KTAT	SR	Halifax, N. S.	CHNS	LW, NBC, WBS
Toledo	WSPD	LW, WBS	Fort Worth	WBAP	WBS	Hamilton, Ont.	CHML	NBC
Youngstown	WKBN	LW, WBS	Houston	KPRC	NBC	Hull Que.	CKCH	NBC
Zanesville	WALR	NBC	Houston	KTRH	SR	Kelowna, B. C.	CKOV	NBC
OKLAHOMA			Houston	KXZY	MS, WBS	Kirkland Lake, Ont.	CFRC	NBC
City	Station	Service	Lubbock	KFRO	WBS	Kitchener, Ont.	CFCR	SR
Ada	KADA	WBS	Lubbock	KFYO	MS, SR	Lethbridge, Alta.	CJOC	MS, NBC
Ardmore	KVSO	MS, WBS	Midland	KRLH	SR, WBS	London, Ont.	CFPL	NBC
Enid	KCRC	WBS	Pampa	KPDN	NBC, SR	Moncton, N. B.	CKCW	WBS
Muskogee	KBIX	WBS	Paris	KPLT	NBC, SR	Montreal, Que.	CFCE	NBC
Oklahoma City	KFXR	LW	San Angelo	KGKL	NBC	Montreal, Que.	CHLP	SR
Oklahoma City	KGFG	SR	San Antonio	KABC	MS	Montreal, Que.	CKAC	WBS
Oklahoma City	KOMA	AMP	San Antonio	KMAC	NBC	Moose Jaw, Sask.	CJRM	WBS
Oklahoma City	WKY	NBC	San Antonio	KTSA	AMP, LW	North Bay, Ont.	CFCH	SR
Shawnee	KGFF	MS	San Antonio	WOAI	WBS	Ottawa, Ont.	CRCO	LW, SR
Tulsa	KTUL	AMP, SR	Sherman	KRRV	SR	Prince Albert, Sask.	CKBI	NBC
Tulsa	KVOO	WBS	Texarkana	KCMC	WBS	Quebec, Que.	CHRC	NBC
OREGON			Tyler	KGKB	NBC	Quebec, Que.	CKCV	WBS
City	Station	Service	Waco	WACO	AMP	Regina, Sask.	CKCK	NBC
Eugene	KORE	MS	Weslaco	KRGV	MS, NBC, SR	St. John, N. B.	CHWC	SR
Klamath Falls	KFJI	MS, WBS	Wichita Falls	KGKO	WBS	Saskatoon, Sask.	CHSJ	WBS
Portland	KALE	LW	UTAH			Sault Ste. Marie,	CFJC	NBC
Portland	KEX	NBC	City	Station	Service	Ont.	CJCS	SR
Portland	KFJR	LW	Ogden	KLO	MS	Stratford, Ont.	CKSO	NBC, SR
Portland	KGW	NBC, SR	Price	KEUB	NBC	Sudbury, Ont.	CJCB	NBC
Portland	KOIN	LW, MS, WBS	Salt Lake City	KDYL	NBC, WBS	Sydney, N. S.	CKGB	SR
Salem	KSLM	SR	Salt Lake City	KSL	AMP, MS	Timmins, Ont.	CFRB	SR
PENNSYLVANIA			VERMONT			Toronto, Ont.	CKCL	LW, WBS
City	Station	Service	City	Station	Service	Toronto, Ont.	CRCT	NBC
Allentown	WCBA	WBS	Rutland	WSYB	SR	Trail, B. C.	CJAT	WBS
Easton	WEST	LW	Springfield	WNBX	WBS	Vancouver, B. C.	CJOR	NBC
Erie	WLEU	NBC, WBS	Waterbury	WDEV	LW, NBC	Vancouver, B. C.	CKWX	SR, WBS
Glenside	WHGB	NBC	VIRGINIA			Waterloo, Ont.	CKCR	SR
Greensburg	WHIP	SR	City	Station	Service	Winnipeg, Man.	CJRC	MS, SR, WBS
Harrisburg	WKBO	NBC	Charlottesville	WCHV	NBC, SR	Winnipeg, Man.	CKY	NBC, SR, WBS
Hazleton	WAZL	LW	Harrisonburg	WSVA	SR, WBS	PUERTO RICO		
Johnstown	WJAC	NBC	Lynchburg	WLVA	NBC, SR	City	Station	Service
Lancaster	WGAL	LW	Newport News	WGH	LW	San Juan	WKAQ	NBC
Pittsburgh	WCAE	AMP	Norfolk	WJAR	NBC	San Juan	WNEL	LW
Pittsburgh	WJAS	SR	Petersburg	WPHR	LW, SR	FOREIGN		
Pittsburgh	WWSW	MS	Richmond	WMBG	MS	City	Station	Service
Pittsburgh	KDKA	NBC	Richmond	WRVA	WBS	Adelaide, Australia	5DN	WBS
Pittsburgh	KQV	SR	Roanoke	WDBJ	SR, WBS	Adelaide, Australia	5AD	NBC
Philadelphia	WCAU	WBS	WASHINGTON			Auckland,	1ZB	WBS
Philadelphia	WPIL	AMP	City	Station	Service	New Zealand		
Philadelphia	WIP	WBS	Aberdeen	KXRO	WBS	Berne, Switzerland	SR	NBC
Philadelphia	KYW	NBC	Bellingham	KVOS	MS, SR, WBS	Brisbane, Australia	4BC	LW, NBC, SR
Reading	WRAW	LW, NBC, WBS	Olympia	KGY	WBS	Buenos Aires,	RCA-Victor	NBC
Reading	WGAI	NBC, WBS	Seattle	KIRO	LW, MS	Buenos Aires,	LRI-El Mundo	NBC
Sunbury	WKOK	NBC, SR	Seattle	KOMO	NBC	Argentina		
Wilkes-Barre	WBAX	NBC	Seattle	KOL	WBS	Argentina	ZTC	NBC
Williamsport	WRAX	MS, NBC	Seattle	KRSC	LW	South Africa		
York	WORK	LW	Seattle	KXA	SR	Colon, Panama	HP5K-HP50	NBC
RHODE ISLAND			Seattle	KFPY	LW	Durban,	ZTD	NBC
City	Station	Service	Spokane	KHQ	NBC	South Africa	ZTJ	NBC
Providence	WEAN	AMP	Tacoma	KMO	WBS	Johannesburg,		
Providence	WJAR	WBS	Walla Walla	KUJ	MS, WBS	South Africa		
Providence	WPRO	NBC	Wenatchee	KPQ	MS, WBS	Duchy of	Luxembourg	SR
SOUTH CAROLINA			Yakima	KIT	MS, WBS	Luxembourg		
City	Station	Service	WEST VIRGINIA			Melbourne,	3KZ	WBS
Anderson	WAIM	LW, NBC	City	Station	Service	Australia	3UZ	LW
Charleston	WCSC	WBS	Bluefield	WHIS	WBS	Australia	3XY	NBC
Columbia	WIS	WBS	Wheeling	WWVA	NBC	Melbourne,		
Greenville	WFBC	NBC	WISCONSIN			Melbourne,		
Spartanburg	WSPA	LW	City	Station	Service	Australia		
SOUTH DAKOTA			Green Bay	WHBY	MS, WBS	Mexico City, Mex.	XEW	NBC, SR, WBS
City	Station	Service	Green Bay	WTAQ	NBC	Normandy, France	Radio Normandie	SR
Aberdeen	KABR	WBS	Janesville	WCLO	NBC	Paris, France	Radio Toulouse	WBS
Rapid City	KOBH	NBC, SR	La Crosse	WKBH	SR, WBS	Piedras Negras,	XEPN	LW
Sioux Falls	KSOO	MS, NBC	Madison	WIBA	MS, WBS	Mexico		
Yankton	WNAX	SR	Manitowoc	WOMT	WBS	Reynosa, Mexico	XEAW	LW
			Milwaukee	WEMP	MS	Rio de Janeiro,	PRE 3	NBC
			Milwaukee	WISN	LW	Rio de Janeiro,	PRE 8-Radio	NBC
						Brazil	Nacional	NBC
						Sydney, Australia	2CH	NBC
						Sydney, Australia	2GB	NBC, SR, WBS
						Villa Acuna, Mex.	XERA	L /
						Wellington,	2YA	NBC
						New Zealand		

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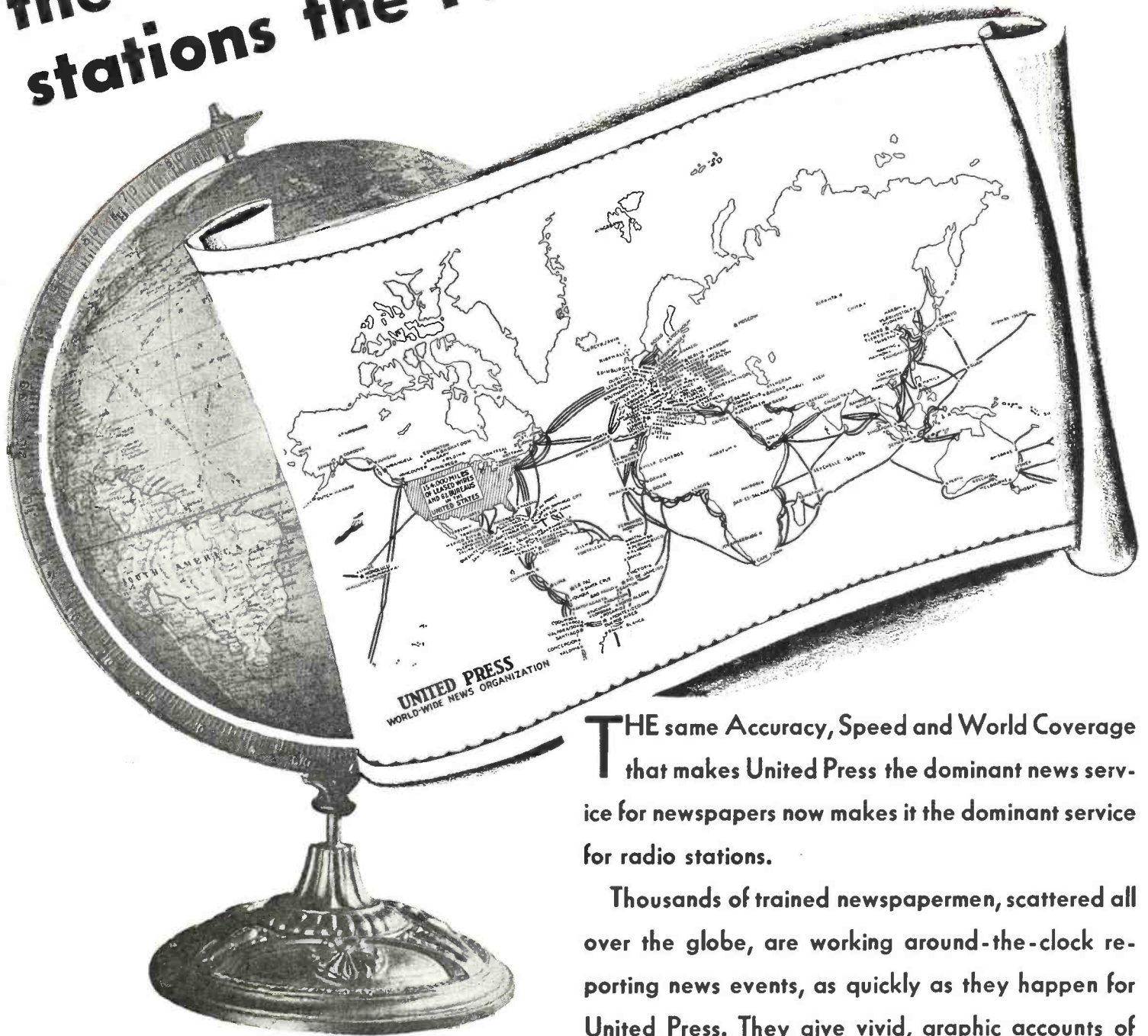
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(Continued from Page 174)

PENNSYLVANIA			TEXAS			WASHINGTON (Continued)			PUERTO RICO		
City	Station	Service	City	Station	Service	City	Station	Service	City	Station	Service
Easton	WEST	TP	Amarillo	KGNC	UP	Seattle	KIRO	INS	San Juan	WKAQ	TP
Erie	WLEU	TP	Austin	KNOW	INS	Seattle	KJR	UP	San Juan	WNEL	RNA
Harrisburg	WHP	TP	Beaumont	KFDM	UP	Seattle	KOL	TP	ALBERTA		
Hazleton	WAZL	TP	Corpus Christi	KGFI	TP	Seattle	KRSC	TP	City	Station	Service
Lancaster	WGAL	TP	Dallas	KRLD	INS	Spokane	KFPY	UP	Calgary	CFAC	TP
Philadelphia	KYW	UP	El Paso	KTSM	RNA	Spokane	KGA	TP	Calgary	CFCN	TP
Philadelphia	WCAU	UP	Fort Worth	KFJZ	TP, UP	Spokane	KHQ	TP	BRITISH COLUMBIA		
Philadelphia	WFIL	INS	Longview	KFRO	TP	Tacoma	KMO	TP	City	Station	Service
Philadelphia	WIP	TP	Lubbock	KFYO	TP	Walla Walla	KUJ	TP	Vancouver	CJOR	TP
Pittsburgh	KDKA	UP	Midland	KRLH	TP	Wenatchee	KPQ	TP	MANITOBA		
Pittsburgh	WCAE	INS	Palestine	KNET	TP	Yakima	KIT	TP	City	Station	Service
Pittsburgh	WJAS	TP, UP	Pampa	KPDN	TP	WEST VIRGINIA			Winnipeg	CJRC	TP
Pittsburgh	KQV	UP	Port Arthur	KPAC	TP	City	Station	Service	NEW BRUNSWICK		
Reading	WEEU	TP	San Antonio	KABC	TP	Fairmont	WMMN	TP, UP	City	Station	Service
Reading	WRAW	TP	San Antonio	WOAI	INS, UP	Parkersburg	WPAR	TP	Saint John	CHSJ	TP
Scranton	WGBI	TP	Temple	KTEM	UP	Wheeling	WWVA	UP	NOVA SCOTIA		
Wilkes Barre	WBAX	UP	Tyler	KGKB	TP	WISCONSIN			City	Station	Service
Wilkes Barre	WBRE	TP	Waco	WACO	INS	City	Station	Service	Halifax	CHNS	TP
York	WORK	TP	Weslaco	KRGV	TP	Fond du Lac	KFIZ	UP	Sydney	CJCB	TP
RHODE ISLAND			UTAH			WISCONSIN			ONTARIO		
City	Station	Service	City	Station	Service	City	Station	Service	City	Station	Service
Providence	WEAN	INS	Price	KEUB	TP	Green Bay	WHBY	TP	Kirkland Lake	CJKL	TP
Providence	WJAR	TP	Salt Lake City	KDYL	TP	Green Bay	WTAQ	TP	North Bay	CFCH	TP
Providence	WPRO	RNA, UP	Salt Lake City	KSL	INS, UP	Janesville	WCLO	TP	Sault St. Marie	CJIC	TP
SOUTH CAROLINA			VERMONT			WISCONSIN			ONTARIO		
City	Station	Service	City	Station	Service	La Crosse	WKBH	TP	Stratford	CJCS	TP
Anderson	WAIM	TP	Springfield	WNBX	TP	Madison	WIBA	UP	Timmins	CKGB	TP
Charleston	WCSC	UP	St. Albans	WQDM	TP	Manitowoc	WOMT	UP	Windsor	CKLW	TP
Columbia	WIS	UP	Waterbury	WDEV	TP	Milwaukee	WEMP	TP, UP	QUEBEC		
Spartanburg	WSPA	TP, UP	VIRGINIA			Milwaukee	WISN	INS	City	Station	Service
SOUTH DAKOTA			City	Station	Service	Poynette	WTMJ	UP	Kirkland Lake	CJKL	TP
City	Station	Service	Charlottesville	WCHV	TP	Sheboygan	WBUB	UP	North Bay	CFCH	TP
Rapid City	KOBH	TP	Danville	WBTM	TP, UP	Wausau	WSAU	UP	Sault St. Marie	CJIC	TP
Sioux Falls	KSOO	RNA, TP	Harrisonburg	WSVA	TP	WYOMING			Stratford	CJCS	TP
Yankton	WNAX	INS, UP	Lynchburg	WLVA	TP	City	Station	Service	Timmins	CKGB	TP
TENNESSEE			Newport News	WGH	TP	Casper	KDFN	RNA, TP	Windsor	CKLW	TP
City	Station	Service	Norfolk	WTAR	UP	Sheridan	KWYO	TP	SASKATCHEWAN		
Bristol	WOPI	RNA, TP	Richmond	WRVA	TP, UP	HAWAII			City	Station	Service
Chattanooga	WDOD	TP	WASHINGTON			City	Station	Service	Montreal	CKAC	UP
Knoxville	WROL	TP	City	Station	Service	Honolulu	KGU	TP	SASKATCHEWAN		
Memphis	WMC	INS	Aberdeen	KXRO	TP	ALASKA			City	Station	Service
Memphis	WNBR	TP	Bellingham	KVOS	TP	City	Station	Service	Regina	CJRM	TP
Memphis	WREC	UP	Everett	KRKO	TP	Ketchikan	KGBU	TP	SASKATCHEWAN		
Nashville	WLAC	TP	Olympia	KGY	TP	HAWAII			City	Station	Service

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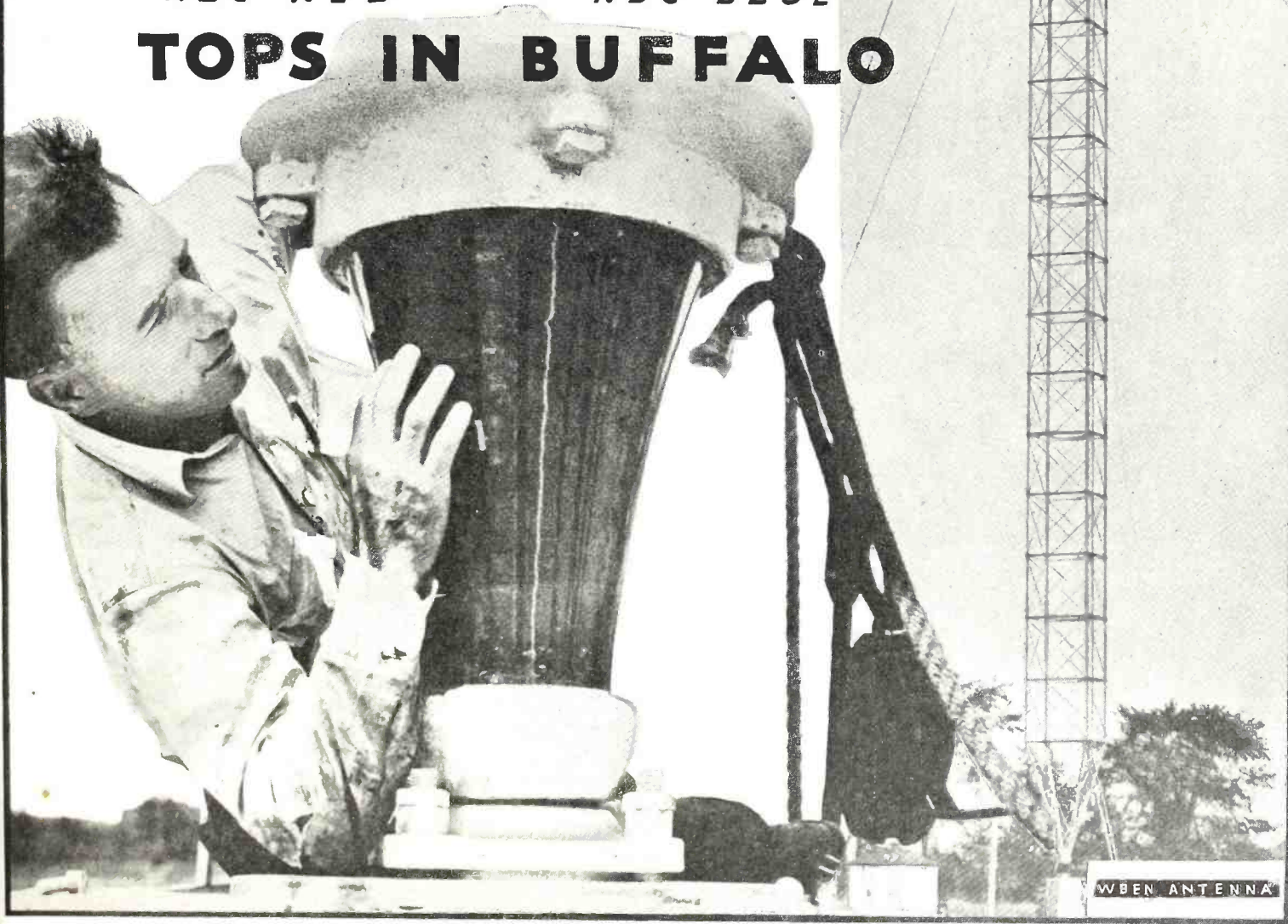
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Chowchilla News—J. F. Burcher.
Fresno Bee—A. J. Welter.
Glendale News-Press—Homer Canfield.
Hollywood Citizen-News—Zuma Palmer.
Long Beach Press—Telegram—Frances Vaden.
Long Beach Sun—Roy Hilton.

CALIFORNIA (Continued)

Los Angeles Examiner—Bernard Milligan.
Los Angeles Times—Carroll Nye.
Los Angeles Daily News—Kenneth Frog-
ley.
Los Angeles Herald & Express—Eugene Inge.
Los Angeles Post-Record—Kenneth Frog-
ley.
Madera Tribune—H. A. Clarke.
Mariposa Gazette—John Dexter.
Merced Sun-Star—John Schmidt.
Monterey Peninsula Herald—Mrs. Mary Hunkin.
Oakland Tribune—Jack Burroughs.
Oakland Post-Enquirer—William Holmes.
Oakland Enterprise—George Sparks.
Pasadena Star-News & Post—R. Ben-
nett.
Sacramento Union—Wayne Hamilton.
Sacramento Bee—Bert Vaughn.
San Diego Sun—Willis Werner.
San Diego Union-Tribune—Maurice Sav-
age.
San Francisco Call-Bulletin—Robert Hall.
San Francisco News—Claude LaBelle.
San Francisco Chronicle—Herbert Caen.
San Francisco Examiner—Darrell Don-
nell.
San Jose Mercury-Herald—Stuart Du-
Four.
Santa Ana Journal—Frank Orr.
Santa Ana Register—Mason Youll.
Santa Barbara Press—Bud Roe.
Santa Barbara Daily News—H. E. Mc-
Allister.
Santa Monica Outlook—Homer Canfield.
Stockton Independent—Joe Capurro.
Stockton Record—Earl Edmiston.
Turlock Daily Journal—Jack McDowell.

COLORADO

Colorado Springs Gazette & Telegraph—
Trell Knowles.
Denver Post—Betty Craig.
Denver Rocky Mountain News—Alberta
Pike.
Denver Monitor—Carson Harris.
Durango News—Lewis R. Cobb.
Greeley Tribune—F. E. Merrill.
Greeley Journal—L. L. Wilkinson.
Lamar Daily Sparks—Ralph Williams.

CONNECTICUT

Bridgeport Post—Rocky Clark.

CONNECTICUT (Continued)

Bridgeport Times-Star—Fred Thoms.
Bridgeport Herald (Sunday only)—Leo
Miller.
Hamden Times—Richard Owens.
Hartford Courant—Donald Smith.
Hartford Times—Harold B. Waldo.
New Britain Herald—Kenneth J. Saund-
ers.
New Haven Register—Colby Driessens.
Waterbury Republican & American—E.
Christy Erk.
Waterbury Democrat—Ray Fitzpatrick.

DISTRICT OF COLUMBIA

Washington Herald—Peter Finney.
Washington Daily News—Karl Sprinkle.
Washington Post—John Heiney.
Washington Star—James Chinn.
Washington Times—Dorothy Moore.

FLORIDA

Clearwater Sun—Wayne Oliver.
Daytona Beach News-Journal—Herbert
M. Davidson.
Daytona Beach Sun-Record—Lois Hunter.
Deland Sun-News—Stanley Kulp.
Jacksonville Journal—James Massey.
Jacksonville Florida Times-Union—R. G.
Moffett.
Miami Daily News—Boardman Byrd.
Miami Herald—Robert Hughes.
Miami Radio Journal—Robert Winkel-
man.
Orlando Reporter-Star—Henry Balch.
Orlando Sentinel—Cy Meanor.
Panama City Herald—Thorn Lane.
Pensacola Journal—Frank Pericola.
Pensacola News—Don Hogan.
St. Petersburg Independent—William
Dunlap.
St. Petersburg Times—Ned Atchison.
Tallahassee State News—Rex Saffer.
Tampa Times—Virginia James.
Tampa Tribune—Harry Schaden.
Tavares Central Lake County Citizen—
Larry Lynch.

GEORGIA

Athens Banner-Herald—Bryan Lumpkin.
Atlanta Constitution—Sam Clarke.
Atlanta Georgian-American—Max Hall.
Atlanta Journal—Ernest Rogers.
Columbus News-Record—Billy Coppack.
Rome News-Tribune—Ernestine Horn-
ady.

IDAHO

Twin Falls News—Maurice Sanderson.
Twin Falls Idaho Evening Times—Ju-
neau Shim.

ILLINOIS

Carthage Republican—Harvey Galloway.
Chicago Herald & Examiner—Ulmer
Turner.
Chicago Daily News—Charles J. Gil-
christ.
Chicago Evening American—G. Corn-
wall Spencer.
Chicago Tribune—Larry Wolters.
Chicago Daily Times—Don Foster.
Chicago: Radio Guide, 731 Plymouth
Court, Editorial Director: Curtis Mitchell.
East St. Louis Journal—Howard Moore.
Harrisburg Daily Register—Casey Demp-
sey.
Joliet Free Press—Will Morrell.
Peoria Journal-Transcript—Milo Shep-
ardson.
Peoria Star—William Oakley.
Rock Island Argus—J. W. Ramsey.
Moline Dispatch—Russell Gingles.
Springfield Illinois State Register—
George Stubbs.
Tuscola Review—E. H. Bruhn.
Tuscola Journal—John Howk.

INDIANA

Anderson Herald—Tim Jewett.
Elkhart Daily Truth—Dan Albrecht.
Evansville Courier—Guy Bowsher.
Evansville Journal—Clarence Kerlin.
Evansville Press—Ralph Elvin.
Fort Wayne Journal-Gazette—Chester
Brouwer.
Fort Wayne News-Sentinel—John Koehl.
Hammond Times—Paul K. Damai.
Goshen News-Times & Democrat—Herb
Swartz.
Indianapolis Times—James Thrasher.
Indianapolis News—Herbert Kenney, Jr.
Indianapolis Star—Cleo L. Kern.
Jefferson News & Journal—Dean Mitch-
ell.
New Albany Ledger—James Galloway.
South Bend Tribune—Mary Stockdale.
South Bend News-Times—Margery
Fothergill.

IOWA

Council Bluff Nonpareil—Harry Mauck.
Davenport Democrat—Grace Kinnavey.
Davenport Times—Ellen Thompson.
Davenport Tri-City Star—C. L. Hannon.
Decorah Journal—J. C. Hammond.
Des Moines Register & Tribune—Mary
Little.

IOWA (Continued)

Shenandoah Gazette—Ralph Cunning-
ham.
Shenandoah Sentinel—Willard Archie.
Sioux City Journal—Willis Forbes.

KANSAS

Coffeyville Journal—Melvin E. Drake.
Garden City Telegram—Jerry Reed.
Garden City Daily News—L. E. Busen-
bark.
Hutchinson Record—Harlow Brown.
Kansas City Kansas—C. H. Nobe.
Topeka Daily Capital—E. D. Keilman.
Topeka State Journal—George Hillyer.
Wichita Beacon—S. A. Coleman.

KENTUCKY

Ashland Daily Independent—Ann Tenny.
Ironton Daily News—Charles Carrell.
Lexington Herald—Olin Hinkle.
Lexington Leader—Russell Scofield.
Louisville Courier-Journal—Mildred Lee.
Louisville Times—William Halley.
Louisville Herald-Post—Mary Theobald.

LOUISIANA

Baton Rouge State Times—C. P. Liter.
Baton Rouge Morning Advocate—A. J.
Allemand.
Hammond Courier—Hodding Carter, Jr.
New Orleans Item & Tribune—Robert
Meyers.
New Orleans States—Orleania Stafford.
New Orleans Times-Picayune—Fred
Cumbus.
Shreveport Journal—Tom Ashley.
Shreveport Times—Jack Keasler.

MAINE

Bangor Commercial—Frank L. Bass.
Portland News—Tim Ward.
Portland Press-Herald—Mrs. Ina Somer-
ville.
Portland Sunday Telegram—Harold
Cram.

MARYLAND

Baltimore News-Post & Sunday Ameri-
can—J. Hammond Brown.
Baltimore Evening Sun—Harry Steuart.
Baltimore Morning Sun—E. J. Chap-
man.
Baltimore Sunday Sun—Francis Hiss.
Frederick News-Post—C. E. Butterfield.

MASSACHUSETTS

Boston Globe—Lloyd C. Greene.
Boston American & Sunday Advertiser—
Newcomb Thompson.
Boston Transcript—Frederick Hobbs.
Boston Herald & Traveler—Alice Quin-
lan.
Boston Post—Howard Fitzpatrick.
Boston Record—Steve Fitzgibbons.
Christian Science Monitor (Boston)—
Albert D. Hughes.
Lowell Courier-Citizen—Ethel Billings.
Lowell Sun—Ann Onahue.
New Bedford Mercury—Paul Williams.
New Bedford Standard-Times—Richard
H. Hartford.
Springfield Republican—Benjamin Bux-
ton.
Springfield Union—Henry P. Lewis,
Frank Murray.
Worcester Telegram & Gazette—Mrs.
Dorothy Mattison.
Worcester Post—Eddie Eaton.

MICHIGAN

Battle Creek Enquirer & News—Hobart
Chippman.
Battle Creek Moon-Journal—Ray Sim-
mons.
Bay City Times—Wayne Converse.
Detroit News—Herschell Hart.
Detroit Times—Pat Dennis.
Detroit Free Press—Edgar A. Guest Jr.,
Betty Sloan.
Detroit Saturday Night—Paul H. Bruske.
Grand Rapids Herald—William B. Mc-
Claran.
Grand Rapids Press—Evelyn Kruse.
Jackson Citizen-Patriot—Carl Saunders.
Kalamazoo News Advertiser—Peter
Prescott.
Muskegon Chronicle—C. D. McNamee.

MINNESOTA

Duluth Herald—J. T. Watts.
Duluth News-Tribune—Nathan Cohen.
Minneapolis Journal—Phil Schulte.
Minneapolis Star—Eleanor Shaw.
Minneapolis Tribune—E. A. Ahlstrom,
Phil Schipley.
St. Paul Dispatch and Pioneer Press—
Lambert Schultz.

MISSISSIPPI

Koskiusko Star-Herald—Stokes Sanders.
Vicksburg Post & Herald—Burrell Con-
way.

MISSOURI

Columbia Missourian—T. C. Morelock.
Jefferson City Post-Tribune—Lawrence
Lukewitte.
Jefferson City Capital News—Don C.
Wright.

(Continued on page 180)

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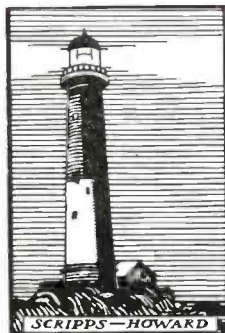
WTCN — ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE STATION. MINNESOTA BLDG., ST. PAUL. WESLEY TEMPLE BLDG., MINNEAPOLIS
Free & Peters, Inc. (Formerly Free & Sleisinger), Nat. Representatives

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KNOXVILLE, TENN.

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The installation of new 5000 watt transmission equipment and a new 495 foot half wave tower . . . bringing WNOX facilities to a point of technical perfection unsurpassed in the south.



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5000 WATTS DAY
1000 WATTS NIGHT

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CONTINENTAL RADIO COMPANY
SCRIPPS-HOWARD NEWSPAPERS

RADIO EDITORS OF NEWSPAPERS OF UNITED STATES AND CANADA

(Continued from page 178)

MISSOURI (Continued)

Joplin Globe and News-Herald—Robert L. Hutchison.
Kansas City Star—H. Dean Fitzer.
Kansas City Journal-Post — John C. Swayze.
Springfield News and Leader & Press — Docia Karel.
St. Joseph Gazette—Dow Mooney.
St. Joseph News-Press—Ken Chilcote.
St. Louis Post-Dispatch — James L. Spencer.
St. Louis Globe-Democrat — Harry LaMertha.
St. Louis Star-Times—R. V. Hamilton, Roberta Reynolds.

NEBRASKA

Lincoln Star and Journal—Bruce Nichol.
Norfolk Daily News—Art Thomas.
North Platte Tribune—Harrison Tout.
Omaha Bee-News—William Wiseman.
Omaha World-Herald—Helen Nolan.
Scottsbluff Daily Senator—Ed Emerine.

NEVADA

Reno Gazette—Graham Sanford.
Reno Journal—Fred McKechnie.

NEW HAMPSHIRE

Laconia Citizen—Edward J. Gallagher.
Manchester Union-Leader—Joseph Deery.
Portsmouth Herald—Percy Moulton.

NEW JERSEY

Atlantic City Press & Union—Howard P. Dimon.
Camden Courier-Post—Isabelle Bendinger.
Collingswood South Jersey News — Albert Kaplan.
Jersey City Journal—C. J. Ingram.
Long Branch Record—Huston Brown.
Newark News—Hubert R. Ede.
Newark Star-Eagle—Tenny Latimer.
Newark Sunday Call—Al Sonn.
Newark Ledger—Jack Schafer.
Red Bank Standard—Sid Wayne.

NEW MEXICO

Albuquerque Journal—H. P. Pickrell.
Albuquerque Tribune—E. H. Shaffer.

NEW YORK

Albany News—William Haskell.
Albany Knickerbocker Press — Mary O'Neil.
Albany Times-Union—James Reynolds.
Auburn Citizen - Advertiser — William O'Dapping.
Binghamton Press—George S. Curtiss.
Binghamton Sun—Letitia Lyon.
Brooklyn Citizen—Murray Rosenberg.
Brooklyn Daily Eagle—Jo Ransom.
Brooklyn Times-Union—Tim Marks.
Buffalo Evening News—Joe Haefner.
Buffalo Courier-Express—George Oliver.
Elmira Star Gazette—George McCann.
Elmira Advertiser—George Owens.
Middletown Times-Herald—R. J. Dulye.
Newburgh News—Frederick H. Keefe.
New York Jewish Daily Forward—Joseph Katz.
New York Times—Orrin E. Dunlap, Jr.
New York American—Dinty Doyle.
New York Herald-Tribune — Everett Walker.
New York Daily News—Ben Gross.
New York Mirror—Nick Kenny.
New York Post—Aaron M. Stein.
New York Evening Journal—Thomas A. Brooks Jr., Mike Porter.
Olean Times-Herald — Kenneth J. McKean.
Plattsburg Daily Press—William Lynch.
Plattsburg Daily Republican — Thomas Farrell.
Rochester Journal-American — Burgess Smith.
Rochester Democrat & Chronicle—Dewitt Manning.
Rochester Times-Union—Don Yerger.
Schenectady Gazette—Ned Winterstein.
Schenectady Union-Star—John Blauvis.
Syracuse Herald—Robert Hoffman.
Syracuse Journal—E. R. Vadeboncoeur.
Syracuse Post-Standard—Jack Baker.

NEW YORK (Continued)

Asheville Citizen-Times—Olive Newell.
Charlotte Mecklenburg Times — B. A. Lawrence.
Durham Herald—Fred Haney.
Durham Sun—Wyatt Dixon.
Rocky Mount Telegram—Vernon Sechrist.

NORTH DAKOTA

Bismarck Capital (semi-weekly)—Charles Goodwin.
Bismarck Tribune—William Moeller.
Devils Lake Journal—Arthur C. Timboe.
Devils Lake World—Gordon Stefanowicz.
Fargo Forum—Alma Riggle.

OHIO

Akron Beacon-Journal—Dorothy Doran.
Akron Times-Press—Corrine Hodges.
Cincinnati Times-Star—France Raine.
Cincinnati Post—Paul Kennedy.
Cincinnati Enquirer—Jack Rogers.
Cincinnati Radio Dial (weekly)—Margaret Maloney.
Cleveland Plain Dealer—Robert Stephan.
Cleveland Press—Norman Siegel.
Cleveland News—Elmore Bacon.
Columbus Citizen—Lehman Otis.
Columbus Dispatch—George Kienzle.
Columbus Ohio State Journal—Harold Eckert.
Dayton Daily News—Charles Gay, Jr.
Dayton Herald & Journal—James Proud.
Springfield News & Sun—William Kidd.
Tiffin Advertiser Tribune—Arnold Whalen.

OKLAHOMA

Ada News—Ray McKeown.
Ardmore Daily Ardmoreite — Ramon Martin.
Marietta Monitor—Willis Schoate.
Muskogee Phoenix & Times-Democrat—Paul Brauner, James Lucas.
Norman Transcript—R. Cote.
Oklahoma City Daily Oklahoman & Times—R. S. Miller.
Oklahoma City News—Carl V. Little.
Shawnee News—Bryan Roberts.
Tulsa Tribune—Joe Myers.

OREGON

Astoria Astorian-Budget—M. R. Chessman.
Portland Oregonian—William Moyes.
Portland Oregon Journal — Lawrence Gilbertson.
Portland News-Telegram — Edward V. Golick.
Roseburg News Review — Harris Ellsworth.

PENNSYLVANIA

Allentown Call—George Delong.
Allentown Chronicle & News—Charles Wirts.
Altoona Mirror—Herman Reifsnnyder.
Altoona Tribune—Walter Bischoff.
Bethlehem Globe-Times—J. R. Christ.
Erie Times—George Wells.
Erie Dispatch-Herald—A. J. White.
Harrisburg Telegraph — Kay Witmer.
Philadelphia Bulletin—Elmer Cull.
Philadelphia Inquirer—Frank Rosen.
Philadelphia Public Ledger — George S. Opp.
Philadelphia Gazette Democrat (Italian) — A. Schroeder.
Philadelphia Il Popolo Italiano (Italian) — Mrs. R. Zuacca.
Philadelphia Patroyta (Polish)—G. J. Kociel.
Philadelphia Jewish Daily Forward—H. Berger.
Philadelphia Daily News — Dorothy Guinan.
Philadelphia Record—Joseph Grafton.
Pittsburgh Post-Gazette—Darrell Martin.
Pittsburgh Press—S. H. Steinhauer.
Pittsburgh Sun - Telegraph — Dorothy Gihon, Jane Hamilton.
Reading Eagle—Walter Dillon.
Williamsport Sun—J. Mark Good.
Williamsport Gazette & Bulletin—Quinton E. Beauge.

RHODE ISLAND

Pawtucket Times—Ben Poulton.
Providence Journal—Stephen Green.
Providence News-Tribune—Harry Minckens.

SOUTH CAROLINA

Anderson Daily Mail—R. G. Miller.
Anderson Independent—Wilton E. Hall.
Anderson Record—J. V. Dunford.
Columbia Record—G. A. Buchanan, Jr.
Columbia State—Sam L. Latimer.

SOUTH CAROLINA (Continued)

Greenville News—Don Crosland.
Greenville Piedmont—Mrs. W. P. Barton.
Spartanburg Herald—Wilton Garrison.

SOUTH DAKOTA

Brookings Register—Robert Wick.
Brookings Press—R. A. Turner.
Yankton Press & Dakotan—Fred H. Monfore.
Yankton Public Opinion — Waldemar Weverstad.

TENNESSEE

Jackson Sun—Otis Roush.
Knoxville News-Sentinel—B. F. Henry.
Memphis Commercial Appeal — Robert Gray.
Memphis Press-Scimitar — Ada Gilkey.
Robert Johnson.
Nashville Tennessean—Richard Pollard.

TEXAS

Abilene Reporter—Maurine Eastns.
Abilene News—Mary McKinzie.
Austin American-Statesman — William Weeg.
Austin Daily Texas—Everett Shirley.
Austin Dispatch—Robert Ford.
Beaumont Citizen-Press—Ben S. Woodhead, Jr.
Big Spring Herald—Robert W. Whipple.
Brady Standard—S. Smith.
Corpus Christi Caller Times — George Kunkel.
Dallas News & Journal—John Rosenfield, Jr.
Dallas Times-Herald—Douglas H. Hawley.
El Paso Post—Chester Chope.
Fort Worth Star-Telegram—Mark Burrows.
Fort Worth Press—Jack Gordon.
Houston Chronicle—Lecta Rider.
Houston Post—Edith Riley.
Houston Press—Hubert Roussel.
Longview Ledger—James E. Clifford.
Longview Daily News—Carl Estes.
Midland Reporter—Paul Barron.
Pecos Enterprise—Travis Moorman.
Pampa Daily News—Luther Wagnon.
Odessa News—Ralph Shuffler.
San Angelo Standard Times — Blondy Cross.
San Antonio Express—Jack O'Brien.
San Antonio News—August W. Walliser.
Stanton Reporter—James Kelley.
Sherman Democrat—Ted Baumer.
Temple Telegram—Walter Humphrey.
Waco News-Tribune & Times-Herald—Tom Coffield.
Wichita Falls Record News — W. L. Underwood.
Wichita Falls Daily Times — Louis T. Hamlett.

UTAH

Salt Lake City Tribune—James Perry.
Salt Lake City Deseret News — Mark Peterson.

VERMONT

Waterbury Record—William G. Ricker.

VIRGINIA

Martinsville Bulletin—Robert Jucero.
Norfolk Virginian-Pilot — H. G. Tilghman.
Norfolk Ledger-Dispatch—Charles Hoofnagle.
Richmond Times - Dispatch — Norman Rowe.
Richmond News-Leader — Earl Sowers.
Roanoke World-News—W. C. Stouffer.
Roanoke Times—William Atkinson.

WASHINGTON

Aberdeen World—Howard Olson.
Bremerton News - Searchlight — Marie Rosen.
Everett News—Fred Boone.
Everett Herald—W. R. Butler.
Gray's Harbor Washingtonian — Ed Stanley.
Seattle Post-Intelligencer — E. J. Mitchell.
Seattle Star—Violet Woolley.
Seattle Times—Richard Williams.
Spokane Spokesman Review—John d'Urbal.
Spokane Chronicle—Storey Buck.
Spokane Press—Lee McNamara.
Tacoma Ledger—James Bashford.
Tacoma News-Tribune—H. W. Lyman.
Tacoma Times—Mrs. Paul Mattau.
Yakima Valley News—C. A. Foresman.

WEST VIRGINIA

Bluefield Sunset News—Harry W. Ball.
WISCONSIN
Fond du Lac Commonwealth Reporter—Lynn M. Fairbanks.
Janesville Gazette—John Dixon.
Madison Wisconsin State Journal—William Doudna.
Madison Capital Times—K. F. Schmitt.
Milwaukee Journal—Edgar Thompson.
Milwaukee Wisconsin News—Peggy Patton.
Milwaukee Sentinel—Rita Roe.
Racine Journal-Times—Kent Owens.
Sheboygan Press—Elmer J. Zufelt.
Stevens Point Journal—James W. Hull.
Superior Telegram—Seegar Swanson.

HAWAII

Hilo Tribune-Herald—Otis Hill.
Honolulu Advertiser—Henry Dougherty.
Honolulu Star-Bulletin—Paul Findieson.

ALBERTA

Calgary Herald—Helen Fraser.
Calgary Albertan—Mrs. W. Campbell.
Calgary Broadcast Programmes Magazine—J. R. Foster.
Edmonton Journal—Joseph Dwyer.
Edmonton Bulletin—Dick Jackson.
Lethbridge Herald—H. A. Long.

BRITISH COLUMBIA

Kamloops Sentinel—E. McLean.
Kelowna Courier (weekly)—George Rose.
Penticton Herald (weekly)—R. J. MacDougall.
Vernon News (weekly)—W. S. Harris.
Vancouver Daily Province — Gordon Southam.
Vancouver Sun—William Newell.
Vancouver Western Canada Radio News — H. W. Redder.
Victoria Times—Peter Inglis.
Vancouver News-Herald—Jack Scott.
Vancouver Radio Weekly—G. Blangstead.
Victoria Daily Colonist—W. J. Herberts.
Victoria Times—Ormond Marrior.

MANITOBA

Brandon Daily Sun—W. H. Noakes.
Winnipeg Free Press—Peter Whittal.
Winnipeg Record—Bob Freeland.
Winnipeg Tribune—Denny Brown.
NEW BRUNSWICK
Fredericton Daily Mail—James A. Neville.
Fredericton Daily Gleaner — J. A. Crockett.
St. John Telegraph Journal & Times Globe—Charles Millican.
NOVA SCOTIA
Halifax Herald-Mail — Lionel L. Shatford.

ONTARIO

Chatham Daily News—William Robertson.
Kingston Whig-Standard—Rupert Davies.
Hamilton Spectator—Frank Sercombe.
London Advertiser—Locke Elliott.
London Free-Press—James Burns.
North Bay Nugget—Margaret Lees.
Ottawa Journal—C. M. Taschereau.
Ottawa Citizen—Claude Hammerstrom.
Stratford Beacon-Herald—T. Doland.
St. Catharines Standard—James Whyte.
Timmins Daily Press—William Wren.
Toronto Globe—R. McIntyre.
Toronto Star—James Annan.
Toronto Mail & Empire—Alfred Eggard.
Windsor Daily Star—Frank Gill.

PRINCE EDWARD ISLAND

Summerside Pioneer—Berton E. Robinson.
Summerside Journal—J. J. Enman.

QUEBEC

Montreal La Presse—Paul Asselin.
Montreal Herald—A. Marshall.
Montreal Star—E. C. Gannon.
Montreal Gazette—T. Archer.
Montreal Standard—J. Black.
Montreal La Patrie — M. Lefebvre.
Georges Galipeau.
Quebec City L'Action Catholique—G. H. Duberger.
Quebec City Le Soleil—J. P. Perusse.
Quebec City L'Evenement — Maurice Bernier.
Quebec City Chronicle Telegraph — M. Hood.

SASKATCHEWAN

Moose Jaw Times-Herald—R. G. Dunlop.
Regina Star—Andrew McDermott.
Regina Leader-Post—G. Johnson.
Saskatoon Star-Phoenix—Arthur Walls.

BUILD ON A FOUNDATION OF RADIO EVENTS SCRIPTS TO INSURE STABILITY AND INCREASING AUDIENCE STRENGTH

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At the **TOP** ⁵⁵⁰ in San Antonio

TOP of the Dial! “—the wave length on which KTSA operates has been proven by engineering signal measurements to be equal to the actual signal effectiveness of much higher-powered stations at the ‘other end of the dial.’”

TOP in Equipment! On October 4, 1936, KTSA dedicated its new 5,000-watt Western Electric transmitter. CBS coast-to-coast salute—six-page section in the San Antonio Light!

TOP Newspaper Listings! “It’s The Program That Gets The Listener” in San Antonio. The San Antonio Light lists KTSA programs first. Two other San Antonio and many South Texas newspapers list KTSA programs.

TOP in Local Programs! A few weeks ago (within a seven-day week) KTSA broadcast 35 programs for local advertisers—the other high-powered San Antonio station broadcast twelve.

TOP in Progressiveness! A “Pep Luncheon” for the baseball team, exclusive broadcast of the President’s voice on his visit, exclusive interviews with visiting celebrities, cooperation with local civic campaigns, promotion of KTSA’s remarkable fall program schedule, most newspaper publicity—that’s just a rough idea of what is going on in San Antonio and the important South Texas market.



NATIONAL REPRESENTATIVE: HEARST RADIO • NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS

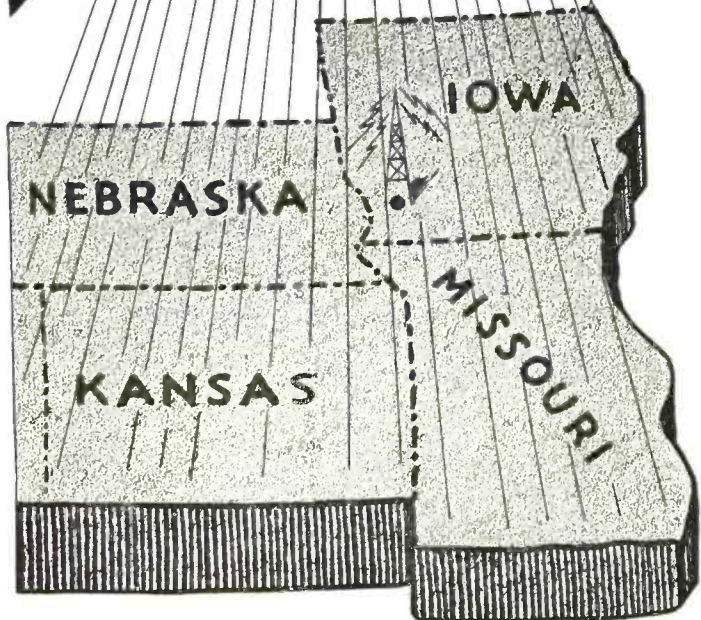
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REACH *and* SELL *this rich territory* for 11 ³/₁₀¢ per milrad *

FOR OVER 12 YEARS, Earl May and KMA have been father, teacher and dependable counsellor to listeners in four states. This long-established friendship and confidence mean *sales*.

KMA, with 503,000 radio homes in its quad-state service area, reaches *more* radio homes than there are in the entire state of Iowa. KMA is the *natural* medium for dominating this big-buying market.



MILRAD: Cost of reaching 1,000 radio-equipped homes with a quarter-hour program. (Based on latest figures of N.A.B. Joint Committee on Radio Research for KMA's effective service area.)

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NEW VERTICAL RADIATOR
NEW RCA STUDIO EQUIPMENT
NEW RCA TRANSMITTER

Represented by
WILSON-DALTON-ROBERTSON
New York, Chicago, Kansas City
Pacific Coast Representatives:
WALTER BIDDICK COMPANY
Los Angeles, San Francisco, Seattle

KMA *The Earl May Station* SHENANDOAH, IA.

RADIO SALES: a division of CBS

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RADIO SALES gives you *facts* about radio and radio markets. RADIO SALES shows listening areas for both *day* and *night*—presents complete market data in like category—cites complete local program *and* production data on each station.

RADIO SALES presents *one* contract for

time to the advertiser—regardless of the number of stations he uses. RADIO SALES is in communication with every station it represents throughout the day by teletype and can answer within a few minutes any question you may raise about any of its stations from coast to coast.

RADIO SALES has behind it the full facilities of the Columbia Broadcasting System—in matters of research, merchandising, service. RADIO SALES is more than a radio selling organization. It's a branch of *your* selling organization, too!

RADIO SALES—a division of the COLUMBIA BROADCASTING SYSTEM. Offices: NEW YORK, 485 Madison Ave., Wickersham 2-2000 • CHICAGO, 410 N. Michigan Ave., Whitehall 6000 • DETROIT, Fisher Bldg., TRInity 2-5500
LOS ANGELES, 5939 Sunset Boulevard, HOLlywood 3101 • SAN FRANCISCO, 601 Russ Bldg., GARfield 4700



★ WABC
New York

★ WBBM
Chicago

★ KMOX
St. Louis

★ WCCO
Minneapolis
St. Paul

★ WBT
Charlotte

★ WJSV
Washington

★ WEEI
Boston

★ WKRC
Cincinnati

★ KNX
Los Angeles

5
0,
0
0
0
WATTS
860
kilocycles

WABC NEW YORK

Key Station of the Columbia Broadcasting System

NEW YORK is the "test tube" of radio effectiveness. Here is radio's largest and most critical audience. Here are important outlets of ALL the networks and many of broadcasting's most prominent independent stations. Here audience preference means more than *station* popularity. In America's #1 market, it presages *the nationwide stature of a network*. In the millions of radio homes of the Greater New York market area, WABC is the most

listened-to station. It is not surprising, then, that WABC (and Columbia) are first choice among buyers of radio time. WABC (and Columbia) carry more programs of the country's largest advertisers than any other New York station—or national network. WABC is a bright spot on the dial in the lives of more than 12,000,000 radio listeners—when they seek entertainment. And in the lives of advertisers—when they seek sales.



The statements on this page are based upon data in the files of the Columbia Broadcasting System. We will gladly show them to you upon request.

Owned & operated by Columbia Broadcasting System; represented by RADIO SALES

WBBM CHICAGO

5
0,
0
0
0
WATTS
770
Kilocycles

First Choice in the Nation's Second Largest Market

IN listener interest and volume of advertising WBBM ranks first in Chicago. Among 5 major stations, representing 3 major networks, WBBM carried last year *one-third of all the network advertising* and more than *two-fifths of all the local advertising* broadcast in Chicago. Consistently better than 85% local renewals. Carrying the full power of the Columbia Network schedule (originating a substantial share of its coast-to-coast programs),

WBBM has the highest listening-audience rating in the city—as many a survey has shown. 8,000,000 radio listeners live in 166 cities of more-than-5000 population in WBBM's *primary* day and night listening areas—covering 147 rich counties in 5 important middlewestern states. Here is the most-listened-to station in the nation's #2 market—with an audience which comprises more than 10% of the nation's buyers. That's important. That's WBBM!

The statements on this page are based upon data in the files of the Columbia Broadcasting System. We will gladly show them to you upon request.

Owned & operated by Columbia Broadcasting System; represented by RADIO SALES



5
0,
0
0
0
WATTS
1090
kilocycles

KMOX ST. LOUIS

CBS Key Station for the Mississippi Valley

KMOX offers advertisers more St. Louis radio homes for less money. This has been proved repeatedly by co-incidental telephone surveys. In addition to this metropolitan audience, KMOX, with ten times the power of any other St. Louis station, gives its advertisers a huge and unduplicated *bonus* audience in four neighboring states.

That advertisers know the superiority of KMOX is proved by the fact that KMOX, even

with a basic rate one-third higher than the next St. Louis station, carries more local advertising than *both other St. Louis network stations combined*. KMOX carries *nine times* as much food advertising as both network competitors combined, and advertisers in this highly important classification know results, or the lack of them, immediately. To radio listeners and radio advertisers KMOX *is* St. Louis. A good thing for sales-minded people to keep in mind!



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Owned & operated by Columbia Broadcasting System; represented by RADIO SALES

WCCO MINNEAPOLIS-ST. PAUL

5
0,
0
0
0
WATTS
810
Kilocycles

Twin Cities' Twin Choice

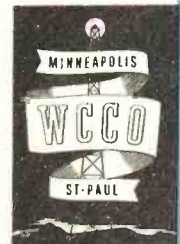
WCCO is the dominant factor in radio in both the urban and rural sections of the Great Northwest. It is the highest audience-rated station in the Twin Cities where approximately 95% of the homes are radio-equipped; the best station in the heart of a rich farming country where more than half of the farms have sets—radio ownership which exceeds by a wide margin the national averages for city and country ownership.

The only 50,000-watt station in the territory, the only clear channel transmitter in the entire Northwest, staffed with a production and program department of network calibre, WCCO originates the types of program its audience likes and advertisers buy.

In 1936 WCCO sold 99.4% more local commercial time than the next largest Twin City station—in addition to carrying the complete Columbia network schedule.

The statements on this page are based upon data in the files of the Columbia Broadcasting System. We will gladly show them to you upon request.

Owned & operated by Columbia Broadcasting System; represented by RADIO SALES



5
0,
000
WATTS
1080
kilocycles

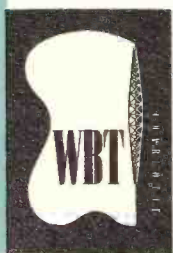
WBT CHARLOTTE

The Pioneer Radio Voice of the South

FIFTY-thousand-watt WBT is the most powerful station between Philadelphia and Atlanta—and Columbia's highest-rated station in size of regular listening audience. Its 1936 audience audit shows a rating of 97%! Located almost exactly in the geographical center of the Carolinas, Charlotte—WBT's home city—is the distributing point for both states. Within a 50-mile radius WBT serves a population of more than 583,000; within 100

miles, more than 1,900,000 people. Advertisers come naturally to WBT and stay with WBT because they get results. (When rates were increased last Fall *all local and national commercial contracts were renewed immediately.*)

VARIETY salutes WBT's showmanship. Listeners from Canada to Miami welcome its programs. Advertisers buy and bid their time on it. WBT is a household institution and an advertising giant in the South.



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Owned & operated by Columbia Broadcasting System; represented by RADIO SALES

WJSV WASHINGTON

1
0,
0
0
0
WATTS
1460
Kilocycles

The (District of) Columbia's Station

WJSV with its 10,000 watts is ten times as powerful *in wattage* as its nearest competitor. Yet the story of Columbia's only Washington outlet is much more than a story of transmitter power. It's a story of *listeners, advertisers and market power!*

The District of Columbia is the all-year-round home of three-quarters of a million people with 50% more to spend than the average citizen. Washingtonians spend more listener-hours

with WJSV than with any other local station. Last year WJSV carried more network, national spot, and local commercial programs than any other Washington station.

"No argument in the advertising trade about WJSV romping away with showmanship laurels in the Capital," is the way VARIETY puts it after ranking it first three successive times. WJSV, clearly, is the best thing in the radio lives of Washington's advertisers and listeners.

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Owned & operated by Columbia Broadcasting System; represented by RADIO SALES



WEEI BOSTON

"The Friendly Voice of Boston"

WEEI joined the Columbia Network, September, 1936, becoming the sole CBS outlet in Boston. Columbia programs (rated *first* by Boston listening audiences) are now broadcast to a wider segment of wealthy New England due to the superiority of WEEI's coverage over that of other local stations.

Early this year the station put into operation the most modern transmitter in New England — at the junction of three main traffic arteries

on the northern edge of in-town Boston. The new directional antenna system assures intensive coverage of the entire Greater Boston market area and a penetrative signal along the populous north shore of New England. Simultaneously with the opening of the new transmitter day power jumped to 5000 watts.

WEEI—long a favorite for advertiser and listener alike—now delivers dominant Columbia coverage of the Boston radio market.

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Operated by the Columbia Broadcasting System; represented by RADIO SALES

WKRC CINCINNATI

Columbia in Cincinnati

WKRC, operating with 5000 watts, daytime, on radio's ideal frequency, 550 KC, delivers the complete Columbia program schedule to Greater Cincinnati. Because of its enviable position "at the top of the dial" and its schedule of the greatest programs in the history of radio, it is the favorite local Cincinnati station among the million radio listeners living in that wealthy section of the country. WKRC has more regular listeners

than any other local Cincinnati station. Its reputation with advertisers is equally noteworthy: WKRC carries more network and local commercial hours than any other local Cincinnati station.

A local station that has more listeners and broadcasts more commercial hours of programs than any of its competitors is a mighty important station. WKRC is the most important local station in Cincinnati.

The statements on this page are based upon data in the files of the Columbia Broadcasting System. We will gladly show them to you upon request.

Owned & operated by Columbia Broadcasting System; represented by RADIO SALES

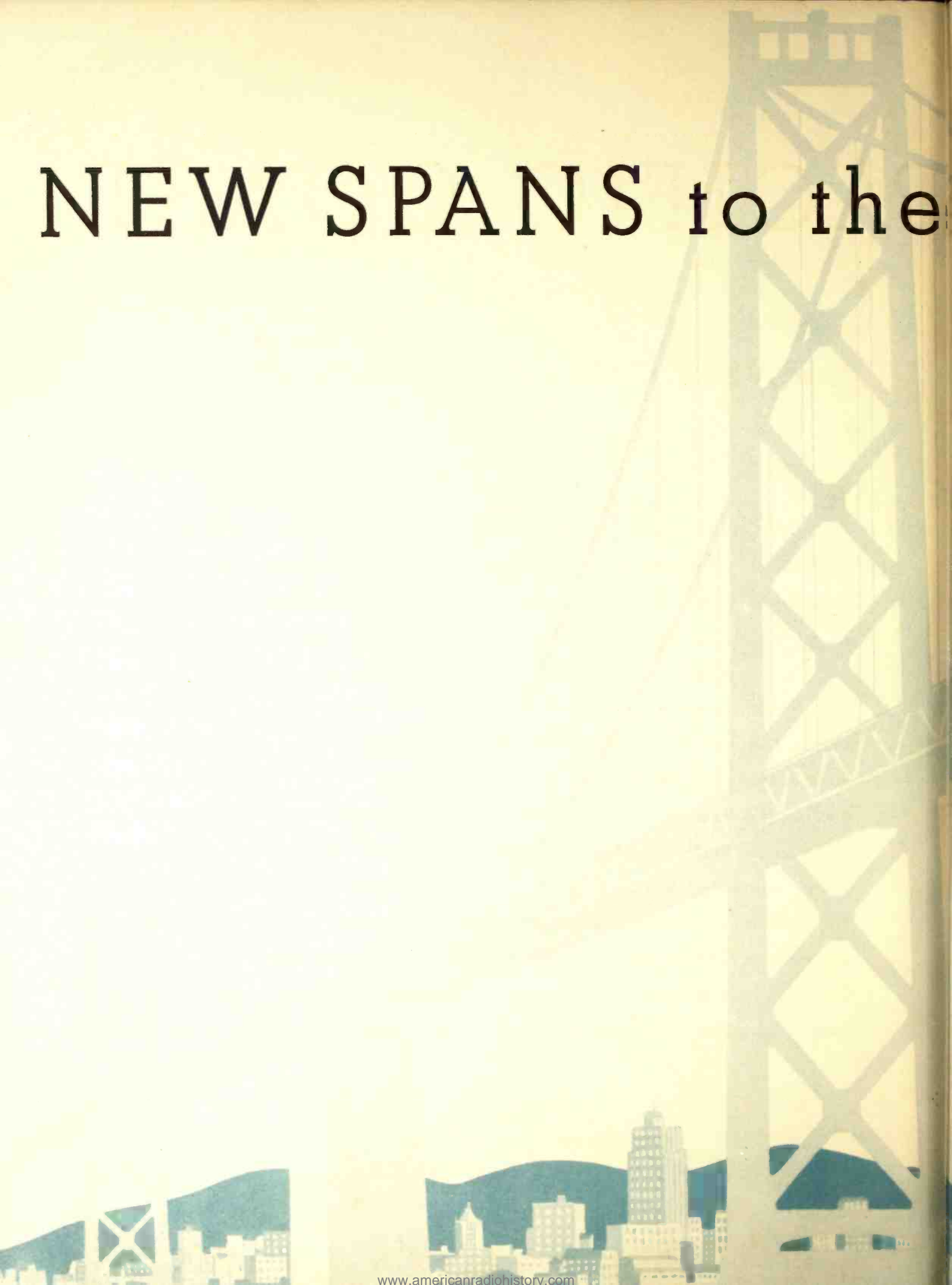


5,
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DAY

1,
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NIGHT

550
Kilocycles

NEW SPANS to the



PACIFIC COAST

the NEW Columbia Pacific Network!

NEW Columbia facilities complete the smoothest span to the Pacific Coast. New stations, new studios, *and complete Columbia personnel* have created a new Pacific Coast Network which has *Columbia's* vigor and vitality! KNX is now the exclusive CBS station in Southern California. The full power of KNX's 50,000 watts carries the Columbia program schedule to millions of listeners in Southern California and to the established KNX audience in *seven* western States.

The San Francisco-Oakland radio audience now turns to KSFO, at 560 on the dial, for Columbia's top-ranking shows. KSFO—delivering its rich market—has become more than a

major Coast station. It is a substantial link of the *new* Columbia Pacific Coast Network.

In the Pacific Northwest, Columbia's outstanding stations continue to serve their communities with radio's strongest network schedule: KOIN, Portland; KVI, Tacoma; KOL, Seattle; KFPY, Spokane. Available as optional stations are KFBB, Great Falls, and KGVO, Missoula. By the Fall of 1937, the world's most modern radio center will be completed for Columbia's Pacific Coast Network—in Hollywood.

Now Western listeners have a complete network service *localized* so that they may enjoy the best nation-wide programs *and* the best radio features of the West—directly from Columbia.



5
0,
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0
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WATTS
1050
Cycles

KNX LOS ANGELES

Columbia's Pacific Coast Key Station

KNX dominates the radio homes of the fifth largest city in the country and booms forth to penetrate the seven States west of the continental divide. Southern California (the primary daytime area of KNX) comprises one-third of all the radio families of the Far West. KNX commands a listener-friendship scarcely equalled in American broadcasting. Letters (more than 700,000 a year) have poured into the station, not only from all States, but also

Alaska, Hawaii, the Philippines, and Australia. And these came *before* KNX acquired the tremendous audience-power of CBS.

On joining the Columbia Network, KNX retained those programs which had become Coastal necessities (i.e., weather forecasts to orange growers, weekly broadcasts to the U.S. Navy in the Pacific, etc.) and filled its schedule with top-ranking Columbia features for *dominant* audiences in the West!



The statements on this page are based upon data in the files of the Columbia Broadcasting System. We will gladly show them to you upon request.

Owned & operated by Columbia Broadcasting System; represented by RADIO SALES

Program Policies of Columbia Broadcasting System

(Promulgated May 15, 1935)

AS RADIO broadcasting expands its audience and augments its influence, there devolves upon the broadcaster and the program sponsor an ever greater responsibility.

Similarly, as radio continues to become a more intimate force in the lives of people, they tend to be more sensitive to broadcasting they like and to broadcasting they do not like. It is incumbent upon the broadcaster constantly to examine general policy so as to assure steady progress in building and holding radio's audience. Such watchfulness serves the interests of the audience, of the advertiser, and of the broadcasting companies alike.

The Columbia Broadcasting System has given particular consideration to recent trends in two general types of commercial program: Those which are designed for children, and those involving unpleasant discussions of bodily functions, bodily symptoms, or other matters which similarly infringe on good taste. In addition, as a result of expressed public interest, careful study has been given to the amount of time that should be used by sponsors for their advertising messages.

CHILDREN'S PROGRAMS

WIDE variations in viewpoint exist among parents as to programs which they regard as suitable for their children to hear, and similar differences exist between parents and children. The same divergence of opinion is frequently found among authorities.

Commercial sponsors of broadcasts addressed to children are devoting great effort and much money to creating programs that merit the approval both of child and parent. It is also true that there have been instances of poor judgment and careless execution. To eliminate such faults would be gratifying to all those who feel a deep responsibility for the rearing and education of impressionable youth.

The Columbia Broadcasting System has no thought of setting itself up as an arbiter of what is proper for children to hear; but it does have an editorial responsibility to the community, in the interpretation of public wish and sentiment, which cannot be waived.

In accordance with this responsibility we list some specific themes and dramatic treatments which are not to be permitted in broadcasts for children.

- The exaltation of modern heroes, of gangsters, criminals and racketeers will not be allowed.
- Disrespect for other parental or other proper authority must not be glorified or encouraged.
- Cruelty, greed, and selfishness must not be presented as worthy motivations.

Programs that arouse harmful nervous reactions in the child must not be permitted.

Conceit, arrogance, or an unwarranted sense of superiority over others is, therefore, may not be presented as laudable.

Recklessness and abandon must not be falsely identified with a healthy spirit of adventure.

Unfair exploitation of other for personal gain must not be made praiseworthy.

Dishonesty and deceit are not to be made appealing or attractive to the child.

We realize that distinction in aesthetic values and feeling which may be wholly obvious between two given treatments of dramatic material cannot always be easily specified in words. Thus, for instance, it is not easy to capture in definition the fine distinctions between the pure fantasy which comprises some of the world's greatest literature for children, and the fantastic distortion of reality which is unsuitable for a youthful audience. Nonetheless, the difference between these forms of entertainment becomes rather obvious when the two are compared side by side.

A program for children of elementary school age should offer entertainment of a moral character in the widest social sense. It should not obtain its entertainment value at the cost of lowering ethical and social relationships in a manner prejudicial to the child's character development and emotional welfare.

In general, it is worth noting that the literature for children which continues to find its way through many generations offers heroes worthy of the child's ready impulse for worship and identification. It urges to pattern himself after the best model. Such literature, whether created long ago or written today, succeeds in inspiring the child to a truly useful and laudable life such as a noble industry, kindness and respect for authority, responsibility in the wide worlds that may be reality or fantasy, but a common thread of courage or resolute in aspects that weaves in the life of all children, the distinction which the growing child perceives as the difference between the moment of the waking day.

It is our hope a purpose to stimulate the growth of a better standard in children's programs than has yet been achieved.

To be of assistance in reaching this goal, Columbia is engaging the services of an eminent child psychologist who will have the honor of an advisory board of allied members with the special purpose of pointing the way toward programs designed to the appropriate interests of children and of adults alike. Columbia personnel will be expected to appreciate and apply the guidance and insight of the psychologist to reflect sound scientific judgment. The name of the psychologist and the membership of the committee will be announced in due time and the new policy becomes immediately effective July 15, 1935.

ADVERTISING WHICH DISCUSSES INTERNAL BODILY FUNCTIONS, SYMPTOMS, ETC.

THE COLUMBIA Broadcasting System has decided after careful con-

sideration, to permit no broadcasting for any product which describes graphically or repellingly any internal bodily functions, symptomatic results of internal disturbances, or matters which are generally not considered acceptable topics in social groups.

This policy will specifically exclude from the Columbia Network not only all advertising of laxatives as such, but the advertising of any laxative properties in any other product. It will further exclude the discussion of depilatories, deodorants, and other broadcasting which, by its nature, presents questions of good taste in connection with radio listening.

As to new business, this policy becomes effective immediately, May 15, 1935. As to existing business, it becomes effective as rapidly as present commitments with clients expire. The last of these expires in March, 1936. Meanwhile, the advertising continuities for any such product are to be so worded as to conform strictly with a specific standard of new requirements.

Many programs containing such advertising in the past have offered entertainment of great merit, judged by the strictest standards.

On the other hand, many people prefer not to hear such advertising over the radio, regardless of the excellence of the program. The reason for this viewpoint is obvious: Radio broadcasting is heard by mixed and assorted groups of all kinds, in the home, in restaurants, and in public meeting places. In certain groups a listener may find it distasteful to hear a discussion of some subject which under other circumstances he finds wholly fitting and proper.

Similarly, we realize that the personal and often intimate quality of the human voice, radio's medium of presenting its sponsors' messages, forbids discussing subjects on the air in a manner which might be wholly acceptable when read in type.

COMMERCIAL ANNOUNCEMENTS

IN THE last several years advertisers and agencies have themselves been responsible, in many instances, for the discovery that brief and skillful handling of the commercial announcement—rather than obviously excessive and insistent sales talk—creates effective response and universal commendation and good will.

The Columbia Broadcasting System recognizes, with many advertisers and with the public, the desirability of avoiding advertising announcements that are too lengthy or too frequent.

As a result, numerous advertisers have condensed their sales announcements to a marked extent, to their own satisfaction and the demonstrated approval of the listening audience.

With the interest of the audience and of the great majority of advertisers in mind, the Columbia Broadcasting System considers it desirable, at this time, to set the following maximum allowances for commercial announcements, effective July 30, 1935:

EVENING PROGRAMS

A MAXIMUM of 10 per cent of the total broadcasting period may be devoted to the sponsor's commercial announcements, including contests and offers, on programs broadcast after 6:00 p. m. This applies to all full hour programs, three-quarter hour programs, and half-hour programs. A single exception to the 10 per cent ratio will be made on quarter-hour programs, on which an additional allowance not to exceed 10 seconds will be made in recognition of the fact that the short program necessarily requires as much time as the longer one for routine identification announcements.

The following table shows, in minutes and seconds, the maximum amount of commercial talk which will be permitted, under these limits, on programs of various lengths broadcast after 6:00 p. m.:

Full hour programs—All commercial announcements not to total more than 6 minutes.

Three-quarter hour program—All commercial announcements not to total more than 4 minutes 30 seconds.

Half hour programs—All commercial announcements not to total more than 3 minutes.

Quarter hour program—All commercial announcements not to total more than 2 minutes 10 seconds.

Unpleasantly rapid delivery of the sales message, to effect a crowd of excessively material in the period allowed for the commercial announcement, will not be permitted.

DAYTIME PROGRAMS

THE COLUMBIA Broadcasting System has decided on a liberal curtailment of the amount of advertising during daytime programs for a number of reasons. Programs broadcast during the morning and afternoon hours are heard by a large percentage of the population, including many of the business and professional classes. Many of these listeners are able to help in some way to help the economic progress of the country, which requires a more detailed statement of the facts and figures of the day. It is the feeling of the Columbia Broadcasting System that the amount of advertising during the daytime hours of each broadcast should be limited to a maximum of 10 per cent of the total broadcast time.

The following table shows, in minutes and seconds, the maximum amount of advertising which will be permitted, under these limits, on programs of various lengths broadcast during the daytime hours of each broadcast.

(Continued on page 196)

Program Policies of National Broadcasting Co.

(Promulgated January, 1934)

PART ONE Principles

The National Broadcasting Company can best serve the true interests of its advertisers by placing first the interests of the public.

Broadcast advertising derives its value from listeners' enjoyment of programs and their confidence in the statements made on behalf of advertisers. Anything which mars their enjoyment or impairs their confidence reacts unfavorably on all broadcast advertising.

Radio stations are required by law to serve public interest, convenience, and necessity. Public interest has been held by the courts to mean service to the listeners or, in other words, "good programs". Stations broadcasting objectionable programs have had their licenses cancelled by the Federal Radio Commission.

The responsibility for protecting the public interest rests both upon the advertisers and upon the network. This statement, therefore, aims to define, in the light of experience, proper standards of program quality, good taste and integrity, to be set up and enforced by the cooperative effort of the National Broadcasting Company, its advertisers and their agencies.

These standards grow out of the special characteristics of the medium itself, as contrasted with other media:

In broadcast advertising, the advertiser or his representative speaks directly and personally to his listeners. For the period of his program, he is a guest in their homes.

The homes which he thus enters are of all types. The broadcast audience includes the farm family, the small-town family, the city family; it comprises practically all members of the family, sometimes singly, sometimes as a group. It embraces persons of all beliefs and creeds.

These two characteristics—the intimate, personal nature of broadcasting, and the wide range and joint listening of its audience—primarily determine what may properly be put on the air.

For example, the broadcast program should provide agreeable instruction or entertainment to most listeners. Its primary appeal should be to the listener's interest. Unpleasant or gruesome statements should be avoided as more likely to offend than to instruct or entertain.

Courtesy and good taste should govern the manner in which announcements are made. The most effective method of delivery of an announcement is restrained and persuasive. An aggressive, unduly emphatic manner may be objectionable to a large part of the radio audience.

Since the listener's primary interest is in entertainment or instruction, the advertising message should be in harmony with the rest of the program, should contain information of interest to the public, and should be prepared and delivered with brevity and skill.

Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few, and statements which are derogatory to an individual, an institution, a group or an industry, should be avoided. Protection against libel and slander is as essential for the advertiser and his agency as for the National Broadcasting Company.

Tiresome repetition or too much detail should be avoided. For instance, the advertiser's street address and the like should not be reiterated to the point of annoyance. The most productive way to obtain direct responses is to have replies sent to the broadcasting station or network.

Offers made to the radio audience should be simple and easy to grasp quickly. Involved and prolonged descriptions defeat their purpose by confusing the public and driving listeners away.

Each program should be individual and distinctive and should not resemble too closely an adjoining program on the same network. In other words, the entire day's broadcasting must be balanced to furnish variety of entertainment and instruction to listeners. Especially, the advertiser and the network should cooperate to prevent repetition of the same musical numbers in programs occupying nearby periods.

PART TWO Requirements

1. The use of the Deity's name is acceptable only when used reverently or as part of a standard classic work.
2. Statements or suggestions which are offensive to religious views, racial traits, and the like, must be avoided.
3. False or questionable statements and all other forms of misrepresentation must be eliminated.

4. Obscene and off-color songs or jokes, oaths, sacrilegious expressions, and all other language of doubtful propriety must be eliminated.

5. Testimonials must reflect the genuine experience or opinion of a competent witness.

6. Statements of prices and values must be confined to specific facts. Misleading price claims or comparisons must not be used.

7. As a safeguard against misuse of broadcast facilities for unfair competition, commercial programs shall not refer to any competitor, directly or indirectly, by company name, by individual name, or by brand name—regardless of whether such reference is derogatory or laudatory.

PART THREE Program Procedure

To secure observance of the requirements set forth above, the following procedure has been adopted in the interests of advertisers as well as of the National Broadcasting Company and its associated stations, and will be enforced to serve the public interest.

1. All continuities, including the words of all spoken lines as well as the wording of commercial announcements, and a list of the cast, must be submitted to the National Broadcasting Company at least one week in advance of the broadcast, except when the nature of the program does not so permit. This does not affect the advertiser's privilege to submit changes in his commercial continuity, prior to the broadcast.

2. All continuities, including the words of all songs or spoken lines as well as the wording of all commercial announcements and the list of the cast, are subject to the approval of the National Broadcasting Company, which reserves the right to reject any program and/or announcement in whole or in part, insofar as such program and/or announcement is not in accord with the requirements set forth herein or is otherwise incompatible with the public interest.

When a change in a program is required, the National Broadcasting Company will cooperate with the advertiser in an endeavor to arrive at a satisfactory handling of the matter; but if no agreement is reached, the National Broadcasting Company reserves the right to require eliminations or substitutions for any part of the program and/or announcement which it deems inconsistent with its obligation to serve the public interest.

3. Because of its responsibility to serve the public interest, the National Broadcasting Company reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.

4. Written lists in duplicate, showing correct titles, composers, and copyright owners appearing on the music to be used on the program, are to be submitted to the National Broadcasting Company at least one week before the broadcast, for copyright clearance. No changes are to be made thereafter without approval of the National Broadcasting Company music rights department. When this procedure is violated, responsibility for any copyright infringement shall rest on the advertiser.

5. Evidence of the right to use musical or literary material must be supplied to the National Broadcasting Company at least three days in advance of the broadcast. For any testimonial, the advertiser or his agency must submit to the National Broadcasting Company, at least three days in advance of broadcast, either an indemnification signed by the advertiser or his agency, or a written release authorizing its use for advertising purposes, signed by the person making the testimonial and sworn to before a notary public, and must furnish the National Broadcasting Company a full copy thereof.

6. The National Broadcasting Company is anxious to be of service in preventing unnecessary conflict of subject matter and musical numbers. The cooperation of advertisers and agencies is invited to make possible proper coordination between all sponsors. When two or more advertisers using nearby periods on the same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have the right to use the number, and the National Broadcasting Company shall notify the other advertiser or advertisers or their agents to submit a substitute number, subject to the same restrictions as to duplication.

7. The National Broadcasting Company reserves the right to amend this procedure, these principles and requirements, and to adopt new ones when and as, in its opinion, conditions warrant the adoption of such new procedure, principles or requirements for the public interest.

Program Policies of the Columbia Broadcasting System . . . (Continued from Page 195)

PUBLIC ACCEPTANCE

WE ARE satisfied that the best thought of many leading advertisers as well as of the broadcasting industry is reflected in these policies. They set higher standards than broadcasting has attempted before.

We have adopted them after years of experience and careful consideration of every aspect of the problems involved. For these new policies, we ask the full cooperation of the public, the advertiser and the broadcasting industry.

BASIC ADVERTISING POLICIES

THE THREE important new policies set forth in the foregoing statement represent an extension of basic Columbia policies with which advertisers and advertising agencies have long been familiar, and which have served to maintain commercial broadcasting on the Columbia Network on a high ethical plane. These basic points of policy, most of which have been in effect since the inception of the Columbia Network, are here restated:

1. No false or unwarranted claims for any product or service.
2. No infringements of another advertiser's rights through plagiarism or unfair imitation of either program idea or copy.
3. No disparagement of competitors or competitive goods.
4. No lottery or "drawing contest". No contest of any kind in which the public is unfairly treated.
5. No programs or announcements that are slanderous, obscene, or profane, either in theme or in treatment.
6. No ambiguous statements that may be misleading to the listening audience.
7. Not more than two price mentions on a 15-minute program. Not more than three price mentions on a half-hour program. Not more than five price mentions on a full-hour program.
8. No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interests of the public, the Columbia Broadcasting System, or honest advertising and reputable business in general.
9. No appeals for funds.
10. No testimonials which cannot be authenticated.



IS THE TIE BETWEEN LISTENER AND SALES

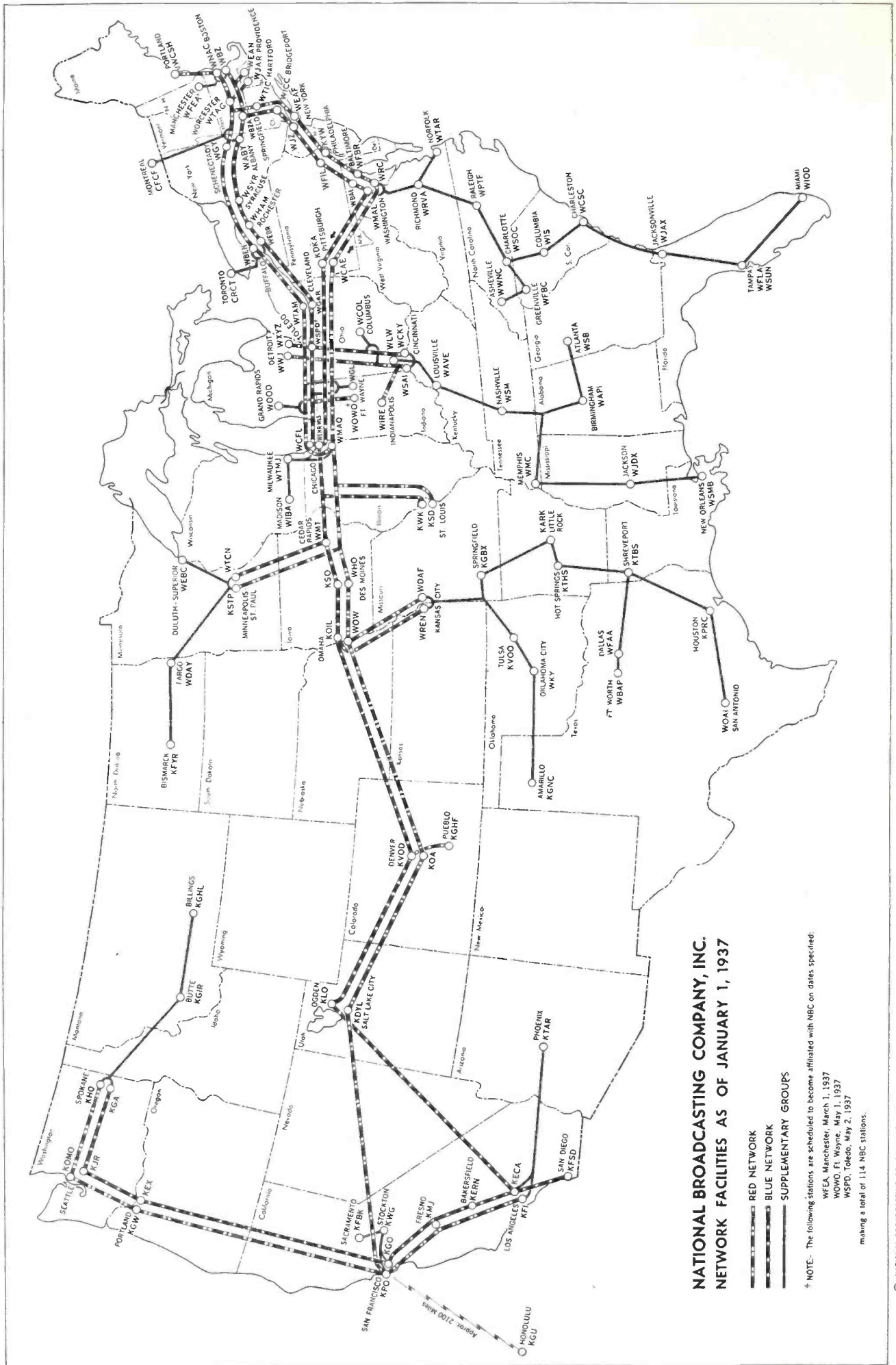
There's little question about the importance of talent to successful radio programs. We've made it a point to offer only those artists who fill a definite need in the radio sales plans of broadcast advertisers.

NBC ARTISTS SERVICE

of the National Broadcasting Company
NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD

Map of Networks of the National Broadcasting Company

(As of January 1, 1937)



NATIONAL BROADCASTING COMPANY, INC. NETWORK FACILITIES AS OF JANUARY 1, 1937

- RED NETWORK
- - - BLUE NETWORK
- · · SUPPLEMENTARY GROUPS

* NOTE: The following stations are scheduled to become affiliated with NBC on dates specified:
 WEEA, Manchester, March 1, 1937
 WOWO, Ft. Wayne, May 1, 1937
 WSPD, Toledo, May 2, 1937
 making a total of 114 NBC stations.

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

NATIONAL BROADCASTING COMPANY, Inc.

30 Rockefeller Plaza, New York

Phone: Circle 7-8300

OFFICERS

David Sarnoff, Chairman of Board.
 Lenox R. Lohr, President.
 A. L. Ashby, Vice President and General Counsel.
 George Engles, Vice President in Charge of NBC Artists Service.
 Don E. Gilman, Vice President, Western Division (San Francisco).
 Frank E. Mason, Vice President.
 John F. Roy, Vice President in Charge of Programs.
 Frank M. Russell, Vice President, Washington Office.
 Niles Trammell, Vice President, Central Division (Chicago).
 Roy C. Witmer, Vice President in Charge of Sales.
 Mark J. Woods, Treasurer.
 Lewis McCannach, Secretary.
 Rudolph J. Teichner, Assistant Treasurer.
 H. F. McKeon, Auditor.
 H. M. Kelly, Assistant Auditor.

DEPARTMENT AND FUNCTIONAL HEADS

(New York)

O. B. Hanson, Chief Engineer.
 Charles W. Horn, Director of Research and Development.
 Glenn W. Payne, Commercial Engineer.
 John de J. Almonte, Evening General Manager.
 Bertha Braimard, Commercial Program Manager.
 Phillips Carlin, Sustaining Program Manager.
 William Burke Miller, Night Program Director.
 Frank Black, Musical Director.
 A. A. Schechter, Special Events Director.
 Janet MacRorie, Continuity Acceptance Editor.
 B. F. McClancy, Traffic Manager.
 Lloyd C. Egner, Manager, Electrical Transcriptions.
 Wayne L. Randall, Director, Publicity Department.
 E. P. H. James, Manager, Promotion Division.
 Vance Babb, Manager, Press Division.
 R. M. Brophy, Manager, Station Relations.
 Alfred H. Morton, Manager, NBC Operated Stations.
 J. V. McConnell, Assistant to the Vice President in Charge of Sales.
 John H. Bachem, Sales Manager (Eastern Division).
 D. S. Tuthill, Assistant Managing Director NBC Artists Service.
 William D. Bloxham, Purchasing Agent.
 Walter G. Preston, Jr., Head General Service Department.
 H. M. Beville, Jr., Chief Statistician.

(Central Division—Chicago)

P. G. Parker, Assistant to the Vice President.
 J. F. Whalley, Auditor and Office Manager.
 Kenneth Carpenter, Sales Manager.
 Emmons C. Carlson, Promotion Manager.
 Sidney Strotz, Program and Artists Service Manager.
 H. C. Lutgens, Division Engineer.
 A. R. Williamson, Manager, Press Department.

(Western Division—San Francisco)

L. S. Frost, Assistant to the Vice President.
 F. V. Deltet, Auditor and Office Manager.
 Harry F. Anderson, Sales Manager.
 David McKay, Promotion Manager.
 Kenneth Carney, Program Manager.
 Dema Harshbarger, Artists Service Manager (Hollywood).
 A. H. Saxton, Division Engineer.
 L. Yoder, Manager, Press Department.

BOARD OF DIRECTORS

Newton D. Baker	Lenox R. Lohr
Cornelius N. Bliss	DeWitt Millhauser
Arthur E. Braun	Edward J. Nally
James G. Harbord	David Sarnoff
Edward W. Hardin	James R. Sheffield
Frederick Strauss	

OWNED AND MANAGED STATIONS

WEAF, New York. WJZ, New York. WRC, Washington.
 WMAQ, Chicago. WENR, Chicago. WTAM, Cleveland.
 KPO, San Francisco. WMAJ, Washington (leased).

General Electric Co. Stations (Managed)

WGY, Schenectady. KOA, Denver. KGO, San Francisco.

Westinghouse Stations Managed

KDKA, Pittsburgh. WBZ, Boston. WBZA, Springfield.
 KYW, Philadelphia.

GENERAL BROADCAST ADVERTISING

(Rates in Effect Jan. 1, 1937)

• Gross Rates 6:00 P.M. to 11:00 P.M. Local Time
 Rates for periods longer than one hour are in exact proportion to the corresponding one-hour rate.

EASTERN NETWORKS

BASIC RED NETWORK

Cities	1 Hr.	½ Hr.	¼ Hr.
New York (WEAF)	\$1,200	\$720	\$480
Boston (WNAC)	400	240	160
Hartford (WTIC)	360	216	144
Providence (WJAR)	200	120	80
Worcester (WTAG)	160	96	64
Portland, Me. (WCSH)	160	96	64
Philadelphia (KYW)	480	288	192
Baltimore (WFBR)	240	144	96
Washington (WRC)	200	120	80
Schenectady (WGY)	380	228	152
Buffalo (WBEN)	300	180	120
Pittsburgh (WCAE)	380	228	152
Cleveland (WTAM)	480	288	192
Detroit (WWJ)	380	228	152
Cincinnati (WSAI)	240	144	96
Indianapolis (WIRE)	200	120	80
Chicago (WMAQ)	720	432	288
St. Louis (KSD)	360	216	144
Des Moines (WHÓ)	480	288	192
Minneapolis-St. Paul (KSTP)	280	168	112
Omaha (WOW)	320	192	128
Kansas City (WDAF)	360	216	144
Total for Network	\$8,280	\$4,968	\$3,312

BASIC BLUE NETWORK

Cities	1 Hr.	½ Hr.	¼ Hr.
New York (WJZ)	\$1,200	\$720	\$480
Boston (WBZ)	480	288	192
Springfield (WBZA)	160	96	64
Providence (WEAN)	200	120	80
Bridgeport (WICC)	160	96	64
Philadelphia (WPIL)	400	240	160
Baltimore (WBAL)	320	192	128
Washington (WMAL)	200	120	80
Syracuse (WSYR)	220	132	88
Rochester (WHAM)	360	216	144
Buffalo (WEBR)	120	72	48
Pittsburgh (KDKA)	480	288	192
Cleveland (WGAR)	280	168	112
*Toledo (WSPD)	220	132	88
Detroit (WXYZ)	360	216	144
*Fort Wayne (WOWO)	220	132	88
Cincinnati (WCKY)	320	192	128
Chicago (WENR-WLS)	720	432	288
St. Louis (KWK)	300	180	120
Cedar Rapids (WMT)	300	180	120
Des Moines (KSO)	180	108	72
Minneapolis-St. Paul (WTCN)	180	108	72
Omaha (KOIL)	200	120	80
Kansas City (WREN)	240	144	96
Total for Network	\$7,820	\$4,692	\$3,128

*WOWO for use on and after May 1, 1937.

*WSPD for use on and after May 2, 1937.

OPTIONAL BASIC SERVICE

For use in place of WSAI or WCKY:

Cincinnati (WLW)	1 Hr.	½ Hr.	¼ Hr.
	\$1,200	\$600	\$320

For use with Red or Blue Network, Individually available:

Cities	1 Hr.	½ Hr.	¼ Hr.
*Manchester, N. H. (WFEA)	\$120	\$72	\$48
Grand Rapids (WOOD)	120	72	48
Columbus (WCOL)	120	72	48
Fort Wayne (WGL)	120	72	48

*For use on and after March 1, 1937.

For use with Blue Network only:

Albany (WABY)	1 Hr.	½ Hr.	¼ Hr.
	\$120	\$72	\$48

SUPPLEMENTARY GROUPS

[Available for use with the Red or Blue Network.]

CANADIAN GROUP

Cities	1 Hr.	½ Hr.	¼ Hr.
Toronto (CRCT)	\$280	\$168	\$112
Montreal (CFPF)	240	144	96
Total for Group	\$520	\$312	\$208

SOUTHEASTERN GROUP

Richmond (WRVA)	\$160	\$96	\$64
Norfolk (WTAR)	110	66	44
Raleigh (WPTF)	140	84	56
Columbia (WIS)	120	72	48
Jacksonville (WJAX)	160	96	64
Tampa (WFLA-WSUN)	110	66	44
Miami (WIOD)	140	84	56
Total for Group	\$1,000	\$600	\$400

OPTIONAL SOUTHEASTERN SERVICE

Charlotte, N. C. (WSWC)	\$120	\$72	\$48
Greenville, S. C. (WFBC)	120	72	48
Ashville, N. C. (WWNC)	120	72	48
Charleston, S. C. (WVSC)	120	72	48

SOUTHCENTRAL GROUP

Louisville (WAVE)	\$200	\$120	\$80
Nashville (WSM)	360	216	144
Memphis (WMC)	200	120	80
Atlanta (WSB)	320	192	128
Birmingham (WAPI)	120	72	48
New Orleans (WSMB)	200	120	80
Total for Group	\$1,400	\$840	\$560

OPTIONAL SOUTHCENTRAL SERVICE

	1 Hr.	½ Hr.	¼ Hr.
Jackson (WJDX)	\$120	\$72	\$48
SOUTHWESTERN GROUP			
Tulsa (KVOO)	\$240	\$144	\$96
Oklahoma City (WKY)	240	144	96
Dallas (WFAA)—			
Ft. Worth (WBAP)	400	240	160
Houston (KPRC)	240	144	96
San Antonio (WOAI)	200	120	80
Total for Group	\$1,320	\$792	\$528

OPTIONAL SOUTHWESTERN SERVICE

Springfield, Mo. (KGBX)	\$120	\$72	\$48
Hot Springs (KTSS)	120	72	48
Shreveport (KTBS)	120	72	48
Little Rock (KARK)	120	72	48
Amarillo (KGNC)	120	72	48

NORTHCENTRAL GROUP

Milwaukee (WTMJ)	\$320	\$192	\$128
Madison (WIBA)	160	96	64
Total for Group	\$480	\$288	\$192

NORTHWESTERN GROUP

Duluth-Superior (WEBC)	\$120	\$72	\$48
Fargo (WDAZ)	160	96	64
Bismarck (KFYR)	200	120	80
Total for Group	\$480	\$288	\$192

RED MOUNTAIN GROUP

For use with Basic Red or Pacific Coast Red.			
Denver (KOA)	\$280	\$168	\$112
Salt Lake City (KDYL)	200	120	80
Total for Group	\$480	\$288	\$192

BLUE MOUNTAIN GROUP

For use with Basic Blue or Pacific Coast Blue.			
Denver (KVOD)	\$120	\$72	\$48
Ogden (KLO)	120	72	48
Total for Group	\$240	\$144	\$96

OPTIONAL BLUE MOUNTAIN SERVICE

Pueblo (KGHP)	\$120	\$72	\$48
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PACIFIC COAST NETWORKS AND SUPPLEMENTARY GROUPS

(For use with Red and Blue Mountain Groups respectively in conjunction with Red or Blue Network. Special program production in San Francisco or Hollywood studios required for use as separate networks.)

PACIFIC COAST RED NETWORK

	1 Hr.	½ Hr.	¼ Hr.
San Francisco (KPO)	\$380	\$228	\$152
Los Angeles (KFI)	480	288	192
Portland, Ore. (KGW)	220	132	88
Seattle (KOMO)	220	132	88
Spokane (KHQ)	160	96	64
Total for Network	\$1,460	\$876	\$584

*NORTH MOUNTAIN GROUP

Butte (KGIR)	\$120	\$72	\$48
Billings (KGHL)	120	72	48
Total for Group	\$240	\$144	\$96

SPECIAL HAWAIIAN SERVICE

*Honolulu (KGU)	\$200	\$120	\$80
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†These rates apply for all periods, day and night.
 ‡[Available for use with the Pacific Coast Red or Blue network]

PACIFIC COAST BLUE NETWORK

San Francisco (KGO)	\$280	\$168	\$112
Los Angeles (KCA)	240	144	96
San Diego (KFSN)	140	84	56
Portland, Ore. (KEX)	160	96	64
Seattle (KJL)	200	120	80
Spokane (KGA)	120	72	48
Total for Network	\$1,140	\$684	\$456

OPTIONAL PACIFIC COAST SERVICE

*Phoenix (KTAR)	\$120	\$72	\$48
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*CALIFORNIA SUPPLEMENTARY GROUP

Sacramento (KFBK)	\$160	\$96	\$64
Stockton (KWG)	No Charge		
Fresno (KMF)	120	72	48
*Bakersfield (KBFB)	No Charge		
Total for Group	\$280	\$168	\$112

*Available only with Pacific Coast Blue Network.

(Continued on Page 200)

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

National Broadcasting Company

(Continued from Page 199)

TOTALS FOR NATIONAL SERVICE

	Outlets	1 Hr.	1/2 Hr.	1/4 Hr.
Red Network with WLW	75	\$18,900	\$11,420	\$7,612
Red Network with WSAJ	75	17,940	10,764	7,176
Blue Network with WLW	81	18,040	10,904	7,268
Blue Network with WCKY	81	17,160	10,296	6,864

(b) Three-quarters Gross Rates 12:00 Noon to 6:00 P.M. Local Time Sunday only—except Honolulu.

(c) One-half Gross Rates 11:00 P.M. to 12:00 Midnight and 8:00 A.M. to 6:00 P.M. Local Time (exclusive of Sunday afternoon)—except Honolulu.

(d) One-third Gross Rates 12:00 Midnight to 8:00 A.M. Local Time—except Honolulu. Service available only if a regularly scheduled program precedes or follows.

(e) Weekly Discounts for 13 or more consecutive weeks Network Broadcasting (applicable only to rates on this card). All network contracts for the same advertiser at the rates on this card may be combined for determining rate of discount.

Contracted Value of Network Time at Gross Rates	Percentage Discount on Weekly Gross Billing
Less than \$1,000 per week	None
\$1,000 or more but less than \$2,000 per week	2 1/2%
\$2,000 or more but less than \$4,000 per week	5%
\$4,000 or more but less than \$8,000 per week	7 1/2%
\$8,000 or more but less than \$12,000 per week	10%
\$12,000 or more but less than \$18,000 per week	12 1/2%
\$18,000 or more per week	15%

(f) Annual Rebate for 52 consecutive weeks Network Broadcasting (applicable only to rates on this card).

A rebate will be allowed the advertiser for each 52 weeks of consecutive network broadcasting, said rebate to be 10% of the gross billing on facilities under contract for broadcastings during each and every week of the 52 week period. The rebate will be due and payable at the end of each 52 weeks of consecutive service. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate. The Red and Blue Networks may be interchanged by mutual agreement, in which case the rebate will apply to the lower billing.

CLASSIFICATION

(a) Minimum period sold is 15 minutes. No periods are sold in bulk for resale. Advertisers cooperating in group broadcastings are required to make individual contracts with the National Broadcasting Company, subject to card rates and regulations.

(b) All programs are subject to the program policies and to the approval of the National Broadcasting Company.

SERVICE FACILITIES

(a) Services of the NBC Artists Service, Program Department and Staff Announcers in arranging and presenting programs, are included without extra charge.

(b) Special charge, subject to agency commission but not to discount or rebate, made for facilities when programs originate at points other than NBC Studios in New York, Chicago, Washington—and San Francisco or Hollywood for Pacific Coast or Transcontinental Networks only—and for programs requiring special production.

COMMISSIONS AND CASH DISCOUNTS

(a) Gross billing after deductions of percentage discounts, if any, shall be subject to an advertising agency commission of 15%; from the annual rebate, if any, the company shall deduct the excess agency commission previously allowed. Commissions allowed only to recognized advertising agencies.

(b) No commission on program charges.

(c) No cash discounts—Bills due and payable when rendered.

REGULATIONS AND RESTRICTIONS

(a) The closing date is three weeks in advance of initial program.

(b) The rates quoted herein are subject to change without notice.

(c) This rate card is for informative purposes, and does not constitute an offer on the part of the National Broadcasting Company.

REPRESENTATIVES

30 Rockefeller Plaza, New York, N. Y.
 Hotel Bradford (WBZ), Boston, Mass.
 Grant Bldg. (KDKA), Pittsburgh, Pa.
 National Press Building, Washington, D. C.
 Hotel Kimball (WBZA) Springfield, Mass.
 1367 E. Sixth St. (WTAM) Cleveland, Ohio.
 222 North Bank Drive, Chicago, Ill.
 Lincoln-Liberty Bldg., Philadelphia, Pa.
 802 Fisher Building, Detroit, Mich.
 111 Sutter St., San Francisco, Calif.
 1 River Rd., (WGY) Schenectady, N. Y.
 1625 California St., (KOA) Denver, Colo.
 5515 Melrose Ave., Hollywood, Calif.

DON LEE BROADCASTING SYSTEM

Affiliated with Mutual Broadcasting System

1076 West Seventh Street, Los Angeles

Telephone: Vandike 7111

1000 Van Ness Ave., San Francisco

Telephone: Prospect 0100

(Rates in Effect Dec. 29, 1936)

OFFICIALS

Thomas S. Lee, President.
 W. J. Gleason, Secretary-Treasurer.
 Lewis Allen Weiss, General Manager.
 Willet H. Brown, Assistant Los Angeles Manager.
 Wilbur Eickelberg, San Francisco Manager.
 William D. Pabst, Assistant San Francisco Manager.
 Roger K. Huston, Los Angeles Sales Manager.
 Ward Ingram, San Francisco Sales Manager.
 Frederick Stark, Los Angeles Musical Director.
 David Broekman, Los Angeles Musical Director.
 Claude Sweeten, San Francisco Musical Director.
 Don Bernard, Los Angeles Program Director.
 Harold G. Peery, Chief Engineer.
 Wayne Miller, Publicity Director.

GENERAL ADVERTISING

Don Lee Golden Group

KHJ, Los Angeles	KFRC, San Francisco
KGB, San Diego	KDB, Santa Barbara
KFXM, San Bernardino	KPMC, Bakersfield
KDON, Monterey	KVOE, Santa Ana
KXO, El Centro	KGDM, Stockton (Daytime)

NIGHT RATES

6 P.M. to 11 P.M.

1 hour	\$731.00
1/2 hour	452.00
1/4 hour	295.00

DAY RATES

8 A.M. to 6 P.M. and after 11 P.M.

1 hour	\$384.00
1/2 hour	233.00
1/4 hour	154.00

SUNDAY AFTERNOON RATES

Noon to 6 P.M.

1 hour	\$488.00
1/2 hour	302.00
1/4 hour	197.00

Southern and Northern California Split Network rates upon application.

Commission and Cash Discount—Agency commission 15% on net station time to accredited advertising agencies. On approved credit, accounts payable 10th of month following service. No cash discount.

Weekly Discounts—Gross time rates are subject to the following weekly discounts when advertisers contract for 13 or more weeks:

Less than \$154 per week	None
\$154 but less than \$308 per week	2 1/2%
308 but less than 462 per week	5%
462 but less than 616 per week	7 1/2%
616 but less than 770 per week	10%
770 but less than 924 per week	12 1/2%
924 or more per week	15%

Additional Discounts—An additional discount of 10% on network time is allowed for 52 weeks contracted within one year of initial broadcast of contract. This additional discount shall apply to the largest amount of weekly gross billing that has run consecutively for 52 weeks.

Special Features and Participating Programs—Feminine Fancies—A half hour participating program is available over the Don Lee Network and is subject to regular weekly and additional discounts. Per 10-minute period, \$100. Talent charge, \$40 additional per 10-minute period which includes staff orchestra and artists. Every half hour broadcast is divided into three 10-minute periods, each of which is devoted exclusively to one advertiser. No competitive products are acceptable.

News Service—May be sponsored day or night in whole or on a participating basis. Rates on application.

Political—Charged at regular rates; payable in advance.

Service-facilities—A staff of vocalists, musicians and continuity writers and the services of the Thomas Lee Artists Bureau are available for the presentation of any type of program desired by the advertiser. The chain will assume entire responsibility for program construction and presentation. Program ideas, lists of talent and prices furnished on request.

Contract and Other Requirements—Advertising of beer and wines acceptable. All programs and copy subject to approval of the Don Lee Broadcasting System.

CALIFORNIA RADIO SYSTEM

(Rates in Effect Jan. 1, 1937)

Ford Billings, General Manager
 G. C. Hamilton, Vice President, McClatchy Newspapers
 E. J. Gough, Vice President, Hearst Radio, Inc.

Comprising

KEHE, Los Angeles	KYA, San Francisco
KFBK, Sacramento	KMJ, Fresno
KWG, Stockton	KERN, Bakersfield

Night Rates—6 P.M. to 11 P.M. Daily

BASIC STATIONS

KFBK, Sacramento	KYA, San Francisco
KEHE, Los Angeles	KMJ, Fresno

NIGHT RATES—6 P.M. to 11 P.M. Daily

	1 Hour	1/2 Hour	1/4 Hour
Total Basic	\$648.00	\$367.00	\$215.00

OPTIONAL STATIONS

KWG, Stockton	\$40.00	\$25.00	\$15.00
KERN, Bakersfield	40.00	25.00	15.00
Total System	\$728.00	\$417.00	\$245.00

BASIC STATIONS

KFBK, Sacramento	KYA, San Francisco
KEHE, Los Angeles	KMJ, Fresno

DAY RATES—8 A.M. to 6 P.M. and 11 P.M. to Midnight Daily.

	1 Hour	1/2 Hour	1/4 Hour
Basic Stations	\$360.50	\$203.50	\$121.50

OPTIONAL STATIONS

KWG, Stockton	\$25.00	\$14.00	\$8.50
KERN, Bakersfield	25.00	14.00	8.50
Total System	\$410.50	\$232.50	\$139.00

Political Rates on Request.

Discounts—Three or more broadcasts per week—5%. A rebate will be allowed after consecutive weeks of broadcasting at the rates listed here: 13 consecutive weeks, 5%; 26 consecutive weeks, 10%; 52 consecutive weeks, 20%. The rebate will be due and payable after each such period and will be applicable to the largest amount of weekly gross billing that has run consecutively during such period.

Commission and Cash Discount:—

a. 15% commission on "system charge" and "talent" allowed to Advertising Agencies recognized by California Radio System.

b. No Cash Discount.

c. Bills due and payable when rendered.

Service Facilities:—

a. Program Charges (Artists, Orchestra, Continuity, Remote lines, etc.) are in addition to System charges.

b. All contracts and programs are subject to the approval of California Radio System.

c. System rates include, without extra charge, license to use any and all music controlled by ASCAP.

d. Origination of program in any California Radio System Station Studio without wire charge.

Regulations and Restrictions:—

a. No periods are sold in bulk for resale.

b. No contracts accepted for more than one year.

c. Contract renewals subject to rates and discounts in effect at time of renewal.

d. All contracts subject to cancellation unless program starts within thirty days.

Miscellaneous:—

a. Operated by California Radio System.

b. Operates on Pacific Standard Time.

c. Program facilities daily 8 A.M. to Midnight.

d. Rates subject to change without notice.

e. Representatives at each California Radio System Station.

f. National Representative—Hearst Radio, 969 Eighth Avenue, New York City; 326 W. Madison St., Chicago; Hearst Building, Market at Third, San Francisco; 141 North Vermont, Los Angeles.

g. Business offices—141 North Vermont, Los Angeles.

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York City

Phone: Pennsylvania 6-8383

Tribune Tower, Chicago, Ill.

Phone: Superior 0100

(Rates in Effect Jan. 1, 1937)

OFFICIALS

Alfred J. McCosker, Chairman of Board.
W. E. Macfarlane, President.
Theodore C. Streibert Vice President.
E. M. Antrim, Secretary and Treasurer.
Fred Weber, General Manager.

All rates are based on local time in each city used on the network. Evening Rates shown on this card apply to all stations from 7 p.m. to 10:30 p.m. (and most stations from 6 to 11 p.m.) weekdays and Sundays, except in the case of the Iowa Network which uses the day rate after 10 p.m. Day Rates shown on this card apply to all stations from 9 a.m. to 5 p.m. (and a majority of the stations from 9 a.m. to 6 p.m.) each week day except in the case of the Iowa Network (lower rate 1 to 5 p.m.); WSM Nashville (lower rate 1:30 to 4 p.m.); KOIL Omaha (higher rate 12 to 1 noon); KWK St. Louis (lower rate 9 to 10 a.m.); WRVA Richmond (lower rate after 1 p.m.).
Sunday Rates and all rates not shown—consult the Mutual Broadcasting System. All Rates Quoted net after quantity discount and (in case of 52 week schedules) after annual rebates are allowed and earned, but before agency commissions are deducted.

BASIC NETWORK STATIONS¹

DAYTIME

13 Weeks

	1 Hour	1/2 Hour	1/4 Hour
Chicago (WGN)	\$332.50	\$204.75	\$136.50
Newark (WOR)	500.00	300.00	200.00
Cincinnati (WLW)	555.00	380.00	259.35
Detroit-Windsor (CKLW)	152.00	95.00	59.35
Boston (WAAB ²)	100.00	60.00	40.00
California— Don Lee Network ³	332.50	204.75	136.50
Total Basic Group	\$1972.00	\$1244.50	\$831.70

26 Weeks

	1 Hour	1/2 Hour	1/4 Hour
Chicago (WGN)	\$332.50	\$204.75	\$136.50
Newark (WOR)	500.00	300.00	200.00
Cincinnati (WLW)	555.00	380.00	259.35
Detroit-Windsor (CKLW)	144.00	90.00	56.25
Boston (WAAB ²)	95.00	57.00	38.00
California— Don Lee Network ³	332.50	204.75	136.50
Total Basic Group	\$1959.00	\$1236.50	\$826.60

52 Weeks

	1 Hour	1/2 Hour	1/4 Hour
Chicago (WGN)	\$332.50	\$204.75	\$136.50
Newark (WOR)	450.00	270.00	180.00
Cincinnati (WLW)	499.50	342.00	233.42
Detroit-Windsor (CKLW)	136.00	85.00	53.10
Boston (WAAB ²)	83.25	49.95	33.30
California— Don Lee Network ³	299.25	184.28	122.85
Total Basic Group	\$1800.50	\$1135.98	\$759.17

NIGHT TIME

13 Weeks

	1 Hour	1/2 Hour	1/4 Hour
Chicago (WGN)	\$585.00	\$370.50	\$253.50
Newark (WOR)	901.88	555.00	370.00
Cincinnati (WLW)	1110.00	760.00	518.70
Detroit-Windsor (CKLW)	304.00	190.00	118.75
Boston (WAAB ²)	200.00	120.00	80.00
California— Don Lee Network ³	612.00	387.60	265.20
Total Basic Group	\$3712.88	\$2383.10	\$1606.15

26 Weeks

	1 Hour	1/2 Hour	1/4 Hour
Chicago (WGN)	\$585.00	\$370.50	\$253.50
Newark (WOR)	901.88	555.00	370.00
Cincinnati (WLW)	1110.00	760.00	518.70
Detroit-Windsor (CKLW)	288.00	180.00	112.50
Boston (WAAB ²)	190.00	114.00	76.00
California— Don Lee Network ³	612.00	387.60	265.20
Total Basic Group	\$3686.88	\$2367.10	\$1695.90

52 Weeks

Chicago (WGN)	\$585.00	\$370.50	\$253.50
Newark (WOR)	809.37	499.50	333.00
Cincinnati (WLW)	939.00	641.00	454.83
Detroit-Windsor (CKLW)	272.00	170.00	106.25
Boston (WAAB ²)	166.50	99.50	66.60
California— Don Lee Network ³	550.80	348.84	238.58
Total Basic Group	\$3182.67	\$2172.74	\$1464.86

26 Weeks

Baltimore (WBAL)	\$319.00	\$195.00	\$129.00
Cleveland (WGAR)	272.00	171.20	109.20
Denver (KFEL)	81.00	47.25	27.00
Iowa Network	237.00	178.20	118.80
Don Lee Network ³	144.00	86.40	57.60
Cedar Rapids (WMT)	207.00	121.20	82.80
Kansas City (WHB)	215.00	130.00	86.00
Nashville (WSM)	315.00	198.00	117.00
Omaha (KOIL)	180.00	108.00	72.00
Philadelphia (WFIL)	315.00	189.00	108.00
Pittsburgh (WCAE)	427.50	270.00	171.00
Richmond (WRVA)	292.50	121.50	81.00
St. Louis (KWK)	315.00	189.00	99.00
Washington (WOL)	114.00	71.25	42.75
Total This Group	\$3025.00	\$1830.40	\$1129.85
Total All Cities Listed	\$5711.88	\$3457.50	\$2275.75

STATIONS AVAILABLE INDIVIDUALLY WITH BASICS

DAYTIME

13 Weeks

	1 Hour	1/2 Hour	1/4 Hour
Baltimore (WBAL)	\$162.00	\$100.00	\$65.00
Cleveland (WGAR)	133.00	79.80	53.20
Denver (KFEL)	85.50	49.88	28.50
Iowa Network	156.75	94.05	62.70
Des Moines (KSO)	76.00	46.60	30.40
Cedar Rapids (WMT)	109.25	66.55	43.70
Kansas City (WHB)	114.00	68.40	38.00
Nashville (WSM)	190.00	114.00	68.40
Omaha (KOIL)	95.00	57.00	30.40
Philadelphia (WFIL)	166.00	96.00	57.00
Pittsburgh (WCAE)	225.63	142.50	90.25
Richmond (WRVA)	109.25	66.55	43.70
St. Louis (KWK)	152.00	85.50	57.00
Washington (WOL)	75.00	50.00	25.00
Total This Group	\$1664.13	\$1001.68	\$619.15
Total All Cities Listed	\$3636.13	\$2246.18	\$1450.85

26 Weeks

Baltimore (WBAL)	\$155.00	\$98.00	\$60.00
Cleveland (WGAR)	128.00	75.60	50.40
Denver (KFEL)	81.00	47.25	27.00
Iowa Network	148.50	89.10	59.40
Des Moines (KSO)	72.00	43.20	28.80
Cedar Rapids (WMT)	103.50	62.10	41.40
Kansas City (WHB)	108.00	64.80	36.00
Nashville (WSM)	180.00	108.00	64.80
Omaha (KOIL)	90.00	54.00	28.80
Philadelphia (WFIL)	158.00	90.00	54.00
Pittsburgh (WCAE)	213.75	135.00	85.50
Richmond (WRVA)	103.50	62.10	41.40
St. Louis (KWK)	144.00	81.00	54.00
Washington (WOL)	71.25	47.50	23.75
Total This Group	\$1579.00	\$952.35	\$685.05
Total All Cities Listed	\$3538.00	\$2188.85	\$1411.65

52 Weeks

Baltimore (WBAL)	\$145.00	\$90.00	\$57.00
Cleveland (WGAR)	119.00	71.40	47.60
Denver (KFEL)	76.50	44.63	25.50
Iowa Network	140.25	84.15	56.10
Des Moines (KSO)	68.00	40.80	27.20
Cedar Rapids (WMT)	97.75	58.65	39.10
Kansas City (WHB)	102.00	61.20	34.00
Nashville (WSM)	175.00	105.00	63.00
Omaha (KOIL)	85.00	51.00	27.20
Philadelphia (WFIL)	149.00	85.00	51.00
Pittsburgh (WCAE)	201.88	127.50	80.75
Richmond (WRVA)	97.75	58.65	39.10
St. Louis (KWK)	128.00	72.00	48.00
Washington (WOL)	67.50	45.00	22.50
Total This Group	\$1486.88	\$895.93	\$551.75
Total All Cities Listed	\$3287.38	\$2031.51	\$1310.92

NIGHT TIME

13 Weeks

	1 Hour	1/2 Hour	1/4 Hour
Baltimore (WBAL)	\$325.00	\$200.00	\$130.00
Cleveland (WGAR)	265.00	159.80	106.40
Denver (KFEL)	85.50	49.88	28.50
Iowa Network	313.50	188.10	125.40
Des Moines (KSO)	152.00	91.20	60.80
Cedar Rapids (WMT)	218.50	131.10	87.40
Kansas City (WHB)	228.00	136.00	91.00
Nashville (WSM)	332.50	209.00	123.50
Omaha (KOIL)	190.00	114.00	61.75
Philadelphia (WFIL)	333.00	190.00	114.00
Pittsburgh (WCAE)	451.25	285.00	180.50
Richmond (WRVA)	213.75	128.25	85.50
St. Louis (KWK)	332.50	190.00	104.50
Washington (WOL)	120.00	75.00	45.00
Total This Group	\$3191.00	\$1924.83	\$1196.05
Total All Cities Listed	\$6903.88	\$4307.93	\$2802.20

52 Weeks

Baltimore (WBAL)	\$290.00	\$180.00	\$115.00
Cleveland (WGAR)	238.00	142.80	95.20
Denver (KFEL)	76.50	44.63	25.50
Iowa Network	280.50	168.20	112.20
Des Moines (KSO)	136.00	81.60	54.40
Cedar Rapids (WMT)	195.50	117.30	78.20
Kansas City (WHB)	204.00	122.00	82.00
Nashville (WSM)	306.25	192.50	113.75
Omaha (KOIL)	170.00	102.00	55.25
Philadelphia (WFIL)	238.00	170.00	102.00
Pittsburgh (WCAE)	403.75	255.00	161.50
Richmond (WRVA)	191.25	114.75	76.50
St. Louis (KWK)	280.00	169.00	88.00
Washington (WOL)	108.00	67.50	40.50
Total This Group	\$2845.25	\$1719.48	\$2519.25
Total All Cities Listed	\$6228.92	\$3892.22	\$2532.25

MUTUAL BASIC RATES BY PERIODS⁴

Total Net Cost 13 Weeks

	Night	Day
1 quarter-hour per week	\$20,879.95	\$10,812.10
2 quarter-hours per week	\$39,869.70	\$20,963.80
3 quarter-hours per week	\$56,752.28	\$29,850.34
4 quarter-hours per week	\$74,520.55	\$39,229.74
5 quarter-hours per week	\$91,684.97	\$48,041.11
1 half-hour per week	\$30,980.30	\$16,178.50
1 hour per week	\$48,267.31	\$25,636.00

Total Net Cost 26 Weeks

	Night	Day
1 quarter-hour per week	\$41,493.40	\$21,491.60
2 quarter-hours per week	\$79,310.40	\$41,711.80
3 quarter-hours per week	\$112,088.86	\$58,976.32
4 quarter-hours per week	\$147,153.50	\$77,475.84
5 quarter-hours per week	\$181,010.18	\$94,875.04
1 half-hour per week	\$61,544.60	\$32,149.00
1 hour per week	\$95,858.62	\$50,934.00

Total Net Cost 52 Weeks

	Night	Day
1 quarter-hour per week	\$76,172.72	\$39,476.84
2 quarter-hours per week	\$145,431.52	\$76,600.68
3 quarter-hours per week	\$203,817.12	\$107,342.04
4 quarter-hours per week	\$267,619.04	\$141,035.44
5 quarter-hours per week	\$329,006.60	\$172,619.20
1 half-hour per week	\$112,982.48	\$59,070.70
1 hour per week	\$175,898.84	\$93,626.00

¹ A minimum hook-up of WGN, WOR, WLW, is required on all contracts. A nominal wire charge is required on any hook-up which eliminates any one of these stations, unless station is unavailable.

² The entire Colonial Network, covering the eleven leading markets of New England, is available in conjunction with the Mutual Network. These markets are available individually.

³ The California Don Lee Network, sold only as a group, consists of KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; and KDB, Santa Barbara.

⁴ Rates quoted under this heading are based upon combinations of rates of all basic stations of the Mutual Network.

Data listed subject to change without notice. This rate card is for the convenient reference of advertisers and does not constitute an offer on the part of the Mutual Broadcasting System.

CLASSIFICATIONS—Rates quoted apply to all classes of acceptable accounts and advertising. No periods are sold in bulk for re-sale, all programs are subject to the approval of individual Mutual network stations.

SERVICE FACILITIES—The Mutual Broadcasting System offers individualized assistance through the Program and Publicity Departments of both the stations and the Mutual organization. Advertisers and advertising agents who desire to use different commercial messages in particular sections or localities are offered this opportunity by the Mutual Broadcasting System. Origination of programs in New York, Cincinnati, Chicago, Detroit, Boston, Hollywood, Los Angeles, and San Francisco without wire charge. Nominal line cost for commercial programs originating from other stations listed on this card.

COMMISSIONS—CASH DISCOUNTS—Net billing subject to agency commission of 15% to recognized agencies. Bills due and payable when rendered. Cash payment in advance required for all political broadcasts. 2% cash discount may be deducted from WLW time charge if payment is made to Mutual Chicago office by the 10th of the month following broadcast.

ADMINISTRATIVE OFFICES

New York—1440 Broadway.
Chicago—Tribune Tower.
Cincinnati—Union Central Life Building.
Detroit—Union Guardian Building.
Los Angeles—Don Lee Building.
Boston—21 Brookline Avenue.
England—Surrey. Cable Address: MUBSI, New York.

**NO LIGHTS—
NO CAMERA—**



WMCA

**"NEW YORK'S"
"PHILADELPHIA"**

PLENTY OF

ACTION!

In radio, as in the cinema, it's **ACTION** that counts! Studios and technical equipment—like lights and camera—you take for granted. The pay-off is the **RESULTS** a station produces for its advertisers.

If you're rarin' for real sales action in your biggest metropolitan markets—harken to these results reported by current sponsors on WMCA, "New York's Own Station" and WIP, "Philadelphia's Pioneer Voice."

● Coal Retailer's club plan business upped in one year from \$7,500 to \$125,000—a 1600% increase! ● Clothier forced to double floor space to take care of increased demand. Found radio outpulled his newspaper ads 2 to 1 ● \$38,000 refrigerators sold in two weeks before Christ-

mas ● 410 oil burners sold in 3 months ● 19,512 cigar bands mailed in during six-day handicap contest. advertiser using only 2 spot announcements daily ● 5,500 "Thank You" letters received from baseball fans—60% with sponsor's box tops enclosed ● Five hundred thousand dollar account opened for Investment Service ● Furrier, after testing radio against other media, concentrates nine-tenths of budget in radio. ● More than a hundred personal visits from initial broadcast advertising Building and Loan shares ● Jeweler opens new branch store after four months radio activity. Results like these are not accidental. They typify the action you too will get when you use WMCA-WIP. Individually or in combination.

OWN STATION
AS PIONEER VOICE

**NO LINE CHARGES
ON THE
COMBINATION**

WIP

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

COLUMBIA BROADCASTING SYSTEM, Inc.

485 Madison Ave., New York City
Telephone: Wickersham 2-2000
(Rates in Effect Jan. 1, 1937)

OFFICIALS

William S. Paley, President.
Edward Klauber, Executive Vice President.
Paul W. Kesten, Vice President.
Mefford R. Runyon, Vice President and Treasurer.
Lawrence W. Lowman, Vice President (Operations).
Hugh Kendall Boice, Vice President (Sales).
Herbert V. Ackerberg, Vice President (Station Relations).
Sam Pickard, Vice President.
W. B. Lewis, Vice-President (Programs)
Frederic A. Willis, Assistant to President.
Wilfred H. Sigerson, Assistant Treasurer.
James M. Seward, Assistant Treasurer.
Joseph H. Ream, Attorney.
William C. Gittinger, Sales Manager.
William H. Ensign, Assistant Sales Manager.
Bernard J. Prockter, Manager of Sales Service.
John J. Karol, Director of Sales Research.
Victor M. Ratner, Director of Sales Promotion.
Hugh A. Cowham, Commercial Engineer (Traffic).
Edwin King Cohan, Director of General Engineering.
A. B. Chamberlain, Chief Engineer.
John G. Gude, Director of Public Relations.
Paul W. White, Director of Public Events and Special Features.
Fred Bethel, Director of Music Division.
Jan Schimek, Director of Copyright Division.
Julius Mattfeld, Music Librarian.
Edward R. Murrow, Director of Radio Talks.
John S. Carlisle, Production Manager.
Gilson B. Gray, Director of Commercial Editing.
John E. Forsander, Manager of Purchasing.
S. R. Dean, Comptroller.
G. Stanley McAllister, Manager of Construction and Building.
Radio Sales Inc.—J. Kelly Smith, General Sales Manager;
Arthur H. Hayes, Eastern Sales Manager; William J. Williamson, Chicago Sales Manager.
Artists Bureau—Ralph J. Wonders, Director; I. S. Becker, Assistant Director; Paul Ross, Manager of Personal Bookings.
Chicago Office—H. Leslie Atlash, Vice President; J. J. King, Assistant to Vice President; J. L. Van Volkenburg, Assistant to Vice President; Leonard Erikson, Western Sales Manager.
Washington Office—Harry C. Butcher, Vice President; A. D. Willard, Jr., Sales Manager.
Detroit Office—Webster H. Taylor, Manager.
Los Angeles Office—Donald W. Thornburgh, Vice President.

BOARD OF DIRECTORS

William S. Paley	Prescott S. Bush
Leon Levy	Herbert Bayard Swope
Jerome H. Louchheim	Isaac D. Levy
Samuel Paley	J. A. W. Iglehart
Jacob Paley	Dorsay Richardson

OWNED AND OPERATED STATIONS

WABC New York	WBBM Chicago
WJSV Washington	WKRC Cincinnati
WBT Charlotte	WCCO Minneapolis
KMOX St. Louis	WEEI Boston
KNX Los Angeles	KSFO San Francisco

(operated under lease)

RATE CARD

Night Rates (6 p.m. to 11 p.m.) are in **Bold Face**. Day Rates (8 a.m. to 6 p.m. and 11 p.m. to midnight) are in **Light Face**. Transition Rates (two-thirds of the night rates) apply to all stations broadcasting on current New York time from 6 p.m. to 6:30 p.m. Sunday Afternoon Rates (12 Noon to 6 p.m.) are two-thirds of night rates. After Midnight Rates (midnight to 8 a.m.) are one-third of night rates. Day and Night Rates and Sunday Afternoon Rates are figured on the basis of current local time in each city. Network operations prior to 8 a.m. (current New York time) may be scheduled by special arrangement. All rates apply to network broadcasts only. Rates for periods in excess of one hour are in exact proportion to one-hour rates.

STATION RATES

This rate card is published for the convenient reference of advertisers and is not to be considered as an offer of facilities. All data herein are subject to change without notice. When program originates at points other than the studios of the Columbia Broadcasting System in New York, Chicago and Washington, a special charge is made.

BASIC NETWORK Minimum 24 Cities

Including the following 21 cities:

City	Time Zone	Full Hour	Half Hour	Quarter Hour
Albany (WOKO)	E†	\$175 88	105 53	70 35
Baltimore (WCAO)	E†	275 138	165 83	110 55
Boston (WEEI)	E†	425 213	255 128	170 85
Buffalo (WGR-KWBW)	E†	300 150	180 90	120 60
Chicago (WBBM)	C†	725 363	435 218	290 145
Cincinnati (WKRC)	E	300 150	180 90	120 60
Cleveland (WHK)	E	300 150	180 90	120 60
Des Moines (KRNT)	E	200 100	120 60	80 40
Detroit (WJR)	E	625 313	375 186	250 125
Hartford (WDRG)	E†	175 88	105 53	70 35
Indianapolis (WFBM)	C	200 100	120 60	80 40
Kansas City (KMBC)	C	300 150	180 90	120 60
Louisville (WHAS)	C	400 200	240 120	160 80

Basic Network—(Continued)

New York (WABC)	E†	1250 625	750 375	500 250
Omaha-Lincoln (KFAB)	C	200 100	120 60	80 40
Philadelphia (WCAU)	E†	550 275	330 165	220 110
Pittsburgh (WJAS)	E†	350 175	210 105	140 70
Providence (WPRO)	E†	200 100	120 60	80 40
St. Louis (KMOX)	C	500 250	300 150	200 100
Syracuse (WFLB)	E	200 100	120 60	80 40
Washington (WJSV)	E	300 150	180 90	120 60

Plus at least 3 of the following 5 Optional Basic cities:

Akron (WADC)	E	175 88	105 53	70 35
Columbus (WBNS)	E	175 88	105 53	70 35
Dayton (WHIO)	E	175 88	105 53	70 35
Rochester (WHEC)	E	175 88	105 53	70 35
Worcester (WORC)	E†	175 88	105 53	70 35

Total 24 Cities only. 8475 4242 5085 2546 3390 1695

Only 3 Optional Basic cities are included in above total.

BASIC SUPPLEMENTARY GROUP 14 Cities

These stations available individually with Basic Network.

Atlantic City (WPG)	E†	\$125 63	75 38	50 25
Bangor (WLBZ)	E†	125 63	75 38	50 25
Birmingham (WBNF)	E	125 63	75 38	50 25
Fairmont (WMMN)	E	125 63	75 38	50 25
Harrisburg (WHP)	E	125 63	75 38	50 25
Milwaukee (WISN)	C	175 88	105 53	70 35
Peoria (WMBD)	C	125 63	75 38	50 25
South Bend (WSBT)	C†	125 63	75 38	50 25
Springfield (WMAS)	E†	150 75	90 45	60 30
Topeka (WIBW)	C	175 88	105 53	70 35
Utica (WIBX)	E†	125 63	75 38	50 25
Wheeling (WVVA)	E	175 88	105 53	70 35
Wichita (KFH)	C	150 75	90 45	60 30
Youngstown (WKBN)	E	150 75	90 45	60 30

Group Total. 1975 993 1185 598 790 395

SOUTHEASTERN GROUP 7 Cities

These stations available individually with Basic Network.

Charlotte (WBT)	E	\$ 300 150	180 90	120 60
Durham (WDNC)	E	125 63	75 38	50 25
Greensboro (WBG)	E	125 63	75 38	50 25
Richmond (WRVA)	E	200 100	120 60	80 40
Roanoke (WDBJ)	E	125 63	75 38	50 25
Savannah (WTOC)	E	150 75	90 45	60 30
Winston-Salem (WSJS)	E	125 63	75 38	50 25

Group Total. \$1150 577 690 347 460 230

†This rate is for station WRVA which will become available not later than June 29, 1937. Until this station is available, the base rate for station WMBG will continue at \$125.

SOUTHCENTRAL GROUP 10 Cities

These stations available individually with Basic Network.

Atlanta (WGST)	C†	\$200 100	120 60	80 40
Birmingham (WBRC)	C	150 75	90 45	60 30
Chattanooga (WDOD)	C	125 63	75 38	50 25
Knoxville (WNOX)	C	125 63	75 38	50 25
Memphis (WREC)	C	200 100	120 60	80 40
Mobile (WALA)	C	125 63	75 38	50 25
Montgomery (WSFA)	C	125 63	75 38	50 25
Nashville (WLAC)	C	225 113	135 68	90 45
New Orleans (WWL)	C	275 138	165 83	110 55
Pensacola (WCOA)	C	125 63	75 38	50 25

Group Total. \$1675 841 1005 506 670 335

SOUTHWESTERN GROUP 10 Cities

These Stations are available with the Basic Network in a group of not less than 5 of the following cities.

Austin (KNOW)	C	\$125 63	75 38	50 25
Dallas (KRLL)	C	300 150	180 90	120 60
Houston (KTRH)	C	225 113	135 68	90 45
Little Rock (KLRA)	C	150 75	90 45	60 30
Oklahoma City (KOMA)	C	225 113	135 68	90 45
San Antonio (K TSA)	C	175 88	105 53	70 35
Shreveport (KW KH)	C	175 88	105 53	70 35
Tulsa (KTUL)	C	125 63	75 38	50 25
Waco (WACO)	C	125 63	75 38	50 25
Wichita Falls (KGKO)	C	125 63	75 38	50 25

Group Total. \$1750 879 1050 529 700 350

FLORIDA GROUP 4 Cities

These stations available as a group with Basic Network.

Jacksonville (WMBR)	E	\$125 63	75 38	50 25
Miami (WQAM)	E	125 63	75 38	50 25
Orlando (WDBO)	E	125 63	75 38	50 25
Tampa (WDAE)	E	125 63	75 38	50 25

Group Total. \$500 252 300 152 200 100

NORTHWESTERN GROUP

4 Cities

These stations available individually with Basic Network.

Davenport (WOC)	C	\$125 63	75 38	50 25
Minneapolis-St. Paul (WCCO)	C	475 238	285 143	190 95
Sioux City (KSCJ)	C	125 63	75 38	50 25
Yankton (WNAX)	C	160 75	90 45	60 30

Group Total. \$875 439 525 264 350 175

MOUNTAIN GROUP 6 Cities

These stations available individually with Basic Network.

Colorado Spgs. (KVOR)	M	\$125 63	75 38	50 25
Denver (KLZ)	M	200 100	120 60	80 40
Salt Lake City (KSL)	M	300 150	180 90	120 60

These stations available individually only when Pacific Coast Group is used.

Great Falls (KFBB)	M	\$125 63	75 38	50 25
Missoula (KGVO)	M	125 63	75 38	50 25
Reno (KOH)	P	125 63	75 38	50 25

Group Total. \$1000 502 600 302 400 200

PACIFIC COAST GROUP 5 Cities

These Stations are available only as a group.

Los Angeles (KNX)	P	\$500 250	300 150	200 100
Portland (KOIN)	P	225 113	135 68	90 45
San Francisco (KSFO)	P	325 163	195 98	130 65
Seattle-Tacoma (KOL-KVI)	P	225 113	135 68	90 45
Spokane (KFPY)	P	175 88	105 53	70 35

Group Total. \$1450 727 870 437 580 290

When the Pacific Coast and the Basic Network are joined Denver and Salt Lake City must be used.

CANADIAN GROUP

2 Cities

These stations available individually with Basic Network.

Montreal (CKAC)	E†	\$200 100	120 60	80 40
Toronto (CFRB)	E†	300 150	180 90	120 60

Group Total. \$500 250 300 150 200 100

HAWAIIAN STATION 1 City

Honolulu (KGMB)		\$220 195	140 125	100 90
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†Observes Daylight Saving.

TOTAL OF ALL CITIES LISTED (90)

		Full Hour	Half Hour	Quarter Hour
\$19,920	10.073	11,960	6,061	7,980 4,030

WEEKLY DISCOUNTS

(Applicable only to rates on this card)

The following weekly discounts, computed on gross weekly billing for time, will be allowed to each advertiser using network broadcasts for thirteen or more consecutive weeks:

Less than 5 station-hours per week	Net
5 or more but less than 10 station-hrs. per week	2½%
10 or more but less than 15 station-hrs. per wk.	5%
15 or more but less than 25 station-hrs. per wk.	7½%
25 or more but less than 45 station-hrs. per wk.	10%
45 or more but less than 70 station-hrs. per wk.	12½%
70 or more station-hours per week	15%

Station-hours will be calculated as follows:
1 hr. (day or night) on 1 station. 1.0 station-hour
½ hr. (day or night) on 1 station.6 station-hour
¼ hr. (day or night) on 1 station.4 station-hour
(Thus, in computing station-hour discounts, ½ hour and ¼ hours periods are given a weight equivalent, respectively, to their proportioned cost—60% and 40% of the full-hour rate.)
Two or more network contracts for the same advertiser may be combined in computing station-hour discounts.

ANNUAL DISCOUNT

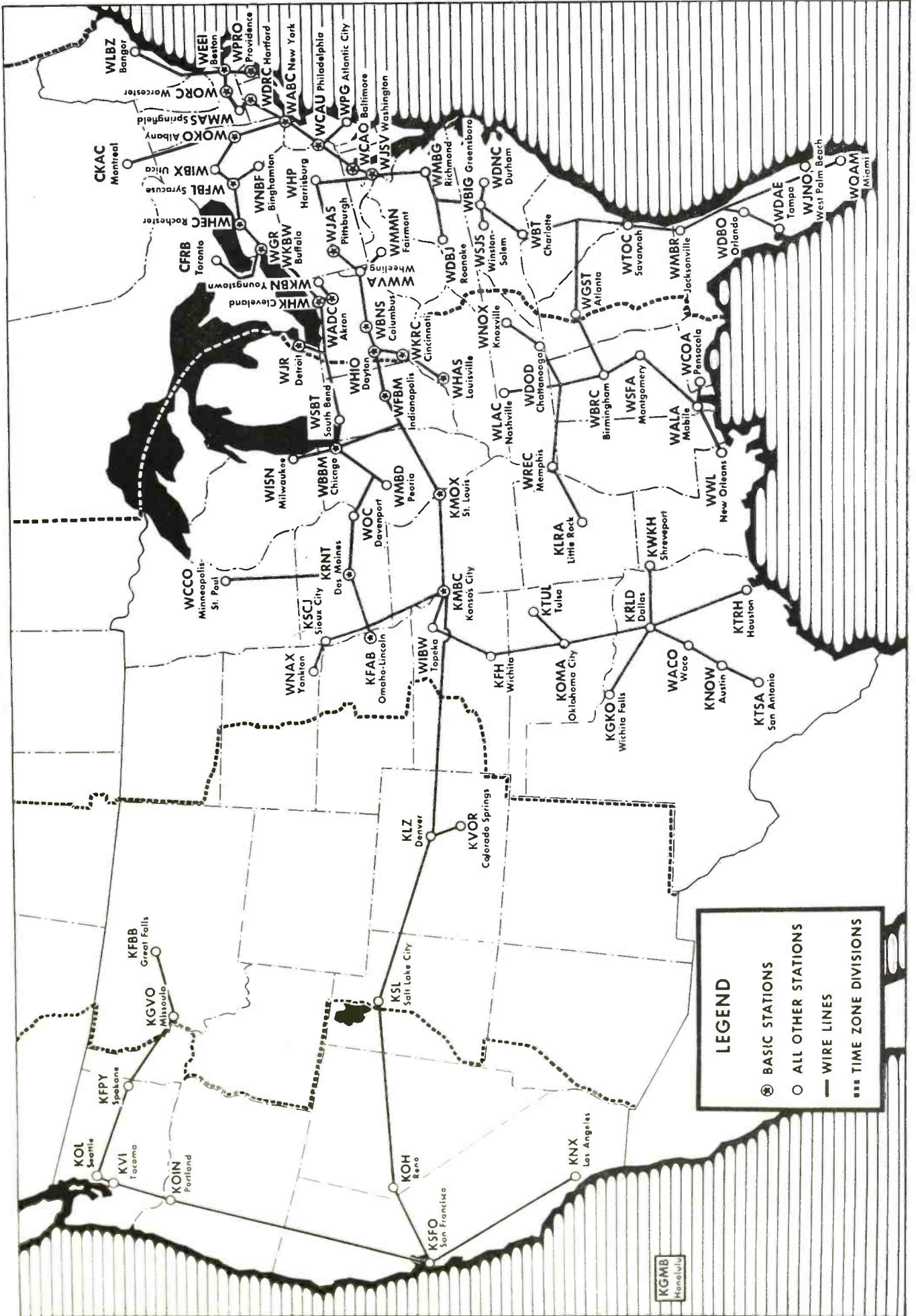
(Applicable only to rates on this card)

At the end of 52 consecutive weeks of network broadcasting there will be due and payable to the advertiser an additional discount on network time computed as follows: 52 times 10% of the largest amount of weekly gross billing that has run consecutively for 52 weeks.
If an advertiser broadcasts weekly for a period longer than 52 weeks, but shorter than 104 weeks, he will be paid the maximum discount, under the foregoing terms, for any consecutive 52 weeks during the period of his broadcasting.

(Continued on Page 206)

Map of Network of Columbia Broadcasting System

(As of January 1, 1937)



Map prepared by Columbia Broadcasting System

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

Columbia Broadcasting System

(Continued from Page 204)

COMMISSIONS

A commission of 15% is allowed to recognized agencies on net station time charges and on any line charges.

NO CASH DISCOUNT

Charges for facilities are payable immediately after each broadcast.

CLASSIFICATIONS

Rates listed herein apply to all classes of acceptable accounts and advertising.

SERVICE FACILITIES

The Columbia Broadcasting System makes available a complete supplementary service for advertising agencies and radio advertisers, through the following: Columbia Artists Bureau, Inc., Columbia Concerts Corporation, Commercial Program Department, Continuity Department, Engineering Department, Merchandising & Research Depts., Publicity Department, Sales Service Department, Station Relations Department.

ADMINISTRATIVE OFFICES AND REPRESENTATIVES:

New York—485 Madison Ave.
Chicago—410 N. Michigan Ave.
Philadelphia—1622 Chestnut Street.
Washington, D. C.—817 Earle Bldg.
Hollywood—5939 Sunset Boulevard.
Detroit—902 Fisher Building.
London—14 Langham Pl., W. 1. Cable Address: Columbia, N. Y.

MICHIGAN RADIO NETWORK

EXECUTIVE OFFICES

Madison Theatre Bldg., Detroit, Mich.

Phone: Cherry 8321

(Rates in Effect Jan. 1, 1937)

OFFICIALS

George W. Trendle, President.
John H. King, Vice President-Treasurer.
Howard O. Pierce, Secretary.
H. Allen Campbell, General Manager.
Arch Shawd, Sales Manager.

STATIONS

WXYZ—Detroit. WKZO—Ulamazoo.
WELL—Battle Creek. WFDJ—Flint.
WOOD-WASH—Grand Rapids. WBGM—Bay City.
WIBM—Jackson. WJIM—Lansing.
* WKZO not available after sundown.

ADVERTISING RATES—GROUP NO. 1

9 A.M. to 6 P.M. and 11 P.M. to Midnight

One Hour \$350.00
Half Hour 210.00
Quarter Hour 140.00

6 P.M. to 11 P.M.

One Hour \$600.00
Half Hour 360.00
Quarter Hour 240.00

Announcements: (Group No. 1 Only)

Minimum of Five Minutes Each Broadcast, with Proper Proportion of Opening and Closing Music. \$75.00 Each, Before 6 P.M., \$125.00 Each, After 6 P.M.

Discounts: (Station Time Only) 26 Times, 5%
52 or More Times, 10%

ADVERTISING RATES—GROUP NO. 2

Comprises State Stations only—Eliminating WXYZ, Detroit and WKZO, Kalamazoo, after sundown, which is about 5:15 P.M. in Winter months and 7:15 P.M. in Summer E.S.T.

9 A.M. to 6 P.M. and 11 P.M. to Midnight

One Hour \$210.00
Half Hour 126.00
Quarter Hour 84.00

6 P.M. to 11 P.M.

One Hour \$350.00
Half Hour 216.00
Quarter Hour 144.00

Discounts: (Station Time Only) 26 Times, 5%
52 or More Times, 10%

RECORDED PROGRAMS

Regular time charges apply to recorded programs. Not restricted to certain hours. No service charge. Transcriptions to be furnished by advertiser.

CONTRACT AND OTHER REQUIREMENTS

Talks and lectures are not accepted, except by special arrangement. The Michigan Radio Network maintains a supplementary service for advertising agencies and radio advertisers, available through the following departments: Program department, Continuity department, Publicity department, Sales, Service and Stations Relations departments. Merchandising and Research departments and Engineering Department. All programs are subject to the approval of the Program department of the Michigan Radio Network.

Closing date for inclusion in general publicity and printed program announcements is two weeks in advance of broadcast.

Equipped to handle programs by electrical transcription, using 78 or 33 $\frac{1}{2}$ r.p.m. single or double turn-tables.

REPRESENTATIVES

William G. Rumble Co., 360 No. Michigan Ave., Chicago

NEW YORK STATE BROADCASTING SYSTEM

114 East 58th St., New York City

Telephone: Eldorado 5-6100

(Rates in Effect Jan. 1, 1937)

OFFICIALS

Burt Squire, General Manager
A. A. Grobe, Traffic Manager

GENERAL BROADCASTING 7 a.m. to 6 p.m.

	1 Hour	$\frac{1}{2}$ Hour	$\frac{1}{4}$ Hour	5 Minutes
New York City (WINS)	\$150.00	\$90.00	\$62.00	\$35.00
Albany (WABY)	85.00	36.00	24.00	15.00
Utica (WIBX)	63.00	38.00	25.00	15.00
Auburn (WMBO)	70.00	35.00	23.00	9.00
Rochester (WSAY)	120.00	55.00	39.00	20.00
Buffalo (WBNY)	135.00	69.00	45.00	22.00
Plattsburg (WMFF)	70.00	35.00	23.00	9.00
Total Group	\$693.00	\$348.00	\$241.00	\$125.00

GENERAL BROADCASTING 6 p.m. to SIGN OFF

	1 Hour	$\frac{1}{2}$ Hour	$\frac{1}{4}$ Hour	5 Minutes
New York City (WINS)	\$250.00	\$135.00	\$95.00	\$50.00
Albany (WABY)	125.00	65.00	50.00	25.00
Utica (WIBX)	125.00	75.00	50.00	25.00
Auburn (WMBO)	70.00	50.00	31.00	15.00
Rochester (WSAY)	160.00	80.00	50.00	30.00
Buffalo (WBNY)	175.00	95.00	73.00	40.00
Total Group	\$905.00	\$500.00	\$344.00	\$185.00

Announcement Rates on Request.

Discount: 13 to 25 times, 5%; 26 to 50 times, 10%; 51 to 100 times, 15%; 101 to 300 times, 20%.

1. REGULATIONS AND RESTRICTIONS

- Programs close one week in advance of broadcast.
- Talks, programs, continuities, must be submitted at least one week in advance for review by Program Department.
- Contract renewals subject to rates in effect at time of renewal.
- These stations may be bought in any combination or the total group.

2. COMMISSION AND CASH DISCOUNT

- 15% Commission allowed recognized Advertising Agencies.
- No cash discount.
- All invoices rendered weekly, payable at face when rendered. Short rate billing rendered if frequency rate is not earned.

3. SERVICE FACILITIES

- Program charges are in addition to station charges. Rates cover only station time and facilities.
- The editorial content of all broadcasts is subject to the approval or revision of the management.

QUAKER STATE NETWORK

Philadelphia Office: WFIL Broadcasting Co.
Public Ledger Building

Telephone: Walnut 5200

(Rates in Effect Jan. 1, 1937)

Roger W. Clipp, Coordinator

Eastern Group

WFIL Philadelphia			
WCBA Allentown			
WRAW Reading		WKBO Harrisburg	
WEST Easton		WKOK Sunbury	
WGBI Scranton		WRAC Williamsport	
WBRE Wilkes Barre		WORK York	
WAZL Hazleton			
WGAL Lancaster			

Western Group

WFBG Altoona or	
WJAC Johnstown	
WTRO Cumberland, Md.	
WWSW Pittsburgh	
WLEU Erie	

Eastern, Central and Western groups are available separately. Wave, Power, Time—See individual listings.

GENERAL ADVERTISING—GROSS RATES

	Eastern (8 stations)	Central (4 stations)	Western (4 stations)	All Groups (16 stations)
Before 6 p.m.				
$\frac{1}{4}$ Hour	\$284.50	\$117.50	\$133.00	\$535.00
$\frac{1}{2}$ Hour	414.75	164.50	183.75	763.00
1 Hour	615.00	230.25	254.75	1100.00
After 6 p.m.				
$\frac{1}{4}$ Hour	456.25	176.25	196.50	829.00
$\frac{1}{2}$ Hour	671.00	246.75	272.25	1190.00
1 Hour	1009.50	345.50	379.00	1734.00

Discounts: 13 times, 5%; 26 times, 10%; 52 times, 15%.

INTER-CITY BROADCASTING SYSTEM

WMCA Building, 1697 Broadway

New York City

Telephone: Circle 6-2200

(Rates in Effect Jan. 1, 1937)

OFFICIALS

Donald Flamm, President.
Bertram Lebhar, Jr., Director of Sales.
Richard E. Fishel, Director of Special Events.
Larry Nixon, Director of Publicity.
Ray Linton, Chicago Representative.

STATIONS

WMCA—New York	WOL—Washington
WIP—Philadelphia	WPRO—Providence
WDEL—Wilmington	WMEX—Boston
WCBM—Baltimore	WATR—Waterbury

BASIC RATES

Daily except Sundays

Stations	8:00 A.M. to 6:00 P.M.		
	Hour	30 Min.	15 Min.
WMCA, New York			
26 times	\$275.00	\$150.00	\$ 92.50
52 times	261.25	142.50	87.83
	247.50	135.00	83.25
WIP, Philadelphia			
26 times	93.75	59.40	37.50
52 times	89.07	56.43	35.63
	76.69	50.49	31.88
WDEL, Wilmington			
26 times	76.00	47.50	30.00
52 times	68.50	43.00	26.75
	60.00	38.00	24.00
WCBM, Baltimore			
26 times	70.00	40.00	25.00
52 times	63.00	36.00	22.50
	59.50	34.00	21.25
WOL, Washington			
26 times	60.00	37.50	22.50
52 times	57.00	35.62	21.38
	54.00	33.75	20.25
WMEX, Boston			
26 times	60.00	35.00	22.50
52 times	57.00	33.25	21.38
	51.00	29.75	19.13
WPRO, Providence			
26 times	63.00	39.00	25.00
52 times	56.70	35.10	22.50
	53.55	33.15	21.25
WATR, Waterbury			
26 times	75.00	47.00	32.00
52 times	71.25	44.65	30.40
	63.75	39.95	27.20

Stations	6:00 P.M. to 11:00 P.M.		
	Hour	30 Min.	15 Min.
WMCA, New York			
26 times	\$550.00	\$300.00	\$185.00
52 times	522.50	285.00	175.75
	495.00	270.00	166.50
WIP, Philadelphia			
26 times	187.50	118.75	75.00
52 times	178.13	112.82	71.25
	159.38	100.95	63.75
WDEL, Wilmington			
26 times	115.00	70.00	45.00
52 times	100.00	65.00	40.00
	90.00	57.00	35.00
WGHM, Baltimore			
26 times	120.00	70.00	40.00
52 times	108.00	63.00	36.00
	102.00	59.50	34.00
WOL, Washington			
26 times	120.00	75.00	45.00
52 times	114.00	71.25	42.75
	108.00	67.50	40.50
WMEX, Boston			
26 times	120.00	70.00	45.00
52 times	114.00	66.50	42.75
	102.00	59.50	38.25
WPRO, Providence			
26 times	125.00	78.00	49.00
52 times	112.50	70.20	44.10
	106.25	66.30	41.65
WATR, Waterbury			
26 times	75.00	47.00	32.00
52 times	71.25	44.65	30.40
	63.75	39.95	27.20

Linked together by permanent A. T. & T. lines, the 7 stations of the Inter-City Network may be engaged collectively, in any combination, or individually.

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

YANKEE NETWORK

21 Brookline Ave., Boston, Mass.

Telephone: Commonwealth 0800

(Rates in Effect Jan. 1, 1937)

OFFICIALS

John Shepard, 3rd, President.
Roy Harlow, Assistant to President.
Charles Phelan, Sales Manager.
Linus Travers, Production Manager.
Gerald Harrison, Traffic Manager.
Robert Ide, Comptroller.
Paul DeMars, Technical Director.
Irving Robinson, Chief Engineer.
Carleton MacVarish, Research.
Leland Bickford, Editor, Yankee News Service.

GENERAL BROADCASTING

NIGHT RATES 6:00 P.M. to 11:00 P.M. daily are in **Bold Face**.
DAY RATES 8:00 A.M. to 6:00 P.M. and 11:00 P.M. to 12:00 Midnight daily, except Sunday, and 8:00 A.M. to 1:00 P.M. and 11:00 P.M. to 12:00 Midnight Sundays are in **Light Face**.

Stations	Hour	
Boston, Mass. WNAC	400.00	200.00
Hartford, Conn. WTIC	360.00	180.00
Providence, R. I. WEAN	200.00	100.00
Worcester, Mass. WTAG	160.00	80.00
Bridgeport, Conn. WICC	160.00	80.00
Portland, Me. WCSH	160.00	80.00
Bangor, Me. WLBZ	120.00	60.00
Manchester, N. H. WFEA	120.00	60.00
Fall River, Mass. WWSR	120.00	60.00
New Bedford, Mass. WNBH	100.00	50.00
Lowell, Mass. WLLH	80.00	40.00
Laconia, N. H. WLNH	60.00	30.00
Augusta, Me. WRDO	60.00	30.00
Total, thirteen stations	2100.00	1050.00

Stations	Three-Quarter Hour	
Boston, Mass. WNAC	320.00	160.00
Hartford, Conn. WTIC	288.00	144.00
Providence, R. I. WEAN	160.00	80.00
Worcester, Mass. WTAG	128.00	64.00
Bridgeport, Conn. WICC	128.00	64.00
Portland, Me. WCSH	128.00	64.00
Bangor, Me. WLBZ	96.00	48.00
Manchester, N. H. WFEA	96.00	48.00
Fall River, Mass. WWSR	96.00	48.00
New Bedford, Mass. WNBH	80.00	40.00
Lowell, Mass. WLLH	64.00	32.00
Laconia, N. H. WLNH	48.00	24.00
Augusta, Me. WRDO	48.00	24.00
Total, thirteen stations	1680.00	840.00

Stations	Half Hour	
Boston, Mass. WNAC	240.00	120.00
Hartford, Conn. WTIC	216.00	108.00
Providence, R. I. WEAN	120.00	60.00
Worcester, Mass. WTAG	96.00	48.00
Bridgeport, Conn. WICC	96.00	48.00
Portland, Me. WCSH	96.00	48.00
Bangor, Me. WLBZ	72.00	36.00
Manchester, N. H. WFEA	72.00	36.00
Fall River, Mass. WWSR	72.00	36.00
New Bedford, Mass. WNBH	60.00	30.00
Lowell, Mass. WLLH	48.00	24.00
Laconia, N. H. WLNH	36.00	18.00
Augusta, Me. WRDO	36.00	18.00
Total, thirteen stations	1260.00	630.00

Stations	Quarter Hour	
Boston, Mass. WNAC	160.00	80.00
Hartford, Conn. WTIC	144.00	72.00
Providence, R. I. WEAN	80.00	40.00
Worcester, Mass. WTAG	64.00	32.00
Bridgeport, Conn. WICC	64.00	32.00
Portland, Me. WCSH	64.00	32.00
Bangor, Me. WLBZ	48.00	24.00
Manchester, N. H. WFEA	48.00	24.00
Fall River, Mass. WWSR	48.00	24.00
New Bedford, Mass. WNBH	40.00	20.00
Lowell, Mass. WLLH	32.00	16.00
Laconia, N. H. WLNH	24.00	12.00
Augusta, Me. WRDO	24.00	12.00
Total, thirteen stations	840.00	420.00

Stations	Five Minutes	
Boston, Mass. WNAC	80.00	40.00
Hartford, Conn. WTIC	72.00	36.00
Providence, R. I. WEAN	40.00	20.00
Worcester, Mass. WTAG	32.00	16.00
Bridgeport, Conn. WICC	32.00	16.00
Portland, Me. WCSH	32.00	16.00
Bangor, Me. WLBZ	24.00	12.00
Manchester, N. H. WFEA	24.00	12.00
Fall River, Mass. WWSR	24.00	12.00
New Bedford, Mass. WNBH	20.00	10.00
Lowell, Mass. WLLH	16.00	8.00
Laconia, N. H. WLNH	12.00	6.00
Augusta, Me. WRDO	12.00	6.00
Total, thirteen stations	420.00	210.00

Stations	Sundays 1:00 P.M. to 6:00 P.M.				
	Hour	Three-Quarter Hour	Half Hour	Quarter Hour	Five Minutes
WNAC	300.00	240.00	180.00	120.00	60.00
WTIC	270.00	216.00	162.00	108.00	54.00
WEAN	150.00	120.00	90.00	60.00	30.00
WTAG	120.00	96.00	72.00	48.00	24.00
WICC	120.00	96.00	72.00	48.00	24.00
WCSH	120.00	96.00	72.00	48.00	24.00
WLBZ	90.00	72.00	54.00	36.00	18.00
WFEA	90.00	72.00	54.00	36.00	18.00
WWSR	90.00	72.00	54.00	36.00	18.00
WNBH	75.00	60.00	45.00	30.00	15.00
WLLH	60.00	48.00	36.00	24.00	12.00
WLNH	45.00	36.00	27.00	18.00	9.00
WRDO	45.00	36.00	27.00	18.00	9.00
Total, 13 stations	1575.00	1260.00	945.00	630.00	315.00

Stations	12:00 Midnight to 8:00 A.M. daily (inc. Sunday)				
	Hour	Three-Quarter Hour	Half Hour	Quarter Hour	Five Minutes
WNAC	134.00	107.00	80.00	54.00	27.00
WTIC	120.00	96.00	72.00	48.00	24.00
WEAN	67.00	54.00	40.00	27.00	14.00
WTAG	54.00	43.00	32.00	22.00	11.00
WICC	54.00	43.00	32.00	22.00	11.00
WCSH	54.00	43.00	32.00	22.00	11.00
WLBZ	40.00	32.00	24.00	16.00	8.00
WFEA	40.00	32.00	24.00	16.00	8.00
WWSR	40.00	32.00	24.00	16.00	8.00
WNBH	34.00	27.00	20.00	14.00	7.00
WLLH	27.00	22.00	16.00	11.00	6.00
WLNH	20.00	16.00	12.00	8.00	4.00
WRDO	20.00	16.00	12.00	8.00	4.00
Total, 13 stations	704.00	563.00	420.00	284.00	143.00

Above program rates are for the facilities of the stations only; talent is extra.

YANKEE NETWORK NEWS SERVICE

Daily except Sunday 7:15-7:30 A.M., over WNAC and 8:00 A.M., to 8:15 A.M., over all other stations of the Yankee Network except WTAG.
Sundays—8:45 A.M., to 9:00 A.M., over stations WNAC and the entire Yankee Network except WTAG.

Per participating announcement150.00

Daily (except Sunday) 1:00 P.M. to 1:15 P.M., Sunday 12:45 to 1:00 P.M. over station WNAC and entire Yankee Network except WTAG.

Limited to three announcements daily.

Per participating announcement150.00

Daily (except Sunday) 6:00 P.M. to 6:15 P.M., Sunday 6:30 P.M. to 6:45 P.M. over station WNAC and entire Yankee Network except WTAG.

Limited to three announcements daily.

Per participating announcement300.00

Daily 11:00 P.M. to 11:15 P.M. over station WNAC and entire Yankee Network except WTAG.

Limited to three announcements daily.

Per participating announcement150.00

HOUSEHOLD PROGRAM

Gretchen McMullen Program—Recipes and household information 9:15 A.M. to 9:30 A.M., daily except Sunday over WNAC and entire Yankee Network.

Limited to four-non-competing clients daily.

Per participation175.00

COMMISSIONS AND DISCOUNTS

a. A Commission of 15% is allowed to recognized agencies on net Station Time and Talent.

b. No Cash Discount.

c. Charges for facilities are payable immediately after each broadcast.

d. Time discounts on card rates apply to total number of broadcast for the same sponsor in one year under original or renewed contracts and apply on Station Time only.

Less than 26 times	5%
26 to 51 times	7½%
52 to 103 times	10%
104 to 155 times	12½%
156 to 207 times	15%
208 and more times	15%

Programs, including special features, running continuously for 52 consecutive weeks earn an additional rebate of 10% based on the lowest billing for any one week.

No discounts on talent or line charges.

REGULATIONS

No contract accepted for longer than one year.
No blanket contracts accepted.
Preferred position governed by priority and availability on contract basis.
All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser when required in advance.
Closing date for inclusion in general publicity and printed announcements is 14 days before broadcast.

SPECIAL NOTICE

The Yankee Network will take programs from or feed programs to the following stations in New York City:

WOR WHN WINS

provided the Program is broadcast only in New York City and New England.

No line charge for this service in either direction.

SERVICE FACILITIES

- Production Department—Plans and produces program ideas, or produces programs planned by clients or agencies.
- Sales and Merchandising Department—Coverage and Market data—merchandising suggestions. Buyer contacts. Co-operation in making radio campaign a sales success.
- Publicity and Public Relations Departments—Maintain close contacts with news media—co-operate in publicity contacts for clients.
- Yankee Network Artists' Bureau makes available to advertisers complete talent casts either for radio presentation or public appearance, including the best New York and New England Artists. Complete talent list with prices upon request.
- The WNAC Grand Organ is available to Advertisers for use in connection with other talent. Staff Organist 10.00 per broadcast of one half hour or less.

Exclusive National Representatives

EDWARD PETRY & CO., INC.

New York—17 East 42nd St., Murray Hill 2-3850.
Chicago—Wrigley Bldg., Delaware 8600.
Detroit—General Motors Bldg., Madison 1035.
San Francisco—111 Sutter St., Garfield 0470.

COLORADO RADIO NETWORK

General Offices: Albany Hotel, Denver

(Rates in Effect Jan. 1, 1937)

Comprising
KFEL, Denver KFXJ, Grand Junction
KFKA, Greeley KGHF, Pueblo

OFFICIALS

Gene O'Fallon, Sales Manager.
Frank Bishop, Director of Station Relations.
Holly Moyer, Assistant Sales Manager.
J. P. Veatch, Technical Director.
William S. Wales, Traffic Manager.

GENERAL BROADCAST ADVERTISING

(Local and National)

MUSICAL PROGRAMS TALKS AND ANNOUNCEMENTS

(ALL HOURS)

(To be used in one year or less)

Following rates apply only if the entire group is used. For individual station rates—see individual rate cards.

60 minutes	1 Time	13 Times	26 Times
	\$220.00	\$209.00	\$198.00
30 minutes		121.13	114.75
15 minutes	75.00	71.25	67.50

60 minutes	52 Times	100 Times	300 or More
	\$187.00	\$176.00	\$165.00
30 minutes	108.38	102.00	95.63
15 minutes	63.75	60.00	56.25

COMMISSIONS AND CASH DISCOUNTS

Agency commission 15% to recognized advertising agencies. Cash discount of 2% on net rates, if paid on or before 10 days from date of invoice.

Political—Net cash in advance.

CONTRACT REQUIREMENTS

Preferred position governed by priority and availability on contract basis. Minimum time, one minute. No blanket contracts accepted. Rates subject to change without notice. Advertising of alcoholic beverages accepted after 9:00 P.M. only. No contract accepted for longer than 12 months. All contracts subject to cancellation unless program starts within sixty days. All contracts subject to the station owner's approval and governmental regulations. The station owner reserves the right to refuse or discontinue any advertising for reasons satisfactory to himself.

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

COLONIAL NETWORK

21 Brookline Ave., Boston, Mass.

Telephone: Commonwealth 0800

(Rates in Effect Jan. 1, 1937)

OFFICIALS

John Shepard, 3rd, President.
Roy Harlow, Assistant to President.
William Warner, Sales Manager.
Linus Travers, Production Manager.
Gerald Harrison, Traffic Manager.
Robert Ide, Comptroller
Paul DeMars, Technical Director
Irving Robinson, Chief Engineer.
Carleton MacVarish, Research.
Leland Bickford, Editor, Colonial News Service.

GENERAL BROADCASTING

NIGHT RATES 6:00 P.M. to 11:00 P.M. daily are in Bold Face.
DAY RATES 8:00 A.M. to 6:00 P.M. and 11:00 P.M. to 12:00
Midnight daily, except Sunday, and 8:00 A.M. to 1:00
P.M. and 11:00 P.M. to 12:00 Midnight Sunday are in
Light Face.

Stations	Hour	Three-Quarter Hour	Half Hour	Quarter Hour	Five Minutes
Boston, Mass.	WAAB	200.00	100.00		
Fall River, Mass.	WSAR	120.00	60.00		
Springfield, Mass.	WSPR	120.00	60.00		
Bangor, Me.	WLBZ	120.00	60.00		
Manchester, N. H.	WFEA	120.00	60.00		
New Bedford, Mass.	WNBH	100.00	50.00		
Lowell, Mass.	WLLH	80.00	40.00		
Hartford, Conn.	WTHT	100.00	50.00		
Waterbury, Conn.	WBRY	80.00	40.00		
Laconia, N. H.	WLNH	60.00	30.00		
Augusta, Me.	WRDO	60.00	30.00		
Providence, R. I.	WEAN	260.00	100.00		
Bridgeport, Conn.	WICC	160.00	80.00		
Total, thirteen stations		1520.00	760.00		

Stations	Hour	Three-Quarter Hour	Half Hour	Quarter Hour	Five Minutes
Boston, Mass.	WAAB	160.00	80.00		
Fall River, Mass.	WSAR	96.00	48.00		
Springfield, Mass.	WSPR	96.00	48.00		
Bangor, Me.	WLBZ	96.00	48.00		
Manchester, N. H.	WFEA	96.00	48.00		
New Bedford, Mass.	WNBH	80.00	40.00		
Lowell, Mass.	WLLH	64.00	32.00		
Hartford, Conn.	WTHT	80.00	40.00		
Waterbury, Conn.	WBRY	64.00	32.00		
Laconia, N. H.	WLNH	48.00	24.00		
Augusta, Me.	WRDO	48.00	24.00		
Providence, R. I.	WEAN	160.00	80.00		
Bridgeport, Conn.	WICC	128.00	64.00		
Total, thirteen stations		1216.00	608.00		

Stations	Hour	Three-Quarter Hour	Half Hour	Quarter Hour	Five Minutes
Boston, Mass.	WAAB	160.00	80.00		
Fall River, Mass.	WSAR	96.00	48.00		
Springfield, Mass.	WSPR	96.00	48.00		
Bangor, Me.	WLBZ	96.00	48.00		
Manchester, N. H.	WFEA	96.00	48.00		
New Bedford, Mass.	WNBH	80.00	40.00		
Lowell, Mass.	WLLH	64.00	32.00		
Hartford, Conn.	WTHT	80.00	40.00		
Waterbury, Conn.	WBRY	64.00	32.00		
Laconia, N. H.	WLNH	48.00	24.00		
Augusta, Me.	WRDO	48.00	24.00		
Providence, R. I.	WEAN	160.00	80.00		
Bridgeport, Conn.	WICC	128.00	64.00		
Total, thirteen stations		1216.00	608.00		

Stations	Hour	Three-Quarter Hour	Half Hour	Quarter Hour	Five Minutes
Boston, Mass.	WAAB	120.00	60.00		
Fall River, Mass.	WSAR	72.00	36.00		
Springfield, Mass.	WSPR	72.00	36.00		
Bangor, Me.	WLBZ	72.00	36.00		
Manchester, N. H.	WFEA	72.00	36.00		
New Bedford, Mass.	WNBH	60.00	30.00		
Lowell, Mass.	WLLH	48.00	24.00		
Hartford, Conn.	WTHT	60.00	30.00		
Waterbury, Conn.	WBRY	48.00	24.00		
Laconia, N. H.	WLNH	36.00	18.00		
Augusta, Me.	WRDO	36.00	18.00		
Providence, R. I.	WEAN	120.00	60.00		
Bridgeport, Conn.	WICC	96.00	48.00		
Total, thirteen stations		912.00	456.00		

Stations	Hour	Three-Quarter Hour	Half Hour	Quarter Hour	Five Minutes
Boston, Mass.	WAAB	40.00	20.00		
Fall River, Mass.	WSAR	24.00	12.00		
Springfield, Mass.	WSPR	24.00	12.00		
Bangor, Me.	WLBZ	24.00	12.00		
Manchester, N. H.	WFEA	24.00	12.00		
New Bedford, Mass.	WNBH	20.00	10.00		
Lowell, Mass.	WLLH	16.00	8.00		
Hartford, Conn.	WTHT	20.00	10.00		
Waterbury, Conn.	WBRY	16.00	8.00		
Laconia, N. H.	WLNH	12.00	6.00		
Augusta, Me.	WRDO	12.00	6.00		
Providence, R. I.	WEAN	40.00	20.00		
Bridgeport, Conn.	WICC	32.00	16.00		
Total, thirteen stations		304.00	152.00		

Sundays 1:00 P.M. to 6:00 P.M.

Stations	Hour	Three-Quarter Hour	Half Hour	Quarter Hour	Five Minutes
WAAB	150.00	120.00	90.00	60.00	30.00
WTHT	75.00	60.00	45.00	30.00	15.00
WSAR	90.00	72.00	54.00	36.00	18.00
WSPR	90.00	72.00	54.00	36.00	18.00
WLBZ	90.00	72.00	54.00	36.00	18.00
WFEA	90.00	72.00	54.00	36.00	18.00
WNBH	75.00	60.00	45.00	30.00	15.00
WLLH	60.00	48.00	36.00	24.00	12.00
WBRY	60.00	48.00	36.00	24.00	12.00
WLNH	45.00	36.00	27.00	18.00	9.00
WRDO	45.00	36.00	27.00	18.00	9.00
WEAN	150.00	120.00	90.00	60.00	30.00
WICC	120.00	96.00	72.00	48.00	24.00
Total	1140.00	912.00	684.00	456.00	228.00

12:00 Midnight to 8:00 A. M. daily (inc. Sunday)

Stations	Hour	Three-Quarter Hour	Half Hour	Quarter Hour	Five Minutes
WAAB	67.00	54.00	40.00	27.00	14.00
WTHT	34.00	27.00	20.00	14.00	7.00
WSAR	40.00	32.00	24.00	16.00	8.00
WSPR	40.00	32.00	24.00	16.00	8.00
WLBZ	40.00	32.00	24.00	16.00	8.00
WFEA	40.00	32.00	24.00	16.00	8.00
WNBH	34.00	27.00	20.00	14.00	7.00
WLLH	27.00	22.00	16.00	11.00	6.00
WBRY	27.00	22.00	16.00	11.00	6.00
WLNH	20.00	16.00	12.00	8.00	4.00
WRDO	20.00	16.00	12.00	8.00	4.00
WEAN	67.00	54.00	40.00	27.00	14.00
WICC	54.00	43.00	32.00	22.00	11.00
Total	510.00	409.00	304.00	206.00	105.00

Above program rates are for the facilities of the stations only talent is extra.

SPECIAL NOTICE

The Colonial Network will take programs from or feed programs to the following networks:

**The Mutual Broadcasting System
New York State Broadcasting System**

and the following stations in New York City:

WOR WHN WINS

No line charge for this service in either direction.

COMMISSIONS AND DISCOUNTS

- a. A Commission of 15% is allowed to recognized agencies on net Station Time and Talent.
 - b. No Cash Discount.
 - c. Charges for facilities are payable immediately after each broadcast.
 - d. Time discounts on card rates apply to total number of broadcasts for the same sponsor in one year under original or renewed contracts and apply on Station Time only.
- | | |
|------------------------------|------|
| Less than 26 times | Net |
| 26 to 51 times | 5% |
| 52 to 103 times | 7½% |
| 104 to 155 times | 10% |
| 156 to 207 times | 12½% |
| 208 and more times | 15% |

Programs running continuously for 52 consecutive weeks earn an additional rebate of 10% based on the lowest billing for any one week.

No discounts on talent or line charges.

SERVICE FACILITIES

- a. **Production Department**—Plans and produces program ideas, or produces programs planned by clients or agencies.
- b. **Sales and Merchandising Department**—Coverage and Market data—merchandising suggestions. Buyer contacts. Co-operation in making radio campaign a sales success.
- c. **Publicity and Public Relations Departments**—Maintain close contacts with news media—co-operate in publicity contacts for clients.

- d. **Artists' Bureau**—Complete talent casts either for radio presentation or public appearance, including the best New York and New England Artists. Complete talent list with prices upon request.
- e. **The WAAB Grand Organ** is available to Advertisers for use in connection with other talent. Staff Organist 10.00 per broadcast of one half hour or less.
- f. **Equipped to Broadcast** programs by electrical transcriptions using double turntable Western Electric 78 R.P.M. or 33 ⅓ R.P.M. Regular time charges apply. Not confined to certain hours.

REGULATIONS

No contract accepted for longer than one year.
No blanket contracts accepted.
Preferred position governed by priority and availability on contract basis.
All wire and mechanical charges for remote control, all traveling expenses, salaries, etc., of artists to be paid by advertiser when required in advance.
Closing date for inclusion in general publicity and printed announcements is 14 days before broadcast.

Exclusive National Representatives
EDWARD PETRY & CO., INC.

New York—17 East 42nd St. Murray Hill 2-3850.
Chicago—Wrigley Bldg. Delaware 8600.
Detroit—General Motors Bldg. Madison 1035.
San Francisco—111 Sutter St. Garfield 0470.

VIRGINIA BROADCASTING SYSTEM

East Main Street, Charlottesville, Va.

Telephone: 444

(Rates in Effect Jan. 1, 1937)

OFFICIALS

Hugh M. Curtler, President
Ovelton Maxey, Sales Manager.

Comprising

WCHV, Charlottesville, Virginia

WPHR, Petersburg, Virginia WBTM, Danville, Virginia
WLVA, Lynchburg, Virginia WGH, Newport News, Virginia

GENERAL ADVERTISING

(Day or Night)

The following rates apply only if entire group is used. For individual rates, see individual listings.

	1 Time	13 Times	26 Times	52 Times
1 hour	\$250.00	\$237.50	\$225.00	\$212.50
½ hour	150.00	142.50	135.00	127.50
¼ hour	90.00	85.50	81.00	76.50
5 minutes	50.00	47.50	45.00	42.50

Talent—Rates on request.

Remote Control—Remote work can be handled at any time by any member station, cost to depend on line cost and installation fees.

Service Facilities—Calls on trade, newspaper publicity, assistance to manufacturers' salesmen.

Closing Time—Closing date five days in advance.

Mechanical Program Equipment—Equipped to handle programs by electrical transcription, using 33 ⅓ or 78 r.p.m. single or double turn-tables.

Commission and Cash Discount—Agency commission 15% to recognized agencies. No cash discount. Bills rendered monthly.

NORTHWEST TRIANGLE

Data available from individual stations

(Rates in Effect Jan. 1, 1937)

NETWORK GROUP

KOMO Seattle KJR
KGW Portland KEX
KHQ Spokane KGA

(Service available after 6 p. m. only at these rates)

	1 Hour	½ Hour	¼ Hour
KOMO, Seattle	\$240.00	\$144.00	\$96.00
KGW, Portland	165.00	110.00	73.34
KHQ, Spokane	230.00	115.00	75.00
	\$635.00	\$369.00	\$244.34
KJR, Seattle	\$200.00	\$108.00	\$65.00
KEX, Portland	93.75	62.50	39.00
KGA, Spokane	180.00	90.00	50.00
	\$473.75	\$260.50	\$154.00

Above rates include Postal lines. Subject to regular frequency discounts on each station.

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

AFFILIATED BROADCASTING CO.

Civic Opera Bldg., Chicago, Ill.

Telephone: Andover 1500

(Rates in Effect Jan. 1, 1937)

Clarence Leich, General Manager

RATE SCHEDULE

Night Rates

Station	1 Hour	1/2 Hour	1/4 Hour	5 Minutes
Basic Network:				
Wisconsin-Minnesota-Iowa Group				
IOWA:				
Dubuque (WKBB)	\$80.00	\$50.00	\$30.00	\$15.00
WISCONSIN:				
Fond du Lac (KFIZ)	60.00	35.00	22.50	15.00
Green Bay (WHBY)	80.00	48.00	30.00	15.00
Janesville (WCLO)	80.00	46.00	27.00	15.00
Manitowoc (WOMT)	60.00	35.00	22.50	15.00
Racine (WRJN)	80.00	46.00	27.00	15.00
Sheboygan (WHBL)	67.00	38.00	29.00	13.00
Group Total	507.00	298.00	188.00	103.00
Illinois-Missouri Group				
ILLINOIS:				
Joliet (WCLS)	50.00	30.00	18.00	10.00
Rockford (WROK)	125.00	75.00	45.00	22.50
Rock Island (WHBF)	90.00	62.50	37.50	15.00
Springfield (WTAX)	90.00	62.50	37.50	17.50
MISSOURI:				
St. Louis (WIL)	150.00	75.00	45.00	20.00
Group Total	505.00	305.00	183.00	85.00
Indiana-Kentucky Group				
Elkhart (WTRC)				
Elkhart (WTRC)	60.00	35.00	22.50	12.50
Evansville (WEOA)	90.00	62.50	37.50	20.00
Hammond (WVAE)	70.00	42.50	25.00	12.50
Muncie (WLBG)	80.00	47.50	30.00	17.50
New Albany (WGRC) (Louisville Market)				
Terre Haute (WBOW)	80.00	47.50	30.00	17.50
Group Total	380.00	235.00	145.00	80.00
Basic Network Total	\$1392.00	838.00	516.00	268.00

Supplementary—To be Added to Basic Network Total, if Used:

La Crosse (WKBH)	\$110.00	\$67.50	\$45.00	\$22.00
Madison (WIBA)	50.00	30.00	18.00	10.00
Minneapolis (WDGY)	130.00	70.00	40.00	21.00
Gary (WIND)	175.00	105.00	60.00	30.00
Chicago (WJJD)	220.00	130.00	80.00	40.00

Day Rates

Station	1 Hour	1/2 Hour	1/4 Hour	5 Minutes
Basic Network:				
Wisconsin-Minnesota-Iowa Group				
IOWA:				
Dubuque (WKBB)	\$55.00	\$37.50	\$22.50	\$12.50
WISCONSIN:				
Fond du Lac (KFIZ)	40.00	25.00	15.00	10.00
Green Bay (WHBY)	55.00	35.00	20.00	10.00
Janesville (WCLO)	70.00	42.00	25.00	10.00
Manitowoc (WOMT)	40.00	25.00	15.00	10.00
Racine (WRJN)	70.00	42.00	25.00	10.00
Sheboygan (WHBL)	67.00	38.00	29.00	13.00
Group Total	397.00	244.50	151.50	75.50
Illinois-Missouri Group				
ILLINOIS:				
Joliet (WCLS)	35.00	20.00	15.00	7.50
Rockford (WROK)	75.00	45.00	25.00	12.50
Rock Island (WHBF)	65.00	45.00	30.00	15.00
Springfield (WTAX)	65.00	45.00	30.00	15.00
MISSOURI:				
St. Louis (WIL)	75.00	45.00	22.50	15.00
Group Total	315.00	200.00	122.50	65.00
Indiana-Kentucky Group				
Elkhart (WTRC)				
Elkhart (WTRC)	50.00	30.00	20.00	10.00
Evansville (WEOA)	80.00	50.00	30.00	17.50
Hammond (WVAE)	60.00	36.00	20.00	10.00
Muncie (WLBG)	80.00	47.50	30.00	17.50
New Albany (WGRC) (Louisville Market)				
Terre Haute (WBOW)	70.00	45.00	27.50	15.00
Group Total	440.00	266.00	162.00	90.25
Basic Network Total	\$1152.00	\$710.50	\$436.00	\$230.75

Supplementary—To be Added to Basic Network Total, if Used:

La Crosse (WKBH)	\$70.00	\$45.00	\$30.00	\$15.00
Madison (WIBA)	35.00	20.00	15.00	7.50
Minneapolis (WDGY)	104.00	60.00	34.00	18.00
Gary (WIND)	120.00	70.00	45.00	22.50
Chicago (WJJD)	150.00	90.00	60.00	30.00

Time discounts: Less than 13 weeks, Net; 13 weeks, 5%; 26 weeks, 10%; 52 weeks, 15%.

Velocity discounts: 3 periods per week, 10%; 5 periods per week, 25%; 6 periods per week, 30%.

TEXAS QUALITY NETWORK

Comprising

(Rates in Effect Jan. 1, 1937)

WFAA, Dallas	}	Martin Campbell
WBAP, Fort Worth		
KPRC, Houston		Kern Tips
WOAI, San Antonio		Hugh A. L. Half

COMMISSION AND CASH DISCOUNT

Agency commission 15% to recognized agencies on net charges for time, talent, and lines. No cash discount. Bills rendered monthly and payable within 20 days.

GENERAL ADVERTISING

Rates apply for complete network facilities. Any two station combination rates quoted on request. Discounts allowed retroactively on the number of broadcasts given within a year. Rates guaranteed only for number of broadcasts originally contracted for. No contract to exceed one year's duration.

CLASS A

(6:00 P.M. to 11:00 P.M. daily and Sunday)

1 time	1/4 hr.	1/2 hr.
13 times	580.00	380.00
26 times	552.50	362.00
52 times	525.00	344.00
100 times	497.50	326.00
150 times	470.00	308.00
300 times	442.50	290.00
	415.00	272.00

CLASS B

(6:00 A.M. to 6:00 P.M. and after 11:00 P.M. daily except Sunday 12:00 noon to 6:00 p.m.)

1 time	284.00	186.00
13 times	271.30	177.70
26 times	258.60	169.40
52 times	245.90	161.10
100 times	233.20	152.80
150 times	220.50	144.50
300 times	207.80	136.20

CLASS C

(12:00 noon to 6:00 P.M. Sundays only)

1 time	432.00	283.00
13 times	411.90	269.85
26 times	391.80	256.70
52 times	371.70	243.55
100 times	351.60	230.40
150 times	331.50	217.25
300 times	311.40	204.10

POLITICAL PROGRAMS

All political programs take the one time rate. No commission to agencies on political broadcasts.

REMOTE CONTROL

Programs can originate from studios of any member station at no additional cost. Extra charges are made for programs originating outside of the studios.

SERVICE FACILITIES

Continuity, production, merchandising and publicity departments are part of the regular service. Extra services, when required, billed at net cost.

CONTRACT AND OTHER REQUIREMENTS

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.

CLOSING TIME

One week in advance of broadcast.

REPRESENTATIVES

Edward Petry & Co., Inc.

IOWA NETWORK

Register and Tribune Bldg.

Des Moines

Telephone: 3-2111

IOWA BROADCASTING COMPANY

Subsidiary of the Des Moines Register and Tribune.
(Rates in Effect Jan. 1, 1937)

Comprising

KRNT, Des Moines.	KSO, Des Moines.
WMT, Cedar Rapids-Waterloo.	

OFFICIALS

Gardner Cowles, Jr., President.
John Cowles, Vice President.
Luther L. Hill, Vice President and Treasurer.
Sumner Quarton, Vice President.
Fred Little, Secretary.
Craig Lawrence, Commercial Manager, KSO and KRNT.
William Quarton, Commercial Manager, WMT.
Ranny Daly, Program Director, KSO and KRNT.
Douglas Grant, Program Director, WMT.

GENERAL INFORMATION

- No contract accepted for longer period than one year. All programs, announcements, advertising talks, etc., subject to acceptance by management. Stations reserve right to discontinue any advertising announcements, talks, or programs for reasons sufficient to the management.
- All advertising scheduled to run during periods reserved for network programs must be re-scheduled on 28 days' notice by the station.
- A quantity discount earned on one station of the Iowa network entitles the advertiser to the same quantity discount on any other station of the Iowa network. But schedules on two or more stations of the Iowa network may not be combined to earn a more favorable discount.
- Quantity discounts retroactive on entire schedule as earned.
- Contracts are not assignable; are subject to musician's local, state and federal regulations and are made subject to interference by strike, fire, weather conditions or other unavoidable conditions beyond control of stations.
- The user will save the Iowa Broadcasting System harmless from any loss suffered by the system resulting from broadcasts made by the user over the stations of the network. The System will not be responsible for damages of any kind or nature whatsoever to the person or property of performers or employees of the user while on the stations' premises, irrespective of how said damages were suffered.
- Local accounts billed on 1st and 15th of each month for payment on 10th and 25th of the month. Local accounts billed at 10% above stated rates, which 10% will be allowed as a discount if account is paid in full by due date and there are no arrearages.
- National accounts billed on 1st of month; payable on 20th of month. Commission to recognized agencies, 15%, providing remittance envelope bears postmark on or before the 20th of month in which bill is rendered. Otherwise no agency commission will be allowed; no cash discount.
- Political advertising copy must be turned in 24 hours in advance. Payment for political advertising must be made 24 hours in advance.
- The Iowa Network guarantees that no advertiser enjoys any secret rate, rebate or discount.

Complete transcription libraries available. All studios equipped to handle both vertical and lateral transcriptions 3 1/8 and 7 1/8 r. p. m. turn tables.

REPRESENTATIVE:

E. Katz Special Advertising Agency.

CLASS A—6:30 p.m. to 10:00 p.m.

	1 Time	13 Times	26 Times	52 Times	100 Times
1 Hour	\$330.00	\$313.50	\$297.00	\$280.50	\$264.00
1/2 Hour	198.00	188.10	178.20	168.30	158.40
1/4 Hour	132.00	125.40	118.80	112.20	105.60
10 Minutes	99.00	94.05	89.10	84.15	79.20
5 Minutes	66.00	62.70	59.40	56.10	52.80

CLASS B—9:00 a.m. to 1:00 p.m.; 5:00 p.m. to 6:30 p.m.; 10:00 to 11:00 p.m. Sundays: 9:00 a.m. to 6:30 p.m.

1 Hour	\$165.00	\$156.75	\$148.50	\$140.25	\$132.00
1/2 Hour	99.00	94.05	89.10	84.15	79.20
1/4 Hour	66.00	62.70	59.40	56.10	52.80
10 Minutes	49.50	47.03	44.55	42.08	39.60
5 Minutes	33.00	31.35	29.70	28.05	26.40

CLASS C—Before 9:00 a.m. After 11:00 p.m. Weekdays: 1:00 p.m. to 5:00 p.m.

1 Hour	\$115.50	\$109.73	\$103.95	\$98.18	\$92.40
1/2 Hour	69.00	65.55	62.10	58.65	55.20
1/4 Hour	46.00	43.70	41.40	39.10	36.80
10 Minutes	34.50	32.78	31.05	29.33	27.60
5 Minutes	23.00	21.85	20.70	19.55	18.40

(Continued on Page 210)

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

Iowa Network

(Continued from Page 209)

SPECIAL RATES 3 TIMES PER WEEK

(7 Day Period)

	CLASS A—			
	13 Weeks	26 Weeks	39 Weeks	52 Weeks
Three hours per week . . .	\$799.43	\$752.40	\$705.38	\$658.35
Three ½ hours per week . . .	479.66	451.44	423.23	395.01
Three ¼ hours per week . . .	319.77	300.96	282.15	263.34
Three 10 min. per week . . .	239.83	225.72	211.61	197.51
Three 5 min. per week . . .	159.89	150.48	141.08	131.67

CLASS B—

Three hours per week . . .	399.71	376.20	352.69	329.18
Three ½ hours per week . . .	239.83	225.72	211.61	197.51
Three ¼ hours per week . . .	159.89	150.48	141.08	131.67
Three 10 min. per week . . .	119.91	112.86	105.81	98.75
Three 5 min. per week . . .	79.94	75.24	70.54	65.84

CLASS C—

Three hours per week . . .	279.80	263.34	246.88	230.42
Three ½ hours per week . . .	167.15	157.32	147.49	137.66
Three ¼ hours per week . . .	111.44	104.88	98.33	91.77
Three 10 min. per week . . .	83.58	78.66	73.74	68.83
Three 5 min. per week . . .	55.72	52.44	49.16	45.89

Iowa Network rates are for the use of identical programs and announcements on WMT, Cedar Rapids-Waterloo and either KSO or KRNT, Des Moines. For identical programs and announcements on all three stations (WMT, KSO and KRNT) add 30% of the Iowa Network rates. Note: Only programs of great public interest may be broadcast simultaneously over KSO and KRNT.

Four times a week—Add 1-3 of the 3 time rate.

ANNOUNCEMENT RATES

CLASS A—6:00 p.m. to 10:30 p.m.

	1 Time	13 Times	26 Times	52 Times	100 Times	300 Times
30 words . . .	20.00	19.00	18.00	17.00	16.00	15.00
60 words . . .	22.50	21.38	20.25	19.13	18.00	16.88
100 words . . .	25.00	23.75	22.50	21.25	20.00	18.75

Transcribed announcements 30% extra

CLASS B—Before 6:00 p.m.—After 10:30 p.m.

	1 Time	13 Times	26 Times	52 Times	100 Times	300 Times
30 words . . .	11.00	10.45	9.90	9.35	8.80	8.25
60 words . . .	13.25	12.59	11.93	11.26	10.60	9.94
100 words . . .	15.50	14.73	13.95	13.18	12.40	11.63

Transcribed announcements 30% extra

SPECIAL: TIME AND WEATHER ANNOUNCEMENTS

Time Signals: 35 announcements per week (3 daytime, 2 evening, daily). 30 words to include time signal and commercial copy.

Rate per week	CLASS A—			
	13 Weeks	26 Weeks	39 Weeks	52 Weeks
	\$360.00	\$342.00	\$324.00	\$306.00

Weather Reports: 21 announcements per week (2 daytime, 1 evening, daily). 30 words commercial copy.

Rate per week	CLASS B—			
	13 Weeks	26 Weeks	39 Weeks	52 Weeks
	\$198.00	\$188.10	\$178.20	\$168.30

SPECIAL RATES FIVE TIMES PER WEEK

(7 Day Period)

	CLASS A—			
	13 Weeks	26 Weeks	39 Weeks	52 Weeks
Five hours per week . . .	\$1262.25	\$1188.00	\$1113.75	\$1039.50
Five ½ hrs. per week . . .	757.35	712.80	668.25	623.70
Five ¼ hrs. per week . . .	504.90	475.20	445.50	415.80
Five 10 min. per week . . .	378.68	356.40	334.13	311.85
Five 5 min. per week . . .	252.45	237.60	222.75	207.90

CLASS B—

Five hrs. per week . . .	\$631.13	\$594.00	\$556.88	\$519.75
Five ½ hrs. per week . . .	378.68	356.10	334.13	311.85
Five ¼ hrs. per week . . .	252.45	237.60	222.75	207.90
Five 10 min. per week . . .	189.34	178.20	167.06	155.93
Five 5 min. per week . . .	126.23	118.80	111.38	103.95

CLASS C—

Five hours per week . . .	\$441.79	\$415.80	\$389.81	\$363.83
Five ½ hrs. per week . . .	263.93	248.10	232.88	217.35
Five ¼ hrs. per week . . .	175.95	165.60	155.25	144.90
Five 10 min. per week . . .	131.96	124.20	116.44	108.68
Five 5 min. per week . . .	87.97	82.80	77.63	72.45

Six times a week—Add 1-5 of the 5 time rate.
Seven times a week—Add 2-5 of the 5 time rate.

SPECIAL FEATURES

Participation in these special features does not entitle an advertiser to any discount on regular programs or announcements, nor can an advertiser obtain additional discount on these features by his use of regular programs or announcements.

BUCKEYE NETWORK

Headquarters: WHK, Cleveland

Telephone: Prospect 5800

(Rates in Effect Jan. 1, 1937)

BASIC GROUP

WHK—Cleveland WKBN—Youngstown
WHKC—Columbus
Supplementary Stations
WSPD—Toledo WPAY—Portsmouth

OFFICIALS

H. K. Carpenter, General Manager.
C. A. McLaughlin, Sales Manager.

GENERAL BROADCASTING

Symbols:

B—Basic. T—Toledo (WSPD). P—Portsmouth (WPAY).

CLASS A—Weekday: 7:00 P.M. to 10:30 P.M. Sunday: 2:00 P.M. to 10:30 P.M.

	1-12 Times		
	B	T	P
60 minutes	\$500.00	\$190.00	\$60.00
30 minutes	294.00	100.00	45.00
15 minutes	186.00	65.00	30.00
10 minutes	142.00	55.00	25.00
5 minutes	98.00	40.00	15.00

13-25 Times

60 minutes	\$476.00	\$180.00	\$56.00
30 minutes	279.50	95.00	41.00
15 minutes	176.50	61.00	28.00
10 minutes	135.00	50.00	23.00
5 minutes	93.50	35.00	14.00

26-51 Times

60 minutes	\$450.00	\$170.00	\$52.00
30 minutes	264.00	90.00	39.00
15 minutes	167.00	58.00	26.00
10 minutes	128.00	45.00	21.00
5 minutes	88.00	30.00	13.00

52-99 Times

60 minutes	\$425.00	\$160.00	\$48.00
30 minutes	249.50	85.00	36.00
15 minutes	157.50	55.00	24.00
10 minutes	121.00	41.00	19.00
5 minutes	83.50	27.50	12.00

100-299 Times

60 minutes	\$403.20	\$155.00	\$44.00
30 minutes	235.80	80.00	33.00
15 minutes	150.00	49.00	22.00
10 minutes	114.80	37.00	17.00
5 minutes	78.60	25.00	11.00

300 or More Times

60 minutes	\$364.40	\$150.00	\$40.00
30 minutes	213.10	75.00	30.00
15 minutes	134.50	45.00	20.00
10 minutes	103.60	35.00	15.00
5 minutes	71.70	22.50	10.00

CLASS B—Weekday: 6:00 P.M. to 7:00 P.M. Sunday: 10:30 P.M. to 11:00 P.M.

	1-12 Times		
	\$403.00	\$190.00	\$50.00
60 minutes	236.00	100.00	35.00
30 minutes	151.00	65.00	25.00
15 minutes	113.00	55.00	17.50
10 minutes	76.00	40.00	12.50

12-25 Times

60 minutes	\$384.00	\$180.00	\$47.00
30 minutes	223.50	95.00	32.00
15 minutes	143.00	61.00	23.00
10 minutes	107.00	50.00	16.75
5 minutes	72.00	35.00	11.75

26-51 Times

60 minutes	\$364.00	\$170.00	\$44.00
30 minutes	213.00	90.00	29.00
15 minutes	136.00	58.00	21.00
10 minutes	101.00	45.00	16.00
5 minutes	68.00	30.00	11.00

52-99 Times

60 minutes	\$344.00	\$160.00	\$41.00
30 minutes	200.50	85.00	26.00
15 minutes	128.00	55.00	19.00
10 minutes	96.50	41.00	15.25
5 minutes	64.00	27.50	10.25

100-299 Times

60 minutes	\$325.00	\$155.00	\$38.00
30 minutes	190.40	80.00	24.00
15 minutes	122.00	49.00	17.00
10 minutes	92.00	37.00	14.50
5 minutes	60.40	25.00	9.50

300 or More Times

60 minutes	\$292.00	\$150.00	\$35.00
30 minutes	171.30	75.00	22.00
15 minutes	110.00	45.00	15.00
10 minutes	82.00	35.00	13.75
5 minutes	56.00	22.50	8.75

CLASS C—Weekdays: 9:00 A. M. to 12:00 Noon; 4:30 P. M. to 6:00 P. M.; 10:30 P. M. to 11:00 P. M. Sunday: 7:00 A. M. to 2:00 P. M.; 11:00 P. M. to Sign Off.

	1-12 Times		
	\$250.00	\$125.00	\$40.00
60 minutes	152.00	75.00	27.50
30 minutes	98.00	40.00	20.00
15 minutes	77.00	38.00	15.00
10 minutes	49.00	35.00	10.00

13-25 Times

60 minutes	\$238.00	\$118.75	\$38.00
30 minutes	144.50	71.25	26.00
15 minutes	93.50	38.00	19.00
10 minutes	73.00	35.00	14.00
5 minutes	47.00	30.00	9.50

26-51 Times

60 minutes	\$226.00	\$112.50	\$36.00
30 minutes	138.00	67.50	24.50
15 minutes	88.00	36.00	18.00
10 minutes	68.50	31.00	13.00
5 minutes	44.50	25.00	9.00

52-99 Times

60 minutes	\$212.00	\$106.25	\$34.00
30 minutes	129.50	63.75	23.00
15 minutes	83.50	34.00	17.00
10 minutes	64.00	29.00	12.00
5 minutes	40.00	22.50	8.50

100-299 Times

60 minutes	\$202.00	\$102.25	\$32.00
30 minutes	123.00	59.75	21.50
15 minutes	78.60	30.00	16.00
10 minutes	60.50	26.00	11.00
5 minutes	39.30	20.00	8.00

(Continued on page 213)

NETWORK RATE EXECUTIVES, PERSONNEL AND DATA

Buckeye Network

(Continued from Page 210)

300 or More Times

60 minutes.....	\$181.00	\$100.00	\$30.00
30 minutes.....	110.50	55.00	20.00
15 minutes.....	71.00	27.00	15.00
10 minutes.....	56.00	23.00	10.00
5 minutes.....	36.00	17.00	7.50

CLASS D—(Weekdays Only): All Programs Except Special Events 12:00 Noon to 4:30 P. M.; 11:00 P. M. to Sign Off

1 Time Per Broadcast For

60 minutes.....	\$189.00	\$104.50	\$30.00
30 minutes.....	115.50	61.75	17.50
15 minutes.....	73.50	36.75	10.00
5 minutes.....	36.25	22.50	5.00

3 Times Weekly Per Broadcast For

60 minutes.....	\$162.50	\$99.00	\$27.00
30 minutes.....	99.00	53.50	15.50
15 minutes.....	63.50	33.75	9.00
5 minutes.....	31.50	20.00	4.50

3 Times Weekly Per Broadcast For

60 minutes.....	\$144.00	\$79.20	\$22.00
30 minutes.....	88.00	46.80	13.00
15 minutes.....	56.00	28.00	7.50

6 Times Weekly Per Broadcast For

60 minutes.....	\$121.50	\$76.80	\$19.00
30 minutes.....	76.00	42.20	12.00
15 minutes.....	47.50	25.60	6.50

FLORIDA BROADCASTING SYSTEM—Basic Group comprising WMBR, Jacksonville; WDBO, Orlando; WDAE, Tampa; WQAM, Miami. To this group may be added singly or as group WNJO, West Palm Beach; WMFJ, Daytona; WLAJ, Lakeland; WTAL, Tallahassee. (Linked as regional network.)

KANSAS NETWORK—Comprising KCKN, Kansas City, Kan., and WIBW, Topeka. (Available as regional network.)

LOUISIANA NETWORK—Comprising WDSU, New Orleans; WJBO, Baton Rouge; KMLB, Monroe; KICMD, Shreveport; KALB, Alexandria; KVOL, Lafayette; KPLC, Lake Charles. (Available as regional network.)

MARYLAND NETWORK—Comprising WCBM, Baltimore; WJEL, Hagerstown; WTBO, Cumberland. (Available as regional network.)

MASON-DIXON RADIO GROUP—Comprising WDEL and WILM, Wilmington; WORK, York, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa. (Not linked as network but sold at group rates.)

MISSOURI TRIANGLE—Comprises KWTO-KGBX, Springfield; KCMO, Kansas City; WTMV, East St. Louis.

NORTHERN CALIFORNIA BROADCASTING SYSTEM—Comprising KJBS, San Francisco; KQW, San Jose. (Linked as regional network.)

OKLAHOMA NETWORK—Comprises KGFG, Oklahoma Muskogee; KGFP, Shawnee; KADA, Ada.

NETWORK—Comprising Beverly Hills; KFOX, Long Beach. (Linked as regional network.)

SYSTEM—Comprising KNEL, Brady; KRLH, Ft. Pierce.

GREEN BAY NETWORK—Comprising WEMP, Green Bay; WISN, Racine; WTAQ, Appleton; WFRV, Weston, Frykman & Allen. (Not linked as network but sold as group.)

WEST VIRGINIA NETWORK—To comprise WCSH, Charleston; WBLK, Clarksburg; WPAR, Parkersburg, and other stations to be added when network starts early in March.

OTHER REGIONAL NETWORKS OR COMBINATIONS

(For rates and details, consult stations)

ARROWHEAD NETWORK—Comprising WEBC, Duluth; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. (Linked as Northern Minnesota Network.)

CAROLINA COMBINATION—WIS, Columbia, S. C.

OKLAHOMA NETWORK—Comprises KGFG, Oklahoma Muskogee; KGFP, Shawnee; KADA, Ada.

NETWORK—Comprising Beverly Hills; KFOX, Long Beach. (Linked as regional network.)

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WEST VIRGINIA NETWORK—To comprise WCSH, Charleston; WBLK, Clarksburg; WPAR, Parkersburg, and other stations to be added when network starts early in March.

NOW HE CAN SEE

Per Broadcast For			
60 minutes.....	\$165.50	\$83.60	\$25.00
30 minutes.....	101.00	49.40	15.00
15 minutes.....	60.50	29.40	8.50

lines. Programs are rebroadcast by KMBC, Kansas City; WOW, Omaha; WOC, Davenport, Ia.; WIBW, Topeka, Kan. Until Nov. 1, KOIL, Omaha, and KPOR, Lincoln, were also carrying its programs. Advertiser selects stations desired and can use any number of stations. Contracts are made direct with individual stations as this is not an organized network but exchange of programs without use of lines.

RADIO CORPORATION OF AMERICA

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Telephone: Columbus 5-5900

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"25 Years of Professional Background"

Verizing budget. Often has he longed for a radio shortcut to reach prosperous Pacific coast homes with a live talent network program yet without the usual high tariff of coast-to-coast hook-up. Now he can see, custom-tailored to his needs a new low-cost radio opportunity. Mutual's strategic Don Lee alliance allows an advertiser to find his message clear across the continent with a limited purchase of only 3 stations en route—WOW, WGN, WLW, Hollywood originator it be- stred. And he may add Detroit (CKLW), Boston (WAAB) and many other major-sales, major-profit markets. Emphasizing new Mutual's Most- for-Your-Money policy, here is broadcasting's biggest network bargain!

CHICAGO • NEW YORK • LOS ANGELES

BROADCASTING SYSTEM

OFFICES: CHICAGO — WOR • NEW YORK — WOR • CINCINNATI — WLW
DETROIT — WINDSOR — CKLW • CALIFORNIA — DON LEE BROADCASTING SYSTEM
NEW ENGLAND — COLONIAL NETWORK • ENGLAND — COURSDON, SURREY

NETWORK RATES, EXECUTIVE PERSONNEL AND DATA

Iowa Network

(Continued from Page 209)

SPECIAL RATES 3 TIMES PER WEEK

(7 Day Period)

	13 Weeks	26 Weeks	39 Weeks	52 Weeks
Three hours per week	\$799.43	\$752.40	\$706.38	\$658.36
Three 1/2 hours per week	479.66	451.44	423.23	395.01
Three 1/4 hours per week	319.77	300.96	282.15	263.34
Three 10 min. per week	239.83	225.72	211.61	197.51
Three 5 min. per week	159.89	150.48	141.08	131.67

CLASS B—

Three hours per week	399.71	376.20	352.69	329.18
Three 1/2 hours per week	239.83	225.72	211.61	197.51
Three 1/4 hours per week	159.89	150.48	141.08	131.67
Three 10 min. per week	119.91	112.86	105.81	98.75
Three 5 min. per week	79.94	75.24	70.54	65.84

CLASS C—

Three hours per week	271.16
Three 1/2 hours per week	167.10
Three 1/4 hours per week	111.39
Three 10 min. per week	83.59
Three 5 min. per week	55.73

Iowa Network rates are for announcements on WMT, KSO or KRNT, Des Moines announcements on all three add 30% of the Iowa Network great public interest on KSO and KRNT.

Four times a week—Add 1-5 of the 5 time rate.

ANNOUNCEMENT RATES

CLASS A—6:00 p.m. to 10:30 p.m.

	1 Time	13 Times	26 Times	52 Times	100 Times	300 Times
30 words	20.00	19.00	18.00	17.00	16.00	15.00
60 words	22.50	21.38	20.25	19.13	18.00	16.88
100 words	25.00	23.75	22.50	21.25	20.00	18.75

Transcribed announcements 30% extra

CLASS B—Before 6:00 p.m.—After 10:30 p.m.

	1 Time	13 Times	26 Times	52 Times	100 Times	300 Times
30 words	11.00	10.45	9.90	9.35	8.80	8.25
60 words	13.25	12.59	11.93	11.26	10.50	9.94
100 words	15.50	14.73	13.95	13.18	12.40	11.63

Transcribed announcements 30% extra

SPECIAL: TIME AND WEATHER ANNOUNCEMENTS

Time Signals: 35 announcements per week (3 daytime, 2 evening, daily). 30 words to include time signal and commercial copy.

	13 Weeks	26 Weeks	39 Weeks	52 Weeks
Rate per week	\$360.00	\$342.00	\$324.00	\$306.00

Weather Reports: 21 announcements per week (2 daytime, 1 evening, daily). 30 words commercial copy.

	13 Weeks	26 Weeks	39 Weeks	52 Weeks
Rate per week	\$198.00	\$188.10	\$178.20	\$168.30

SPECIAL RATES FIVE TIMES PER WEEK

(7 Day Period)

	13 Weeks	26 Weeks	39 Weeks	52 Weeks
Five hours per week	\$1262.25	\$1188.00	\$1113.75	\$1039.50
Five 1/2 hrs. per week	757.35	712.80	668.25	623.70
Five 1/4 hrs. per week	504.90	475.20	445.50	415.80
Five 10 min. per week	378.68	356.40	334.13	311.85
Five 5 min. per week	252.45	237.60	222.75	207.90

CLASS B—

Five hrs. per week	\$631.13	\$594.00	\$556.88	\$519.75
Five 1/2 hrs. per week	378.68	356.40	334.13	311.85
Five 1/4 hrs. per week	252.45	237.60	222.75	207.90
Five 10 min. per week	189.34	178.20	167.06	155.93
Five 5 min. per week	126.23	118.80	111.38	103.95

CLASS C—

Five hours per week	\$441.79	\$415.80	\$389.81	\$363.82
Five 1/2 hrs. per week	263.93	248.10	232.88	217.35
Five 1/4 hrs. per week	175.95	165.60	155.25	144.90
Five 10 min. per week	131.91	124.20	116.44	108.68
Five 5 min. per week	87.94	82.80	77.63	72.45

Six times a week—Add 1-5 of the 5 time rate.
Seven times a week—Add 2-5 of the 5 time rate.

SPECIAL FEATURES

Participation in these special features does not entitle an advertiser to any discount on regular programs or announcements, nor can an advertiser obtain additional discount on these features by his use of regular programs or announcements.

BUCKEYE NETWORK

Headquarters: WHK, Cleveland

CLASS B—Weekday: 6:00 P.M. to 7:00 P.M. Sunday: 10:30 P.M. to 11:00 P.M.

1-12 Times

60 minutes	\$408.00	\$190.00	\$50.00
30 minutes	236.00	100.00	35.00
15 minutes	151.00	65.00	25.00
10 minutes	113.00	55.00	17.50
5 minutes	76.00	40.00	12.50

13-25 Times

60 minutes	\$384.00	\$180.00	\$47.00
30 minutes	228.50	95.00	32.00
15 minutes	143.00	61.00	23.00
10 minutes	107.00	50.00	16.75
5 minutes	72.00	35.00	11.75

26-51 Times

60 minutes	\$364.00	\$170.00	\$44.00
30 minutes	213.00	90.00	29.00
15 minutes	136.00	58.00	21.00
10 minutes	101.00	45.00	16.00
5 minutes	68.00	30.00	11.00

52-99 Times

60 minutes	122.00	49.00	17.00
30 minutes	92.00	37.00	14.50
15 minutes	60.40	25.00	9.50

GENERAL BROADCASTING

Symbols:

B—Basic. T—Toledo (WSPD). P—Portsmouth (WPAY).

CLASS A—Weekday: 7:00 P.M. to 10:30 P.M. Sunday: 2:00 P.M. to 10:30 P.M.

	B	T
60 minutes	\$500.00	\$190.00
30 minutes	294.00	100.00
15 minutes	186.00	65.00
10 minutes	142.00	55.00
5 minutes	98.00	40.00

1-12 Times

This broadcaster's sales-ambitions dwarf his advertising budget. Often has he longed for a radio

shortcut to reach prosperous Pacific coast homes

with a live talent, network program yet without

the usual high tariff of coast-to-coast hook-ups.

Now he can see, custom-tailored to his needs,

a new low-cost radio opportunity. Mutual's strategic

Don Lee alliance allows an advertiser to

fling his message clear across the continent with

a required purchase of only 3 stations en route—

WOB, WGN, WLW. Hollywood origination if desired.

And he may add Detroit (CKLW), Boston

(WAAB) and many other major sales, major-

profit markets. Emphasizing anew, Mutual's Most-

for-Your-Money policy, here is Broadcasting's

Biggest Network Bargain!

100-219 Times

60 minutes	\$403.20	\$155.00	\$44.00
30 minutes	235.80	80.00	31.00
15 minutes	150.00	49.00	21.00
10 minutes	114.80	37.00	15.00
5 minutes	78.60	25.00	11.00

52-99 Times

60 minutes	\$212.00	\$106.25	\$34.00
30 minutes	129.50	63.75	23.00
15 minutes	83.50	34.00	17.00
10 minutes	64.60	29.00	12.00
5 minutes	40.00	2.50	1.00

300 or More Times

60 minutes	\$364.40	\$150.00	\$40.00
30 minutes	219.10	75.00	30.00
15 minutes	134.50	46.00	20.00
10 minutes	102.60	35.00	15.00
5 minutes	71.70	22.50	10.00

100-299 Times

60 minutes	\$202.00	\$102.25	\$31.00
30 minutes	123.00	59.75	21.00
15 minutes	80.50	36.00	15.00
10 minutes	60.50	26.00	11.00
5 minutes	40.50	17.00	6.00

BROADCASTING SYSTEM

OFFICES: CHICAGO — WGN • NEW YORK — WOR • CINCINNATI — WLW
DETROIT — WINDSOR — CKLW • CALIFORNIA — DON LEE BROADCASTING SYSTEM

NEW ENGLAND — COLONIAL NETWORK • ENGLAND — GOULDSON, SURREY

(Continued on page 215)

NETWORK RATE EXECUTIVES, PERSONNEL AND DATA

Buckeye Network

(Continued from Page 210)

300 or More Times

60 minutes.....	\$181.00	\$100.00	\$30.00
30 minutes.....	110.50	55.00	20.00
15 minutes.....	71.00	27.00	15.00
10 minutes.....	56.00	23.00	10.00
5 minutes.....	36.00	17.00	7.50

CLASS D—(Weekdays Only): All Programs Except Special Events 12:00 Noon to 4:30 P. M.: 11:00 P. M. to Sign Off

1 Time
Per Broadcast For

60 minutes.....	\$189.00	\$104.50	\$30.00
30 minutes.....	115.50	61.75	17.50
15 minutes.....	73.50	36.75	10.00
5 minutes.....	36.25	22.50	5.00

3 Times Weekly
Per Broadcast For

60 minutes.....	\$162.50	\$99.00	\$27.00
30 minutes.....	99.00	58.50	15.50
15 minutes.....	63.50	33.75	9.00
5 minutes.....	31.50	20.00	4.50

6 Times Weekly
Per Broadcast For

60 minutes.....	\$136.00	\$93.50	\$24.00
30 minutes.....	83.50	55.25	14.00
15 minutes.....	53.50	32.00	8.00
5 minutes.....	26.75	18.50	4.00

CLASS E—(Musical Clock): Weekdays Only 7:00 A. M. to 9:00 A. M.

1 Time
Per Broadcast For

60 minutes.....	\$165.50	\$83.60	\$25.00
30 minutes.....	101.00	49.40	15.00
15 minutes.....	64.50	29.40	8.50

3 Times Weekly
Per Broadcast For

60 minutes.....	\$144.00	\$79.20	\$22.00
30 minutes.....	88.00	46.80	13.00
15 minutes.....	56.00	28.00	7.50

6 Times Weekly
Per Broadcast For

60 minutes.....	\$121.50	\$76.80	\$19.00
30 minutes.....	75.00	42.20	12.00
15 minutes.....	47.50	25.60	6.50

OTHER REGIONAL NETWORKS OR COMBINATIONS

(For rates and details, consult stations)

ARROWHEAD NETWORK—Comprising WEBC, Duluth; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. (Linked as Northern Minnesota Network.)

CAROLINA COMBINATION—WIS, Columbia, S. C.; WPTF, Raleigh, N. C. Representatives: Free, Johns & Field Inc. (Linked as regional network.)

CENTRAL STATES BROADCASTING SYSTEM—Comprising KOIL, Omaha-Council Bluffs; KFAB, Lincoln, Neb.; KFOR, Lincoln. (Available as regional network.)

CORN BELT WIRELESS GROUP—Office: WHO, Des Moines. This is a service supplied by WHO, Des Moines, which sells time for regional coverage, offering supplementary service by stations which can consistently pick up and rebroadcast its 50,000-watt emanations. Rate is a combination of the spot broadcasting rate of each station used without and charge for lines. Programs are rebroadcast by KMBC, Kansas City; WOW, Omaha; WOC, Davenport, Ia.; WIBW, Topeka, Kan. Until Nov. 1, KOIL, Omaha, and KFOR, Lincoln, were also carrying its programs. Advertiser selects stations desired and can use any number of stations. Contracts are made direct with individual stations as this is not an organized network but provides for an exchange of programs without use of lines.

FLORIDA BROADCASTING SYSTEM—Basic Group comprising WMBR, Jacksonville; WDBO, Orlando; WJAE, Tampa; WQAM, Miami. To this group may be added singly or as group WNJO, West Palm Beach; WMPJ, Daytona; WLAK, Lakeland; WTAL, Tallahassee. (Linked as regional network.)

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NORTHERN CALIFORNIA BROADCASTING SYSTEM—Comprising KJBS, San Francisco; KQW, San Jose. (Linked as regional network.)

OKLAHOMA NETWORK—Comprises KGFG, Oklahoma City; KVSQ, Ardmore; KBIX, Muskogee; KGFF, Shawnee; KCRC, Enid; WBBZ, Ponca City; KADA, Ada.

SOUTHERN CALIFORNIA NETWORK—Comprising KFVB, Hollywood; KMPC, Beverley Hills; KFOX, Long Beach; KFXM, San Bernardino. (Linked as regional network.)

WEST TEXAS BROADCASTING SYSTEM—Comprising KGKI, San Angelo; KIUN, Pecos; KNEL, Brady; KRLH Midland. (Linked as regional network.)

WISCONSIN LAKE SHORE GROUP—Comprising WEMP Milwaukee; WHBL, Sheboygan; WRJN, Racine; WTAQ, Green Bay. National representatives: Weston, Frykman & Allen. (Not linked as network but sold as group.)

WEST VIRGINIA NETWORK—To comprise WCSH, Charleston; WBLK, Clarksburg; WPAR, Parkersburg, and other stations to be added when network starts early in March.



A B C NETWORK

Voice of Mid-America

CHICAGO • NEW YORK • LOS ANGELES



RADIO CORPORATION OF AMERICA

RCA Bldg., New York City
Telephone: Columbus 5-5900

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PAUL F. GODLEY

Consulting Radio Engineer

Montclair, N. J.

"25 Years of Professional Background"

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 interruption 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 per cent 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 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.

(c) Except as otherwise herein-after 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 of 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.

Facsimile of Standard Order Blank

STANDARD ORDER BLANK FOR SPOT BROADCASTING
(STANDARD CONDITIONS 1933.)

(Member of A. A. A. A.)

NAME OF ADVERTISING AGENCY _____
ADDRESS _____
CITY _____

TO MANAGEMENT OF STATION _____ ORDER NO. _____
CITY AND STATE _____ DATE _____

PLEASE FURNISH BROADCASTING FACILITIES TO (approximate) _____
FOR (product) _____ NAME OF PROGRAM _____

LENGTH OF BROADCAST _____ HOUR _____ DAY _____ 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	Live Service	Other Charge	Total
Each Broadcast	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Per _____ Production	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

LESS TIME DISCOUNT _____% LESS AGENCY COMMISSION: 15% of Station Charge _____% of Talent Charge _____% LESS CASH DISCOUNT: 1% of net time charge if paid by _____th of month following service

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" Reg. U. S. Pat. Off. Copyright 1933, American Association of Advertising Agencies Blank No. 1

WANE NEW YORK ON THE AIR 24 HOURS A DAY

Covering New York City,
its environs, and New
Jersey... the entire Met-
ropolitan Trading Area
... at the lowest per capita
rate the territory offers.

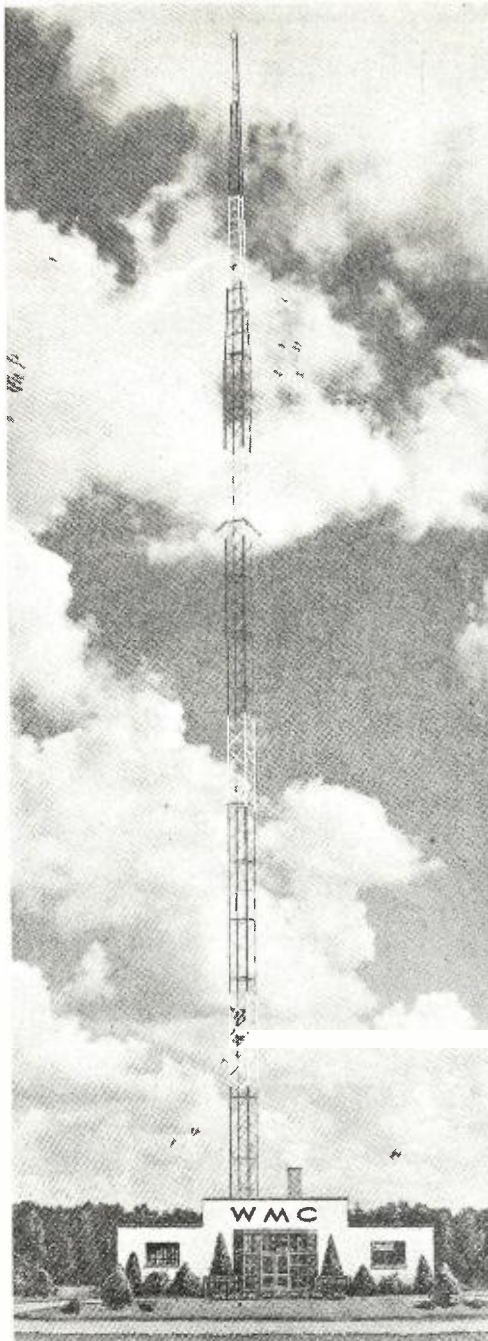
1250 Kilocycles

2500 watts - day 1000 watts - night

Advertisers Using NBC-WEAF (Red) Network During 1936

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Acme White Lead & Color Works, Detroit	Paints	Acme Sunshine Melodies	Sunday, 5:30-6 P.M.	31	Aug. '36—	Henri Hurst & McDonald Inc., Chicago
*All Party Roosevelt Agricultural Comm., Chicago, Ill.	Campaign	Talk	Various Times	6	Oct. '36—	Critchfield & Co. Chicago
American Home Products Co., New Haven	Hill's Nose Drops	Mrs. Wiggs of the Cabbage Patch	Mon. thru Fri., 10-10:15 A.M.; 1:15-1:30 P.M.	27	Sept. '36—	Blackett-Sample-Hummert Inc., N. Y.
American Home Products Co., New Haven	Louis Phillippe Lipstick	John's Other Wife	Mon. thru Fri., 10:15-10:30 A.M.; 1:30-1:45 P.M.	26	Sept. '36—	Blackett-Sample-Hummert Inc., N. Y.
American Home Products Co., New Haven	Anacin & Bisodol	Just Plain Bill	Mon. thru Fri., 10:30-10:45 A.M.; 1:45-2 P.M.	25	Sept. '36—	Blackett-Sample-Hummert Inc., N. Y.
American Home Products Co., New Haven	Kolynos Tooth Paste	Hammerstein's Music Hall	Monday, 8-8:30 P.M.	21	Sept. '35-June '36	Blackett-Sample-Hummert Inc., N. Y.
American Oil Co., Baltimore	Gas & Oil	The Preakness	Saturday, 6-6:35 P.M.	13	May '36—	Joseph Katz Co., N. Y.
American Radiator Co., New York	Heating Equipment	Fireside Recitals	Sunday, 7:30-7:45 P.M.	20	June '35—	Blaker Adv. Agency Inc., N. Y.
American Tobacco Co., New York	Lucky Strike Cigarettes	Your Hit Parade and Sweepstakes	Wednesday, 10-10:30 P.M.	60	Apr. '35—	Lord & Thomas, N. Y.
Babbitt Inc., New York	Bab-O Cleanser	David Harum	Mon. thru Fri., 11-11:15 A.M.	20	June '36—	Blackett-Sample-Hummert Inc., N. Y.
Best Foods Inc., New York	Nucoa	Nucoa Budgeteers	Tues. & Thurs., 11-11:15 A.M.; 1:30-1:45 P.M.	21	Oct. '35-Mar. '36	Benton & Bowles Inc., N. Y.
Bowey's Inc., Chicago	Dari-Rich Milk	While the City Sleeps	Tues. & Thurs., 5-5:15 P.M.	17	Mar. '36—	Russell C. Comer Adv. Agency, Chicago
Bristol-Myers Co., New York	Ipana & Sal Hepatica	Town Hall Tonight	Wed., 9-10 P.M.; 12 Mid.-1 A.M.	55	July '34—	Young & Rubicam Inc., N. Y.
Buick Motor Co., Detroit	Motor Cars	Louis-Schmeling Fight	Fri., 10-11:01 A.M.	67	June '36—	Arthur Kudner Inc., N. Y.
Cadillac Motor Car Co., Detroit	Motor Cars	LaSalle Fashion Show	Thurs., 4-4:30 P.M.	47	Nov. '36—	MacManus, John & Adams Inc., Detroit
Campana Sales Co., Batavia, Ill.	Dreskin	Grand Hotel	Sunday, 6:30-7 P.M.	33	Jan '35-Mar. '36, Oct. '36—	Auhrey, Moore & Wallace Inc., Chicago
Campana Sales Co., Batavia, Ill.	Italian Balm & Dreskin	The First Nighter	Friday, 10-10:30 P.M.	56	Dec. '30-Apr. '36, Sept. '36—	Aubrey, Moore, & Wallace Inc., Chicago
Carnation Co., Milwaukee	Carnation Milk	Carnation Contented Program	Monday, 10-10:30 P.M.	54	May '31—	Erwin, Wasey & Co. Ltd., Chicago
Chevrolet Motor Co., Detroit	Motor Cars	Chevrolet Presents Rubinoff and His Violin with Virginia Rea and Jan Peerce	Saturday, 9-9:30 P.M.	59	Oct. '35-Apr. '36	Campbell-Ewald Co. of New York Inc.
Cities Service Co., New York	Gas & Oil	Cities Service Concert	Friday, 8-9 P.M.	44	Feb. '27—	Lord & Thomas, N. Y.
Cliquot Club Co., Millis, Mass.	Ginger Ale	Harry Reser & The Cliquot Club Eskimos	Sunday, 3:30-4 P.M.	21	Jan. '36-Apr. '36	N. W. Ayer & Son Inc., Boston
Climalene Co., Canton, O.	Water Softener	Climalene Carnival	Thursday, 11:30-12 noon	11	Sept. '33-Apr. '36	W. S. Hill Inc., Pittsburgh
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Clara, Lu 'n' Em	Mon. thru Fri., 5:45-6 P.M.	57	Oct. '35-Jan. '36	Benton & Bowles Inc., N. Y.
*Crusaders, New York	Campaign	Talk	Sunday, 1-1:15 P.M.	4	Nov. '36	Erwin, Wasey & Company, Ltd., N. Y.
*Democratic Nat'l Committee, New York	Campaign	Talks	Various Times	28	July '36-Nov. '36	U. S. Advertising Corp., N. Y.
D. L. & W. Coal Co., New York	Coal	Studio 7	Tues., Wed., Thurs., 11:15-11:30 A.M.	10	Oct. '35-Mar. '36	Benton & Bowles Inc., N. Y.
Elgin National Watch Co., Chicago	Watches	Eddie Dowling's Elgin Revue	Tuesday, 10-10:30 P.M.	58	Mar. '36-June '36	J. Walter Thompson Co., Chicago
Emerson Drug Co., Baltimore	Bromo Seltzer	Bromo Seltzer Presents N T G and His Girls	Tuesday, 9-9:30 P.M.	34	Oct. '35-Jan. '36	J. Walter Thompson Co., N. Y.
Firestone Tire & Rubber Co., Akron	Tires & Tubes	The Voice of Firestone	Monday, 8:30-9 P.M.; 11:30-12 Mid.	64	Dec. '34—	Sweeney & James Co., Cleveland
F. W. Fitch & Co., Des Moines	Shampoo	Sunset Dreams	Sunday, 7:45-8 P.M.; 11-11:15 P.M.	34	Sept. '34—	L. W. Ramsey Co., Davenport
Ford Motor Co., Detroit	Motor Cars	World Series	Afternoons	62	Sept. '36-Oct. '36	N. W. Ayer & Son Inc., N. Y.
General Electric Co., New York	Electrical Appliances	The Melody Master	Sunday, 11-11:30 P.M.	13	Oct. '35-Apr. '36	Maxon Inc., N. Y.
General Electric Co., New York	Electrical Appliances	Hour of Charm	Monday, 4-4:30 P.M.	51	Nov. '36—	Maxon Inc., N. Y.
General Electric Co., Cleveland	Electrical Appliances	This Hour of Ours	Monday, 11-12 noon	61	Mar. '36—	Maxon Inc., N. Y.
General Foods Corp., New York	Jello	The Jello Program starring Jack Benny	Sunday, 7-7:30 P.M.	63	Mar. '36—	Benton & Bowles Inc., N. Y.
General Foods Corp., New York	Maxwell House Coffee	Lanny Ross Presents Maxwell House Showboat	Thursday, 9-10 P.M.	63	Oct. '32—	Young & Rubicam Inc., N. Y.
General Mills Inc., Minneapolis	Gold Medal Flour	Betty Crocker	Wed. & Fri., 10:45-11 A.M.	22	Jan. '31-May '36	Knox Reeves Adv. Inc., Minneapolis
General Mills Inc., Minneapolis	Wheaties	Jack Armstrong	Mon. thru Fri., 5:30-5:45 P.M.	15	Aug. '36—	Blackett-Sample-Hummert Inc., Chicago
General Motors Corp., New York	Motor Cars	General Motors Concerts	Sunday, 10-11 P.M.	61	Oct. '35-Mar. '36; Sept. '36—	Campbell-Ewald Co. of New York Inc.
Great Atlantic & Pacific Tea Co., New York	Foods	A & P Gypsies	Monday, 9-9:30 P.M.	22	Mar. '24-Sept. '36	Paris & Peart, N. Y.
*Good Neighbor League, New York	Campaign	Talks	Various Times	6	Oct. '36—	Roche, Williams & Cunyngnam, Philadelphia
Household Finance Co., Chicago	Family Loan Service	Sherlock Holmes	Thursday, 11:15-11:45 P.M.	4	Oct. '36—	Charles Daniel Frey Co., Chicago
Humphrey's Homeopathic Medicine Co., New York	Humphrey's Remedies & Witch Hazel	Sweethearts of the Air	Sunday, 1:45-2 P.M. Tues. & Thurs., 10:30-10:45 A.M. Wed. & Fri., 5:15-5:30 P.M.	37	Dec. '35-Mar. '36	Biow Co. Inc., N. Y.
Hudson Coal Co., Scranton, Pa.	Coal	Beneath the Surface	Sunday, 2-2:30 P.M.	11	Sept. '36—	Leighton & Nelson Inc., Schenectady

(Continued on page 218)



The Mid-South's
Most Popular and
Efficient Radio
Station



"WMC dominates the Mid-South."

Unanimous results of three nationally recognized surveys have definitely proven this fact . . . surveys made entirely without the knowledge of WMC. National and local advertisers, choosing WMC exclusively in Memphis, bear these results out.

WMC covers one of the nation's richest markets of over two and a half million people!

WMC's new 611-foot half wave vertical antenna, assuring a greater and more receptive coverage than the Mid-South has ever before enjoyed.

5,000 WATTS DAY ○ 1,000 WATTS NIGHT

●
WMC IS THE ONLY FULL-TIME NBC STATION WITHIN A RADIUS OF 200 MILES OF MEMPHIS, BROADCASTING TOP PROGRAMS OF BOTH RED AND BLUE NETWORKS.

WMC
MEMPHIS, TENN.

Owned and Operated by
THE COMMERCIAL APPEAL
The South's greatest newspaper
Representative:
E. KATZ Special Advertising Agency

Advertisers Using NBC-WEAF (Red) Network During 1936

(Continued from Page 216)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Illinois Central System, Chicago	Winter Tours to the South	Headin' South	Sunday, 3-3:30 P. M.; 5:30-6 P. M.	9	Nov. '35-Feb. '36	Caples Co., Chicago
International Cellucotton Prod. Co., Chicago	Kleenex Tissues	Story of Mary Marlin	Mon. thru Fri., 12:15-12:30 P.M.	29	Sept. '36—	Lord & Thomas, Chicago
International Silver Co., Meridan, Conn.	Silverware	Musical Camera	Sunday, 4:30-5 P.M.	21	Oct. '36—	N. W. Ayer & Son Inc., N. Y.
Johns Manville Corp., New York	Roofing	Building Industry Forum	Monday, 11-12 noon	55	Jan. '36—	J. Walter Thompson Co., N. Y.
S. C. Johnson & Co., Inc., Racine, Wis.	Floor Wax	Fibber McGee & Molly	Monday, 8-8:30 P.M.; 12-12:30 A. M.	47	Apr. '36—	Needham, Louis & Brorby Inc., Chicago
Kellogg Co., Battle Creek, Mich.	Cereals	Girl Alone	Mon. thru Fri., 12-12:15 P.M.	8	July '36—	N. W. Ayer & Son, Inc., N.Y.
Kraft-Phenix Cheese Corp., Chicago	Cheese	The Kraft Music Hall	Thursday, 10-11 P.M.	57	June '33—	J. Walter Thompson Co., N. Y.
Kreuger Brewing Co., Newark	Beer	The Kreuger Musical Toast	Monday, 10:30-11 P.M.	16	Sept. '36—	Biow Co. Inc., N. Y.
Lady Esther Co., Evanston, Ill.	Cosmetics	Lady Esther Serenade	Tues. & Wed., 8:30-9 P.M.	39	Sept. '31—	Stack Goble Adv. Agency, Chicago
Larus & Bro. Co., Richmond, Va.	Edgeworth Tobacco	Corn Cob Pipe Club	Wednesday, 9-9:30 P.M.	27	Nov. '35-Apr. '36	Batten, Barton, Durstine & Osborn Inc., N. Y.
A. H. Lewis Medicine Co., Chicago	Tums	Pratt & McNeil	Mon to Fri., 11:15-11:30 P.M.	2	Apr. '36-July '36	Ruthrauff & Ryan Inc., N. Y.
Thomas J. Lipton Inc., New York	Tea	The Dream Singer	Thursday, 11:30-11:45 A.M.	20	May '36-Nov. '36	Frank Presbrey Co., N. Y.
Loose Wiles Biscuit Co., Long Island City, New York	Sunshine Biscuits	Snow Village	Saturday, 9-9:30 P.M.	27	Oct. '36 —	Newell-Emmett Co. Inc., N. Y.
Luden's Inc., Reading, Pa.	Cough Drops	Jimmy Fiddler & His Hollywood Gossip	Tuesday, 10:30-10:45 P.M.	29	Oct. '35-Feb. '36, Nov. '36—	J. M. Mathes Inc., N. Y.
George W. Luft Co., Long Island City, N. Y.	Cosmetics	Jimmy Fiddler & His Hollywood Gossip	Tuesday, 10:30-10:45 P.M.	39	Oct. '35-Apr. '36	Cecil Warwick & Cecil Inc., N. Y.
Macfadden Publications Inc., New York	True Story Magazine	True Story Court of Human Relations	Friday, 9:30-10 P.M., 12:30-1 A.M.	26	Sept. '35—	Arthur Kudner Inc., N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	The Wife Saver	Tues. & Thurs., 11:45-12 noon	16	June '36—	Peck Adv. Agency, N. Y.
J. W. Marrow Mfg. Co., Chicago	Mar-O-Oil Shampoo	Henry Busse & His Orchestra	Wednesday, 4-4:30 P.M.	33	Feb. '35—	Baggaley, Horton, & Hoyt Inc., Chicago
Maybelline Co., Chicago	Eyeshadow	Pent House Serenade	Sunday, 5-5:30 P.M.	56	Sept. '34-Feb. '36	Cramer-Krasselt Co., Milwaukee
Miles Laboratories Inc., Elkhart, Ind.	Alka Seltzer	Uncle Ezra	Mon., Wed., Fri., 7:15-7:30 P.M. 11:45-12 Mid.	36	Nov. '34—	Wade Adv. Agency, Chicago
Modern Magazines Inc., New York	Modern Romance Magazine	Modern Romances	Wednesday, 2-2:30 P.M.	6	Oct. '36—	Lennen & Mitchell Inc., N. Y.
Molle Co., Bedford, O.	Shaving Cream	Sidewalk Interviews	Tuesday, 9-9:30 P.M.	21	Oct. '35—	Stack-Goble Adv. Agency, N. Y.
Benjamin Moore & Co., New York	Paints	Betty Moore	Wednesday, 11:30-11:45 A.M.	29	Jan. '36-May '36	Direct
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Tea Time at Morrell's	Friday, 4-4:30 P.M.	26	Sept. '36—	Henri, Hurst & McDonald Inc., Chicago
Philip Morris & Co. Ltd., New York	Cigarettes	Philip Morris Program	Tuesday, 8-8:30 P.M., 11:30-12 Mid.	56	Apr. '33—	Biow Co. Inc., N. Y.
National Biscuit Co., New York	Uneeda Biscuits	Amateur Golf	Afternoons	58	Sept. '36—	McCann-Erickson Inc., N. Y.
*Nat'l. Campaign Comm. for Communist Party, New York	Campaign	Talks	Various Times	44	Sept. '36 & Oct. '36	Direct
*N. Y. State Communist Party, New York	Campaign	Talks	Various Times	6	Sept. '36 & Oct. '36	Direct
*Nat'l. Jeffersonian Democrats, New York	Campaign	Talks	Various Times	33	Sept. '36 & Oct. '36	Publicity Associates, N. Y.
Olds Motor Works, Lansing, Mich.	Motor Cars	Irvin S. Cobb & His Paducah Plantation	Saturday, 10:30-11 P.M.	63	Oct. '36—	D. P. Brother & Co., Detroit
Packard Motor Car Co., Detroit	Motor Cars	The Packard Hour starring Fred Astaire	Tuesday, 9:30-10:30 P.M.	64	Sept. '36—	Young & Rubicam Inc., N. Y.
Packer Mfg. Co., New York	Soap and Shampoo	Thatcher Colt Mysteries	Sunday, 2:30-3 P.M.	21	Sept. '36—	Stack-Goble Adv. Agency, N. Y.
Pepsodent Co., Chicago	Toothpaste, Junis Cream and Antiseptic	Amos 'n' Andy	Mon. thru Fri., 7-7:15 P.M., 11-11:15 P.M.	35	July '35—	Lord & Thomas, Chicago
Pepsodent Co., Chicago	Toothpaste, Junis Cream and Antiseptic	Al Pearce and His Gang	Monday, 5-5:30 P.M.	28	Oct. '35—Mar. '36	Lord & Thomas, Chicago
Pillsbury Flour Mills Co., Minneapolis	Flour	Today's Children	Mon. thru Fri., 10:45-11 A.M.	35	June '36—	Hutchinson Adv. Co., Minneapolis
Plymouth Motor Corp., Detroit	Motor Cars	Ed Wynn as Gulliver, the Traveler	Tuesday, 9:30-10 P.M.	60	May '36-Aug. '36	J. Stirling Getchell Inc., N. Y.
Princess Pat Ltd., Chicago	Cosmetics	A Tale of Today	Sunday, 6:30-7 P.M.	10	June '36—	McJunkin Adv. Co., Chicago
Proctor & Gamble Co., Cincinnati	Camay Soap	Pepper Young's Family	Mon. thru Fri., 3-3:15 P.M.	4	June '36—	Pedlar & Ryan Inc., N. Y.
Proctor & Gamble Co., Cincinnati	Dreft	Pat Barnes In Person	Mon., Wed., Fri., 12:00-12:15 P. M.	7	Aug. '35-Mar. '36	Blackett-Sample-Hummert Inc., Chicago
Proctor & Gamble Co., Cincinnati	Ivory Soap	O'Neill's	Mon. thru Fri., 3:45-4 P.M.	36	Oct. '35—	Blackman Adv. Agency, N. Y.
Proctor & Gamble Co., Cincinnati	Oxydol	Oxydol's Own Ma Perkins	Mon. thru Fri., 3:15-3:30 P.M.	47	Dec. '33—	Blackett-Sample-Hummert Inc., Chicago
Proctor & Gamble Co., Cincinnati	Crisco	Vic and Sade	Mon. thru Fri., 3:30-3:45 P.M.	37	Nov. '34—	Blackman Adv. Agency Inc., N. Y.
Proctor & Gamble Co., Cincinnati	Chipso	Home Sweet Home	Mon. thru Thurs., 10:15-10:30 A.M.	16	Apr. '35-May '36	Blackman Adv. Agency Inc., N. Y.

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Advertisers Using NBC-WEAF (Red) Network During 1936

(Continued from Page 218)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Procter & Gamble Co., Cincinnati	Chipso	Personal Column of the Air	Mon. thru Thurs., 2:45-3 P.M.	19	Nov. '36—	Blackman Adv. Agency Inc., N. Y.
Procter & Gamble Co., Cincinnati	Drene	Frank Parker and Ann Leaf	Wednesday, 7:30-7:45 P.M.	2	Sept. '36—	H. W. Kastor & Sons Co., Inc. Chicago
Quaker Oats Co., Chicago	Cereals	Kaltenmyer's Kindergarten	Saturday, 5:30-6 P.M.	21	Jan. '36—	Lord & Thomas, Chicago
Ralston Purina Co., St. Louis	Ry-Krisp	Ry-Krisp Presents Marion Talley	Sunday, 5-5:30 P.M.	36	Apr. '36—Aug. '36, Oct. '36	Gardner Adv. Co., St. Louis
Ralston Purina Co., St. Louis	Ralston Wheat Cereal	Tom Mix—Ralston Straight Shooters	Mon. thru Fri., 5:15-5:30 P.M., 6:15-6:30 P.M.	19	Sept. '35—	Gardner Adv. Co., St. Louis
Regional Advertisers Inc., New York	Gas	The Mystery Chef	Tues. & Sat., 11:30-11:45 P.M. Wed. & Fri., 12:45-1 P.M.	15	Dec. '35—	McCann-Erickson Inc., N. Y.
Remington-Rand Inc., New York	Typewriters	Edwin C. Hill in the Human Side of the News	Mon., Wed., Fri., 7:30-7:45 P.M.	21	Jan. '36-June '36	Batten, Barton, Durstine & Osborn Inc., N. Y.
*Republican Nat'l. Committee, Chicago	Campaign	Talks	Various Times	34	Aug. '36—Nov. '36	Erwin, Wasey & Co. Inc., Chicago
*Republican State Committee, New York	Campaign	Talks	Various Times	6	Aug. '36-Oct. '36	Brooke, Smith & French Inc., N. Y.
Sealtest System Laboratories Inc., New York	Milk & Ice Cream	The Sealtest Saturday Night Party	Saturday, 8-9 P.M.	35	Oct. '36—	N. W. Ayer & Son Inc., N. Y.
Shell Eastern Petroleum Products Inc., New York	Gas & Oil	The Shell Chateau	Saturday, 9:30-10:30 P.M.	36	Apr. '35—	J. Walter Thompson Co., N. Y.
Sherwin Williams Co., Cleveland	Paints & Varnishes	Metropolitan Auditions of the Air	Sunday, 3-3:30 P.M.	42	Dec. '35-Mar. '36, Oct. '36—	Cecil, Warwick & Cecil Inc., N. Y.
Sinclair Refining Co., New York	Gas & Oil	Red Grange	Friday, 10:30-10:45 P.M. Saturday, 7-7:15 P.M.	51	Sept. '36—	Federal Adv. Agency Inc., N. Y.
Smith Brothers, Poughkeepsie, N. Y.	Cough Drops	Melody Matinee	Sunday, 1:30-2 P.M.	34	Jan. '36-Mar. '36, Nov. '36—	Brown & Tarcher Inc., N. Y.
Sonotone Corp., New York	Hearing Aid	Cheerio's Musical Mosaics	Tuesday, 4-4:15 P.M.	39	Sept. '36—	Topping & Lloyd Inc., N. Y.
Standard Brands Inc., New York	Tenderleaf Tea	One Man's Family	Wednesday, 8-8:30 P.M.	56	Jan. '35—	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Gelatin & Yeast	Royal Gelatin Hour, Rudy Vallee	Thursday, 8-9 P.M.	40	Sept. '29—	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Coffee	Major Bowes Original Amateur Hour	Sunday, 8-9 P.M.	57	Jan. '35-Sept. '36	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Coffee	Chase & Sanborn Good Will Court	Sunday, 8-9 P.M.	57	Sept. '36—	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Gelatin	Frank Fay Calling	Saturday, 9-9:30 P.M.	24	Apr. '36-Aug. '36	J. Walter Thompson Co., N. Y.
Sterling Products Inc., New York	Bayer Aspirin	American Album of Familiar Music	Sunday, 9:30-10 P.M.	57	Oct. '31—	Blackett-Sample-Hummert Inc., N. Y.
Sterling Products Inc., New York	Dr. Williams' Pink Pills	Manhattan Merry-Go-Round	Sunday, 9-9:30 P.M.	54	Nov. '32—	Blackett-Sample-Hummert Inc., N. Y.
Sterling Products Inc., New York	Phillips Milk of Magnesia	Waltz Time	Friday, 9-9:30 P.M.	21	Sept. '33—	Blackett-Sample-Hummert Inc., N. Y.
Sterling Products Inc., New York	Dr. Williams' Pink Pills for Pale People	Backstage Wife	Mon. thru Fri., 11:15-11:30 A.M.	22	Sept. '36	Blackett-Sample-Hummert Inc., N. Y.
Sterling Products Inc., New York	Dr. Williams' Pink Pills for Pale People	How to Be Cheering	Mon., Wed., Fri., 11:30-11:45 A.M., 12:30-12:45 P.M.	36	Sept. '36	Blackett-Sample-Hummert Inc., N. Y.
Studebaker Corp., South Bend, Ind.	Motor Cars	Studebaker Champions	Monday, 9:30-10 P.M., 12:30-1 A.M.	39	May '36	Roche, Williams & Cunningham Inc., Chicago
W. P. & C. Co., Chicago	Meat	Swiss Club Party at St. George's Rm.	Monday, 9:30-10 P.M.	9	Sept. '35—June '36	J. Walter Thompson Co., N. Y.
Texas Co., New York	Auto	Live! Live! Live!	Tuesday, 9-9:15 P.M.	61	Oct. '35-April '36	Hoff M. Ziger Co. Inc., N. Y.
V. C. Co., New York	Auto	Live! Live! Live!	Monday, 9:30-10 P.M.	61	Oct. '35-Mar. '36	Cool, Watson & Cool Inc., N. Y.
Waco Tea Co., New York	Tea	Waco Tea Party	Monday, Wed., Fri., 11:15-12:00 P.M., 12:15-1 P.M.	49	May '36	Erwin, Wasey & Co. Inc., N. Y.
Worthington Tea Co., Chicago	Tea	Worthington Tea Party	Monday, 10-10:15 P.M.	7	Feb. '36-Mar. '36	J. Walter Thompson Co., N. Y.
Worthington Tea Co., Chicago	Tea	Worthington Tea Party	Monday, 10-10:15 P.M.	7	Feb. '36-Mar. '36	J. Walter Thompson Co., N. Y.
Worthington Tea Co., Chicago	Tea	Worthington Tea Party	Monday, 10-10:15 P.M.	7	Feb. '36-Mar. '36	J. Walter Thompson Co., N. Y.
Worthington Tea Co., Chicago	Tea	Worthington Tea Party	Monday, 10-10:15 P.M.	7	Feb. '36-Mar. '36	J. Walter Thompson Co., N. Y.
Worthington Tea Co., Chicago	Tea	Worthington Tea Party	Monday, 10-10:15 P.M.	7	Feb. '36-Mar. '36	J. Walter Thompson Co., N. Y.

Advertisers Using Northwest Triangle Group During 1936

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
M. J. Co., New York	Auto	Live! Live! Live!	Tuesday, 9-9:15 P.M.	61	Oct. '35-April '36	Hoff M. Ziger Co. Inc., N. Y.
Chemical Co., New York	Auto	Live! Live! Live!	Monday, 9:30-10 P.M.	61	Oct. '35-Mar. '36	Cool, Watson & Cool Inc., N. Y.
Allyson Co., New York	Auto	Live! Live! Live!	Monday, 9:30-10 P.M.	61	Oct. '35-Mar. '36	Cool, Watson & Cool Inc., N. Y.
H. Co., New York	Auto	Live! Live! Live!	Monday, 9:30-10 P.M.	61	Oct. '35-Mar. '36	Cool, Watson & Cool Inc., N. Y.
Northwestern Broom & Co., New York	Auto	Live! Live! Live!	Monday, 9:30-10 P.M.	61	Oct. '35-Mar. '36	Cool, Watson & Cool Inc., N. Y.
U. S. Broom Co., New York	Auto	Live! Live! Live!	Monday, 9:30-10 P.M.	61	Oct. '35-Mar. '36	Cool, Watson & Cool Inc., N. Y.

Advertisers Using CBS Networks During 1936

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Acme White Lead & Color Works, Detroit	Lin-X, paints & varnish	Smiling Ed McConnell	Sunday, 6:30-6:45 P.M.	37*	9/8/35-5/31/36	Henri, Hurst & McDonald Inc., Chicago
Affiliated Products, E. W. Hopper, Chicago	Cosmetics	Romance of Helen Trent	Mon.—Fri., 12:30-12:45 P.M.	17** & 36*	1/20/36-6/12/36 & 9/28/36—	Blackett-Sample-Hummert Inc., N. Y.
Jo-Cur, Kissproof, Chicago	Cosmetics	Rich Man's Darling	Mon.—Fri., 12:45-1:00 P.M.	14 & 36	2/17/36-6/12/36 & 9/28/36—	Blackett-Sample-Hummert Inc., N. Y.
Louis Philippe, Chicago	Cosmetics	Paris Night Life	Friday, 7:30-7:45 P.M.	37	1/22/36-6/5/36	Blackett-Sample-Hummert Inc., N. Y.
American Home Products Corp., New Haven, Conn.	Bisodol	Broadway Varieties	Friday, 8:00-8:30 P.M.	46*	8/28/35—	Blackett-Sample-Hummert Inc., Chicago
American Home Products Corp., New Haven, Conn. (A. S. Boyle Co.)	Old English Floor Wax	Lazy Dan	Tuesday, 8:00-8:30 P.M.	48*	8/28/35-5/26/36	Blackett-Sample-Hummert Inc., Chicago
American Home Products Corp., New Haven, Conn. (Kolynos Sales Co.)	Dentrifice	Just Plain Bill	Mon.—Fri., 11:30-11:45 A.M.	29	9/30/35-6/12/36	Blackett-Sample-Hummert Inc., Chicago
American Home Products Corp., New Haven, Conn.	Hammerstein Music Hall	Tuesday, 8:00-8:30 P.M.	30*	6/30/36—	Blackett-Sample-Hummert Inc., Chicago
American Home Products Corp., New Haven, Conn.	3-in-1 Oil	Lazy Dan	Tuesday, 8:00-8:30 P.M.	32	6/2/36-6/23/36	Blackett-Sample-Hummert Inc., Chicago
American Home Products Corp., New Haven, Conn. (Wyeth Chemical Co.)	Jad Salts	Mrs. Wiggs of the Cabbage Patch	Mon.—Fri., 11:45-12:00 N.	16	9/30/35-2/14/36	Blackett-Sample-Hummert Inc., Chicago
American Home Products Corp., New Haven, Conn. (Larned Co.)	Hills' Nose Drops	Imperial Hawaiian Band	Thursday, 6:45-7:00 P.M.	20	10/16/35-4/9/36	Blackett-Sample-Hummert Inc., Chicago
American Tel. & Tel. Co., New York	Musical	Edwin C. Hill	Thurs., 10-10:30 P.M.	92*	12/24/36—	Batten, Barton, Durstine & Osborn, Inc., N. Y.
American Tobacco Co., New York	Lucky Strikes	Your Hit Parade	Saturday, 10:00-11:00 P.M. Saturday, 10-10:30 P.M.	94*	5/2/36-11/21/36 11/28/36—	Lord & Thomas, N. Y.
Atlantic Refining Co., Philadelphia	White Flash Gas & Oil	Atlantic Family on Tour Sportcast—Ted Husing	Saturday, 7:00-7:30 P.M. Tues., Thurs., Sat., 7:15-7:30 P.M.	40 30	9/14/35-9/5/36 9/29/36—	N. W. Ayer & Son Inc., N. Y.
Beneficial Management, Newark	Loans	Your Unseen Friend	Sunday, 5:00-5:30 P.M.	56*	10/4/36—	Albert Frank-Guenther Law, N.Y.
Brown & Williamson Tobacco Co., Louisville	Kool & Raleigh Cigarettes	Kentucky Derby	Saturday, 6:15-7:00 P.M.	71*	5/2/36—1 time	Batten, Burton, Durstine & Osborn, Inc., N. Y.
Burnsdall Refining Corp., Tulsa	Petroleum Products	Courteous Colonels	Saturday, 10:30-11 P.M.	10	12/19/36—	Cooperative Adv. Co., Tulsa, Okla.
Campbell Soup Co., Camden	Soup, Tomato Juice, etc.	Hollywood Hotel	Friday, 9:00-10:00 P. M.	80*	10/5/34—	F. Wallis Armstrong Inc., Philadelphia
	Soup, Tomato Juice, etc.	Burns & Allen	Wednesday, 8:30-9:00 P.M.	79*	10/2/35—	F. Wallis Armstrong Inc., Philadelphia
Carborundum Co., Niagara Falls	Abrasive	Carborundum Band	Saturday, 7:30-8:00 P.M.	19	10/9/35—2/9/36 & 10/17/36—	Batten, Barton, Durstine & Osborn Inc., N. Y.
Chrysler Sales Corp., Detroit	Chrysler Cars	Chrysler Air Show Major Bowes Amateurs	Thursday, 8:00-8:30 P.M. Thursday, 9:00-10:00 P.M.	53* 93*	3/12/36-6/4/36 9/17/36—	Lee Anderson Adver. Co., Detroit Ruthrauff & Ryan inc., N. Y.
Chrysler Sales Corp., Detroit	Dodge Cars	Dodge Presents	Saturday, 2:00-2:30 P.M.	80*	4/4/36—1 time	Ruthrauff & Ryan Inc., N. Y.
Chrysler Sales Corp., Detroit	Plymouth Cars	Ed Wynn in Gulliver's Travels	Thursday, 9:30-10:00 P.M.	87*	2/13/36-5/7/36	J. Stirling Getchell Inc., N. Y.
Clicquot Club Co., Millis, Mass.	Pale Dry, Golden Gingerale	Clicquot Club Eskimos	Saturday, 8:00-8:30 P.M.	17	12/21/35-1/4/36	N. W. Ayer & Son Inc., N. Y.
Coca-Cola Co., Atlanta	Coca-Cola	Refreshment Time	Wednesday, 9:30-10:00 P.M.	86*	10/30/35-4/22/36	D'Arcy Adv. Co. Inc., Atlanta
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soap	Palmolive Beauty Box	Saturday, 8:00-9:00 P.M.	69*	1/11/36-6/6/36	Benton & Bowles Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soap	Come on, Let's Sing	Wednesday, 9:30-10:00 P.M.	75*	7/1/36—	Benton & Bowles Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Peets Granulated	The Goose Creek Parson	Mon., Thurs., 7:45-8:00 P.M.	7***	3/9/36-6/4/36	Benton & Bowles Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	The Goldbergs	Mon.-Fri., 11:00-11:15 A.M.	65*	1/13/36-7/10/36	Benton & Bowles Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	The Goose Creek Parson	Mon., Wed., Fri., 7:30-7:45 P.M.	64*	8/30/36—	Benton & Bowles Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shave Cream & Brushless Shave	The Gang Busters	Wednesday, 10:00-10:30 P.M.	74*	1/15/36—	Benton & Bowles Inc., N. Y.
Consolidated Cigar Co., New York	Harvester Cigars	Harv & Esther	Thursday, 8:00-8:30 P.M.	27	9/12/35-3/5/36	Aitken-Kynett Co., Philadelphia
Continental Baking Co., New York	Wonder Bread	Renfrew of the Mounted	Mon.—Fri., 6:45-7:00 P.M.	52*	3/3/36—	Batten, Barton, Durstine & Osborn Inc., N. Y.
Thos. Cook & Son, Wagon-Lits, Ltd., New York	Travel	Cook's Travelogue with Malcom La Prade	Sunday, 2:45-3:00 P.M.	15	12/6/36—	L. D. Wertheimer Inc., N. Y.
Corn Products Refining Co., New York	Linit, Karo, Kreml	Musical Reveries	Mon., Wed., Fri., Sat., 12:15-12:30 P.M.	46*	1/20/36-7/18/36	E. W. Hellwig Co., N. Y.
Corn Products Refining Co., New York	Linit, Karo	Five Star Review	Mon., Wed., Fri., 1:00-1:15 P.M.	22	11/16/36—	E. W. Hellwig Co., N. Y.
Cream of Wheat Corp., Minneapolis	Cereal	Buck Rogers	Mon., Wed., Fri.	35*	12/30/35—5/22/36	J. Walter Thompson Co., Chicago
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Bachelor's Children	Mon.—Fri., 9:45-10:00 A.M.	6	9/28/36—	Roche, Williams & Cunynggham Inc., Chicago
R. B. Davis Co., Hoboken	Cocomalt	Joe Penner	Sunday, 6:00-6:30 P.M.	44*	10/4/36	Ruthrauff & Ryan Inc., N. Y.
Delaware, Lackawanna & Western Coal Co., New York	Blue Coal	Vanished Voices	Mon., Wed., 6:35-7:00 P.M.	13	9/30/35-3/25/36	Ruthrauff & Ryan Inc., N. Y.

*Includes CBS—Don Lee Group of 12 stations.

**Includes split Pacific Coast Group.

***Pacific Coast Only.

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
E. I. DuPont de Nemours & Co., Wilmington, Del.	Institutional	Cafevende of America	Wed., 8:00-8:30 P.M.	51*	10/9/36	Batten, Barton, Durstine & Osborn Inc., N. Y.
E. I. DuPont de Nemours & Co., Wilmington, Del.	Zerone	Irene Bensley & Zerone Jesters	Tuesday, 7:30-7:45 P.M.	2	10/13/36	Batten, Barton, Durstine & Osborn Inc., N. Y.
Durkee's Famous Foods, Ltd., Los Angeles	Food Products	Good Afternoon Neighbor	Tues., Fri., 2:45-3:00 P.M.	13***	12/1/36-12/25/36	Batford, Carastine & Gardner, Los Angeles
Elgin National Watch Co., Chicago	Clocks & Watches	Elgin Football Review	Saturday, 8:30-9:00 P.M.	56*	10/3/36-12/26/36	J. Walter Thompson Co., Chicago
Fels & Co., Philadelphia	Fels Naphtha Soap	Brad & Al	Tues., Thurs., 11:00-11:15 A.M.	2	2/8/36-12/3/36	Young & Rubicam Inc., N. Y.
Ford Motor Co., Detroit	Fords	Ford Sunday Evening Hour	Sunday, 9:00-10:00 P.M.	54*	10/7/36	N. W. Ayer & Son Inc., N. Y.
Ford Motor Co., Detroit	Fords	Ford Waring	Tuesday, 9:30-10:00 P.M.	54*	2/4/36	N. W. Ayer & Son Inc., N. Y.
Ford Motor Co., Detroit	Fords	World Series	Afternoons	100*	6 Games Starting 9/30/36	N. W. Ayer & Son Inc., N. Y.
Ford Motor Co., Dearborn	Lincoln Motors	Jose Manzares & Orchestra	Sunday, 2:30-3:00 P.M.	47*	12/1/35-1/12/36	N. W. Ayer & Son Inc., N. Y.
General Baking Co., New York	Bond Bread	Adventures of Terry & Ted	Mon. - Fri., 5:00-5:15 P.M.	29	12/2/35-2/28/36	Batten, Barton, Durstine & Osborn Inc., N. Y.
General Baking Co., New York	Bond Bread	Tea Time Tunes	Sunday, 5:30-6:00 P.M.	29	5/24/36-8/31/36	Batten, Barton, Durstine & Osborn Inc., N. Y.
General Baking Co., New York	Frank Crummit & Sanderson	Sunday, 5:30-6:00 P.M.	29	5/5/35-5/17/36	Batten, Barton, Durstine & Osborn Inc., N. Y.
General Baking Co., New York	Presents Guy Lombardo	Sunday, 5:30-6:00 P.M.	29	9/6/36	Batten, Barton, Durstine & Osborn Inc., N. Y.
General Mills Inc., Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	19	7/11/32-4/24/36	Blackett-Sample-Hummert Inc., Chicago
General Mills Inc., Minneapolis	Gold Medal Feature Time	Mon.-Fri., 10:00-11:00 P.M.	39*	6/1/36-	Blackett, Sample-Hummert Inc., Chicago Knox-Keeves Inc., Chicago
General Motors Co., Chevrolet Motor Co., Detroit	Motor Cars	Rubinoff-Peerce-Rea	Sunday, 6:30-7:00	92*	10/18/36-	Campbell-Ewald Co. Inc., Detroit
Pontiac Motor Co., Pontiac, Mich.	Motor Cars	News Thru A Woman's Eyes	Mon., Wed., Fri., 2:00-2:15 P.M.	65*	10/12/36-	Campbell-Ewald Co., Inc., Detroit
Gillette Safety Razor Co., Boston	Razors, Blades	Original Community Sing	Sun., 10:00-10:45 P.M.	99*	9/6/36-	Ruthrauff & Ryan Inc., N. Y.
Great Atlantic & Pacific Tea Co., New York	Food	Kate Smith and Jack Miller	Tues., Wed., Thurs., 7:30-7:45 P.M.	39	10/1/35-9/10/36	Paris & Peart, N. Y.
Great Atlantic & Pacific Tea Co., New York	Food	A. & P. Bandwagon	Thurs., 8:00-9:00 P.M.	51	10/1/36-	Paris & Peart, N. Y.
Great Atlantic & Pacific Tea Co., New York	Food	Mammoth All-Star Show	Sunday, 8:00-9:00	40	3/15/36-1 time	Paris & Peart, N. Y.
Great Atlantic & Pacific Tea Co., New York	Food	Mammoth All-Star Show	Friday, 7:30-7:45 P.M.	41	3/20/36-1 time	Paris & Peart, N. Y.
Group of American Banks	Banking service	Philadelphia Orchestra	Friday, 10:00-10:30 P.M.	46**	11/13/36-	Wessel Co., Chicago
Gulf Refining Co., Pittsburgh	Oil and Gas	Phil Baker & Hal Kemp	Sunday, 7:30-8:00 P.M.	62	1/5/36-	Young & Rubicam Inc., N. Y.
Health Products Corp., Newark	Feen-a-mint	National Amateur Night	Sunday, 6:00-6:30 P.M.	46*	4/21/35-2/16/36	Wm. Esty & Co. Inc., N. Y.
Hecker H-O Co., Buffalo	Force and H-O	Bobby Benson and Sunny Jim	Mon., Wed., Fri., 6:15-6:30 P.M.	9	9/16/35-12/11/36	Erwin, Wasey & Co. Inc., Buffalo
H. J. Heinz Co., Pittsburgh	57 Varieties	Hostess Counsel	Mon., Wed., Fri., 10:00-10:15 A.M.	59*	10/7/35-4/3/36	Maxon Inc., Detroit
H. J. Heinz Co., Pittsburgh	57 Varieties	Magazine of the Air	Mon., Wed., Fri., 11-11:30 A.M.	56	9/2/36-	Maxon Inc., Detroit
Geo. A. Hormel & Co., Austin, Minn.	Chili Con Carne & Soups	Swing with the Strings	Saturday, 8:00-8:30 P.M.	7	1/2/36--	Batten, Barton, Durstine & Osborn Inc., N. Y.
Illinois Central R.R., Chicago	Travel	Headin' South	Sunday, 7:30-8:00 P.M.	9	11/22/36-	Caples Co., Chicago
Illinois Meat Co., Chicago	Meats	Radio Gossip Club	Mon., Fri., 1:45-2:00 P.M.	7	11/9/34-2/14/36	J. L. Sugden Adv. Co., Chicago
Julian & Kokenge, Columbus, O.	Footsaver Shoes	Musical Footnotes	Sunday, 1:30-1:45 P.M.	41*	9/8/35-4/5/36	Aubrey, Moore & Wallace Inc., Chicago
Kleenex Co., New York	Kleenex & Quest Deodorant	Mary Marlin	Mon., Fri., 12:30-12:45 P.M.	37*	4/2/35-6/26/35	Lord & Thomas, Chicago
Knox Gelatine Co., Johnstown, N. Y.	Sparkling Gelatine	Quality Twins	Tues., Thurs., 11:15-11:30 A.M.	22	9/29/36-	Federal Adv. Co., N. Y.
G. Kreuger Brewing Co., New York	Beer, Ale, Stout	Kreuger Musical Toast	Tues., Thurs., 7:15-7:30 P.M.	25	1/21/36-5/28/36	Biow Co. Inc., N. Y.
G. Kreuger Brewing Co., New York	Beer, Ale, Stout	Kreuger Musical Toast	Tues., 7:00-7:30 P.M.	16	6/2/36-9/8/36	Biow Co. Inc., N. Y.
Laco Products Inc., Baltimore	Castile Soap, Laco Shampoo, Olive Oil	What's On Your Mind	Tues., Thurs., 1:15-1:30 P.M.	12	10/20/36-12/3/36	Joseph Katz Co., Baltimore
Lady Esther Co., Evanston, Ill.	Cosmetics	Wayne King's Orchestra	Monday, 10:00-10:30 P.M.	43*	10/9/33-	Stack-Goble Adv. Agency, Chicago
Lehn & Fink Co., New York	Hind's Honey & Almond	Between the Book Ends	Mon.-Fri., 12:15-12:30 P.M.	24**	10/5/36-	Wm. Esty & Co., N. Y.
Lehn & Fink, New York	Short Plays, Starring Leslie Howard	Sunday, 2:00-2:30 P.M.	44*	1/5/36-3/29/36	Kenyon & Eckhart Inc., N. Y.
Lehn & Fink Co., New York	Pebeco	Eddie Cantor	Sunday, 7:00-7:30 P.M.	51*	1/5/36-5/10/36	Lennen & Mitchell Inc., N. Y.
Lehn & Fink Co., New York	The Gumps	Mon.-Fri., 12:00-12:15 P.M.	23**	10/5/36-	Lennen & Mitchell Inc., N.Y.
Lehn & Fink Co., New York	Lysol	Dr. Dafoe	Mon., Wed., Fri., 11:45-12:00	29**	10/5/36-	Lennen & Mitchell Inc., N. Y.
Lever Brothers Co., Cambridge, Mass.	Lux Toilet Soap	Lux Radio Theatre	Monday, 9:00-10:00 P.M.	65*	7/29/35-	J. Walter Thompson Co., N. Y.
Lever Brothers Co., Cambridge Mass.	Rinso	Big Sister	Mon., Tues., Wed., Thurs., 11:30-11:45 A.M.; Rebr. 2-2:15 P.M.	69*	9/14/36-	Ruthrauff & Ryan Inc., N. Y.
Lever Brothers Co., Cambridge, Mass.	Rinso and Lifebuoy	Laugh with Ken Murray Al Jolson, Martha Raye	Tues., 8:30-9:00 P.M. Rebr., 11:30-12 P.M.	65*	3/24/36-12/15/36 12/22/36-	Ruthrauff & Ryan Inc., N. Y.

*Includes CBS—Don Lee Group of 12 stations.

**Includes split Pacific Coast Group.

***Pacific Coast Only.

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Liggett & Myers Tobacco Co., New York	Chesterfield	Chesterfield Program	Wednesday, 9:00-9:30 P.M. Friday, 8:30-9:00 P.M. Rebr. Fri., 11:30-12 P. M.	96*	9/30/36—	Newell-Emmett Co., N. Y.
Los Angeles Bureau of Power & Light, Los Angeles	Power	Boulder Power Inaugural	Friday, 6:35-6:45 P.M.	29***	10/9/36	Dan B. Miner Co., Los Angeles
Maltex Co., Inc., Burlington, Vt.	Maltex	Treasure Adventures of Jack Masters	Mon., Wed., Fri., 5:30-5:45 P.M.	18	9/28/36-12/25/36	J. M. Mathes Inc., N. J.
Mohawk Carpet Mills Inc., Amsterdam, N. Y.	Carpets, Rugs	Five-Star Jones	Mon.—Fri., 12:45-1:00 P.M.	29**	2/4/35-6/26/36	Blackett-Sample-Hummert Inc., N. Y.
Moonglow Cosmetic Co., Ltd., Los Angeles	Nail Polish & Remover	Moonglow Melodies	Monday, 5:45-6:00 P.M.	13***	10/10/36—	Emil Brisacher & Staff, Los Angeles
Nash Motors Co., Kenosha, Wis.	Motor cars	Nash Speedshow	Saturday, 9:00-9:30 P.M.	62*	10/3/36—	J. Walter Thompson Co., Chicago
National Ice Advertising Inc., Chicago	Natural Ice & Ice Boxes	Parties at Pickfair Homemakers Exchange	Tuesday, 10-10:30 P.M. Tues., Thurs., 11:45-12 Noon	67* 50*	2/11/36-6/21/36 10/27/36—	Donahue & Coe Inc., N. Y.
Packard Motor Car Co., Detroit	Motor Cars	Packard Presents Lawrence Tibbett	Tuesday, 8:30-9:00 P.M.	88*	9/24/35-3/17/36	Young & Rubicam Inc., N. Y.
Pet Milk Sales Corp., St. Louis	Pet Milk	Mary Lee Taylor	Tues., Thurs., 11:00-11:15 A.M.	61*, 59*	11/5/35—	Gardner Adv. Co., St. Louis
Pet Milk Sales Corp., St. Louis	Pet Milk	Your Pet Program, Saturday Night Serenaders	Saturday, 9:30-10:00 P.M.	59*	10/3/36—	Gardner Adv. Co., St. Louis
Phileo Radio & Television Corp., Philadelphia	Radios	Boake Carter	Mon.—Fri., 7:45-8:00 P.M.	23	1/2/33—	Hutchins Adv. Co., Inc., Rochester
Phillips Petroleum Co., Bartlesville, Okla.	Ethyl, Phillips 66, Etc.	Phillips Poly Follies	Tuesday, 10:30-11:00 P.M.	21	11/10/36—	Lambert & Feasley Inc., N. Y.
Pillsbury Flour Mills Co., Minneapolis	Flour	Cooking Close Ups	Wed., Fri., 11:00-11:15 P.M.	20	9/11/33-2/28/36	Hutchinson Adv. Co., Minneapolis
Pittsburgh Plate Glass Co., Pittsburgh	Paints and Glass	Pittsburgh Symphony Orchestra	Sunday, 2:00-2:45 P.M.	53	9/11/33-12/13/36	Batten, Barton, Durstine & Osborn Inc., N. Y.
Pompeian Co., Bloomfield, N. J.	Toilet Preparations	Tea at the Ritz Youth and Rhythm	Mon., Wed., Fri., 4:45-5 P.M. Tues., Thurs., 12:15-12:30 P.M.	20** 17	12/2/35-2/28/36 3/3/36-4/23/36	Topping & Lloyd Inc., N. Y.
Remington-Rand Inc., New York	Typewriters	March of Time	Mon.—Fri., 10:30-10:45 P.M.	41*	8/26/35-3/27/36	Batten, Barton, Durstine & Osborn Inc., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Camel Cigarettes	Camel Caravan	Tuesday, 9:30-10:30 P.M.	88*	10/1/35—	Wm. Esty & Co. Inc., N. Y.
Royal Typewriter Co., New York	Typewriters	Royal Football Round-Up	Thurs., Sat., 6:30-6:45 P.M.	10	9/17/36-12/12/36	Hanf-Metzger Inc., N. Y.
Sales Affiliates Inc., New York	Zotos Permanent Wave	Hour of Charm	Sunday, 6:00-6:30 P.M.	81*	2/23/36-6/21/36	Grey Adv. Agency, N. Y.
Scripps-Howard, New York	Newspaper	Louis-Sharkey Fight	Tuesday, 10:00-11:00 P.M.	27**	8/18/36—1 time	Direct
Sears, Roebuck & Co., Chicago	Mail Order	Sears—Then and Now	Thursday, 10:00-10:30 P.M.	100*	9/17/36-12/10/36	Stack-Goble Adv. Agency, Chicago
Socony Vacuum Oil Co., New York	Motor Gas and Oil	Flying Red Horse Tavern	Friday 8:00-8:30 P.M.	37	10/6/34-9/25/36	J. Stirling Getchell Inc., N. Y.
Sperry Flour Co., (General Mills), San Francisco	Flour	Sperry Male Chorus	Tuesday, 7:45-8 P.S.T., P.M.	7***	9/10/36—	Westco Adv. Agency, San Francisco
Standard Oil Co. of Indiana, Chicago	Oil, Gas, Fuel	You Shall Have Music	Saturday, 7:00-8:00 P.M.	20	10/13/35-4/4/36	McCann-Erickson Inc., Chicago
Standard Oil Co. of N. J., New York	Oil and Gas	Guy Lombardo	Monday, 8:00-8:30 P.M.	36	7/8/35-6/29/36	Marschalk & Pratt Inc., N. Y.
Sterling Products Inc., Wheeling, W. Va.	Toothpaste	Melodiana	Sunday, 5:00-5:30 P.M.	25	6/19/34-5/17/36	Blackett-Sample-Hummert Inc., Chicago
Sterling Products Inc., Wheeling, W. Va.	Aspirin	Lavender and Old Lace	Tuesday, 8:00-8:30 P.M.	23	6/19/34-4/14/36	Blackett-Sample-Hummert Inc., Chicago
Stewart-Warner Corp., Chicago	Alemite and Radios	Heidt's Brigadiers	Monday, 8:00-8:30 P.M.	50*	1/2/36—	Hays MacFarland & Co., Chicago
Studebaker Sales Corp., South Bend, Ind.	Motor Cars	Richard Himber and Orchestra	Friday, 10:00-10:30 P.M.	50*	5/12/34-4/24/36	Roche, Williams & Cunningham Inc., Chicago
Swift & Co., Chicago	Sunbrite	Sunbrite Jr. Nurse Corps	Mon., Wed., Fri., 5:00-5:15 P.M.	9, 21	2/17/36-5/15/36- 10/12/36—	Stack-Goble Adv. Agency, Chic ago
Tavannes of America Inc., New York	Tavannes Watches	Split Seconds	Sunday, 7:45-8:00 P.S.T., P.M.	2***	9/27/36—	Milton Weinberg, Los Angeles
Texas Co., New York	Oil and Gas	Texaco Town—Eddie Cantor	Sunday, 8:30-9:00 P.M.	95*	9/20/36—	Hanf-Metzger Inc., N. Y.
Time Inc., New York	Time Magazine	March of Time	Thursday, 10:30-11:00 P.M.	41*	10/15/36	Batten, Barton, Durstine & Osborn, Inc., N. Y.
U. S. Tobacco Co., New York	Dill's Best & Model	Pick & Pat—Smoking Time	Monday, 8:30-9:00 P.M.	58*	6/3/35—	McCann-Erickson Inc., N. Y.
Vick Chemical Co., New York	Vapo-Rub, Nose Drops	Vick's Open House—Nelson Eddy	Sunday, 8:00-8:30 P.M.	82*	9/27/36—	Young & Rubicam Inc., N. Y.
Ward Baking Co., New York	Bread and Cake	News of Youth	Tues., Thurs., Sat., 6:15-6:30 P.M.	20	12/17/35-12/12/36	Fletcher & Ellis Inc., N. Y.
Wasey Products, New York	Zemo, Kreml, Musterol, CTC Salts, Etc.	Voice of Experience	Mon.—Fri., 12:00-12:15 P.M. Sunday, 6:45-7:00 P.M.	39*	9/10/34-5/24/36	Erwin, Wasey & Co., N. Y.
Wasey Products, New York	Barbasol Shaving Cream	Singin' Sam	Tuesday, 7:30-7:45 P.M.	36*	5/14/35-4/20/36	Erwin, Wasey & Co., N. Y.
Wheatena Corp., Rahway, N. J.	Wheatena	Popeye the Sailor	Mon., Wed., Fri., 7:15-7:30 P.M.	33	8/31/36—	Robrabaugh & Gibson, Philadelphia
Wildroot Co. Inc., Buffalo	Toilet Preparations	Vee Lawnhurst & Charioteers	Thursday, 7:30-7:45 P.M.	31*	1/6/36-12/31/36	Batten, Barton, Durstine & Osborn Inc., N. Y.
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	Myrt and Marge	Mon.—Fri., 7:00-7:15 P.M.	55*	9/30/35-4/15/36	Frances Hooper, Chicago
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	March of Time	Mon.—Fri., 10:30-10:45 P.M.	45*	3/30/36-9/25/36	Batten, Barton, Durstine & Osborn Inc., N. Y.
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	Poetic Melodies	Mon.—Thurs., 7-7:15 P.M.	51*	11/9/36	Neisser-Myerhoff Inc., Chicago
Wm. Wrigley Jr. Co., Chicago	Chewing Gum	Mortimer Gooch	Friday, 7-7:15 P.M.	51*	11/9/36	Neisser-Myerhoff Inc., Chicago

*Includes CBS—Don Lee Group of 12 stations.

**Includes split Pacific Group.

***Pacific Coast Only.

Advertisers Using NBC-WJZ (Blue) Network During 1936

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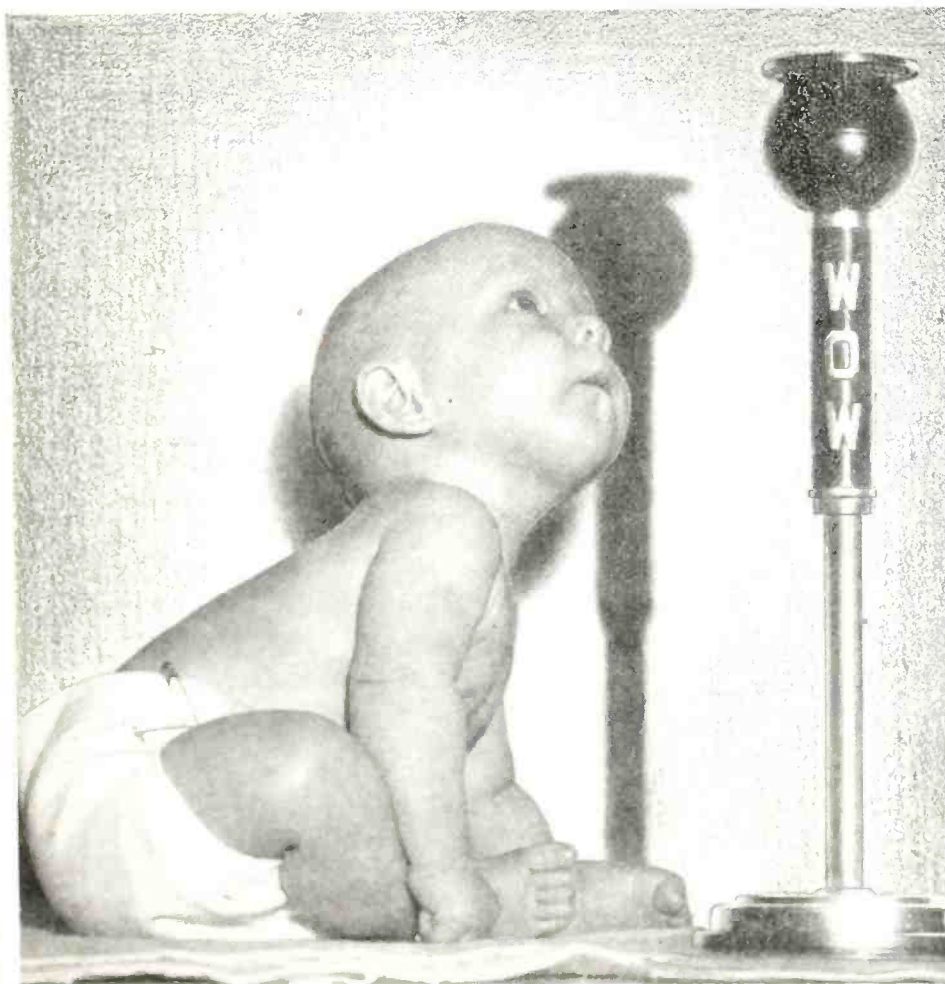
Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Larus & Bro. Co., Richmond, Va.	Edgeworth Tobacco	Corn Cob Pipe Club	Wednesday, 9-9:30 P.M.	27	Jan. '36-Apr. '36	Batten, Barton, Durstine & Osborn Inc., N. Y.
Life Savers Inc., Portchester, N. Y.	Life Savers	Life Savers Rendezvous	Wednesday, 8-8:30 P.M., 11:30-12 Mid.	19	Sept. '35-Mar. '36	Topping & Lloyd Inc., N. Y.
Geo. W. Luft & Co., Long Island City, N. Y.	Tangee Lipstick	Jimmy Fidler	Wednesday, 10:30-10:45 P.M.	39	Jan. '35-Apr. '36	Cecil, Warwick & Cecil Inc., N. Y.
Miles Laboratories Inc., Elkhart, Ind.	Alka Seltzer	National Barn Dance	Saturday, 9-10 P.M., 11-12 Mid.	71	Jan. '33	Wade Adv. Agency, Chicago
Modern Food Process Inc., Philadelphia	Thrive Dog Food	Dog Heroes	Tuesday, 4:45-5 P.M.	9	Mar. '35-May '36, Oct. '36—	Clements Co. Inc., Philadelphia
Modern Magazines Inc., New York	Modern Romance Magazine	Modern Romances	Wednesday, 2-2:30 P.M.	6	Oct. '36	Lennen & Mitchell Inc., N. Y.
John Morrell & Co., Ottumwa, Ia.	Dog Food	Bob Becker's Fireside Chats	Sunday, 2:15-2:30 P.M.	26	Mar. '35—Feb. '36, Sept. '36—	Henri Hurst & McDonald Inc., Chicago
*National Campaign Comm. for Communist Party, New York	Campaign	Talks	Various Times	23	Aug. '36-Nov. '36	Direct
*National Jeffersonian Democrats, New York	Campaign	Talks	Various Times	29	Sept. '36-Oct. '36	Publicity Associates, N. Y.
*National Union for Social Justice, New York	Campaign	Talks	Sunday, 5:45-6 P.M., 9:30-10 P.M.	52	Nov. '36	Albert M. Ross, New York
*New York State Communist Party, New York	Campaign	Talks	Various Times	6	Sept. '36-Oct. '36	Direct
Pacific Coast Borax Co., Wilmington, Cal.	20 Mule Team Borax	Death Valley Days	Friday, 9-9:30 P.M.	18	Sept. '32—	McCann-Erickson, Inc. N. Y.
*Pennsylvania Society, Philadelphia	Campaign	Talk	Wednesday, 9-9:30 P.M.	28	Oct. '36	Publicity Associates, N. Y.
Pepsodent Co., Chicago	Tooth Paste & Junis Cream	Al Pearce & His Gang	Friday, 9-9:30 P.M.	27	Oct. '35-Apr. '36	Lord & Thomas, Chicago
Pillsbury Flour Mills, Minneapolis	Flour	Today's Children	Mon. thru Fri., 10:30-10:45 A.M.	31	Sept. '33-May '36	Hutchinson Adv. Co., Minneapolis, Minn.
Pinex Co., Fort Wayne, Ind.	Cough Syrup	Pine Mountain Merry-makers	Sunday, 3:15-3:45 P.M.	23	Oct. '35-Mar. '36	Philip O. Palmer & Co., Inc., Chicago
Pittsburgh Plate Glass Co., Pittsburgh	Paint, Varnish, Glass	Pittsburgh Symphony Orchestra	Thursday, 8-8:30 P.M.	43	Feb. '36-May '36	Batten, Barton, Durstine, & Osborn Inc., N. Y.
Premier Pabst Sales Co., Chicago	Blue Ribbon Malt	The Louis-Retzlaff Fight	Friday, 11-11:15 P.M.	48	Jan. '36	Morris Windmuller & Enzinger, Inc. Chicago
Princess Pat Ltd., Chicago	Cosmetics	A Tale of Today	Monday 9:30-10 P.M.	10	July '33—	McJunkin Adv. Co., Chicago
Procter & Gamble Co., Cincinnati	Crisco	Vic and Sade	Mon. thru Fri., 11:30-11:45 A.M.	19	Apr. '36	Blackman Adv. Co., N. Y.
Procter & Gamble Co., Cincinnati	Camay Soap	Pepper Young's Family	Mon. thru Fri., 10:30-10:45 A.M.	6	Aug. '36—	Pedlar & Ryan Inc., N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	Five Star Jones	Mon. thru Fri., 10:15-10:30 A.M.	5	July '36—	Blackett-Sample-Hummert Inc., Chicago
Procter & Gamble Co., Cincinnati	Ivory Soap	The Gospel Singer	Mon. thru Fri., 11:45-12 noon	28	July '36—	Blackman Adv. Co., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Flakes	Tim Healey as New Commentator	Mon. thru Fri., 9:45-10 A.M.	3	Sept. '36—	Blackman Adv. Co., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Guest Soap	Captain Tim's Adventure Stories	Tues., Thurs., Sat., 6:15-6:30 P.M.	3	Aug. '35-June '36	Blackman Adv. Co., N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Home Sweet Home	Mon. thru Fri., 11:15-11:30 A.M.	14	July '36-Nov. '36	Blackman Adv. Co., N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Personal Column of the Air	Mon. thru Fri., 11:15-11:30 A.M.	12	Nov. '36—	Blackman Adv. Co., N. Y.
Procter & Gamble Co., Cincinnati	Chipso	The Magic Voice	Mon. thru Fri., 4:45-5 P.M.	3	Mar. '36-Aug. '36	Blackman Adv. Co., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	The O'Neills	Mon. thru Fri., 11:00-11:15 A.M.	11	July '36—	Blackman Adv. Co., N. Y.
Radio Corp. of America, New York	Radios	Magic Key of RCA	Sunday, 2-3 P.M.	67	Sept. '35—	Lord & Thomas, N. Y.
Radio Corp. of America, New York	Radios	Joe Louis—Al Ettore Fight	Tuesday, 9:30-10:19 P.M.	27	Sept. '36—	Lord & Thomas, N. Y.
Radio Corp. of America, New York	RCA Products	Metropolitan Opera	Saturday, 2:00-5:30 P.M.	66	Dec. '36—	Direct
Radio Guide Inc., Chicago	Radio Guide Magazine	Radio Guide's Court of Honor	Friday, 10-10:30 P.M.	22	Oct. '36—	Lord & Thomas, N. Y.
Realsilk Hosiery Mills Inc., Indianapolis	Hosiery & Lingerie	Behind the Headlines	Sunday, 10-10:30 P.M.	24	Feb. '33—June '36 Oct. '36—	Leo Burnett Co. Inc., Chicago
*Republican Nat'l Comm., Chicago	Campaign	Talks	Various Times	34	July '36-Nov. '36	Erwin Wasey & Co., Chicago
*Republican State Conn., New York	Campaign	Talks	Various Times	6	Aug. '36-Oct. '36	Brooks, Smith & French, N. Y.
Harold F. Ritchie & Co., New York	Fruit Salts	Eno Crime Clues	Tuesday, 8-8:30 P.M.	25	Jan. '33-June '36	N. W. Ayer & Son Inc., N. Y.
Roger & Gallet, New York	Soap, Cosmetics	Bob Crosby & Orchestra	Friday, 8:15-8:30 P.M.	18	Oct. '35-Jan. '36	Marschalk & Pratt Inc., N. Y.
*Roosevelt Agricultural Comm., Chicago	Campaign	Talk	Sunday, 7:15-7:30 P.M.	10	Sept. '36—	Direct
Scott & Bowne Inc., Bloomfield, N. J.	Scott's Emulsion	Week End Riview with Gabriel Heater	Sunday, 5:45-6 P.M.	17	Sept. '35-Mar. '36	Marschalk & Pratt Inc., N. Y.
Sinclair Refining Co., New York	Oils	Sinclair Minstrels	Monday, 9-9:30 P.M.	51	Feb. '32—	Federal Adv. Agency, N. Y.
L. C. Smith Co., Syracuse	Typewriters	Nine to Five	Thursday, 7:15-7:30 P.M.	18	Dec. '35—Mar. '36	Newell-Emmett Co. Inc., N. Y.
*Socialist Party, New York	Campaign	Talks	Various Times	25	Oct. '36-Nov. '36	Direct
*Socialist Campaign Comm., New York	Campaign	Talks	Various Times	5	Oct. '36—	Direct
Spratts Patent Ltd., Newark	Dog Foods	Dog Stories	Saturday, 5:30-5:45 P.M.	12	Jan. '36-Mar. '36	Paris & Peart, N. Y.
Standard Brands Inc., New York	Gelatin	Frank Fay Calling	Friday, 8:30-9 P.M.	24	June '36-Aug. '36	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Yeast	Baker's Broadcast	Sunday, 7:30-8 P.M.	58	Oct. '35—	J. Walter Thompson Co., N. Y.

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Advertisers Using NBC-WJZ (Blue) Network During 1936

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Standard Brands Inc., New York	Yeast	National Spelling Bee	Sunday, 9-10 A.M.	2	Nov. '36—	J. Walter Thompson Co., N. Y.
Sterling Products Inc., New York	Dr. Lyon's Tooth-Powder	Backstage Wife	Mon. thru Fri., 4:15-4:30 P.M.	35	Mar. '36-June '36	Blackett-Sample-Hummert Inc., N. Y.
Sterling Products Inc., New York	Dr. Lyon's Tooth-Powder	Revue de Paree	Wednesday, 8-8:30 P.M.	20	Apr. '36-Sept. '36	Blackett-Sample-Hummert Inc., N. Y.
Sterling Products Inc., New York	Dr. Lyon's Tooth-Powder	Fannie Brice	Wednesday, 8-8:30 P.M.	19	Sept. '36—	Blackett-Sample-Hummert Inc., N. Y.
Sterling Products Inc., New York	Bayer Aspirin	Ethel Barrymore	Wednesday, 8:30-9 P.M.	18	Oct. '36—	Blackett-Sample-Hummert Inc., N. Y.
Sterling Products Inc., New York	Bayer Aspirin	Lavender and Old Lace	Wednesday, 8:30-9 P.M.	18	Apr. '36-Oct. '36	Blackett-Sample-Hummert Inc., N. Y.
Sun Oil Co., Philadelphia	Gas and Oil	Lowell Thomas	Mon. thru Fri., 6:45-7 P.M.	17	June '32—	Roche, Williams & Cunnyingham Inc., N. Y.
Tastyeast Inc., Trenton, N. J.	Tastyeast	American Pageant of Youth	Sunday, 12-12:30 P.M.	10	Feb. '36-Nov. '36	Clements Co. Inc., Philadelphia
Tastyeast Inc., Trenton, N. J.	Tastyeast	My Battle with Life	Tues., Wed., Thurs., 7:15-7:30 P.M.	20	Nov. '36—	J. P. Muller Co., N. Y.
Union Central Life Insurance Co., Cincinnati	Life Insurance	Roses and Drums	Sunday, 5-5:30 P.M.	18	Sept. '34-Mar. '36	J. Walter Thompson Co., N. Y.
Wander Co., Chicago	Ovaltine	Little Orphan Annie	Mon. thru Fri., 5:45-6 P.M., 6:45-7 P.M.	25	Apr. '31—	Blackett-Sample-Hummert Inc., Chicago
William R. Warner Co., New York	Vince	Vince Program starring John Charles Thomas	Wednesday, 10-10:30 P.M.	27	Sept. '34-Apr. '36	Cecil, Warwick & Cecil Inc., N. Y.
William R. Warner Co., New York	Sloan's	20,000 Years in Sing Sing	Wednesday, 9:30-10 P.M.	27	Oct. '34-Apr. '36	Cecil, Warwick & Cecil Inc., N. Y.
Wasey Products Inc., New York	Kremel, Musterole, etc.	Singin' Sam the Barbasol Man	Monday, 10-10:15 P.M.	25	Nov. '36—	Erwin, Wasey & Co. Inc., N. Y.
Wasey Products Inc., New York	Barbasol	Singin' Sam the Barbasol Man	Friday, 8:15-8:30 P.M., Monday, 7:45-8 P.M.	25	Sept. '36—	Erwin, Wasey & Co. Inc., N. Y.
G. Washington Coffee Refining Co., Morris Plains, N. J.	Coffee	Uncle Jim's Question Bee	Saturday, 7:30-8 P.M.	7	Sept. '36—	Cecil, Warwick & Cecil Inc., N. Y.
Welch Grape Juice Co., Westfield, N. Y.	Grape Juice	Irene Rich	Friday, 8-8:15 P.M.	33	Oct. '33—	H. W. Kastor & Sons Co. Inc., Chicago



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- NBC Red Net
- 590 Kilocycles
- 5,000 Watts

John Blair Co., Representatives—New York, Chicago, Detroit, San Francisco

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OMAHA, NEBRASKA

**COVERS THE NATION'S
 MARKET BASKET**

Advertisers Using NBC Pacific Coast Networks During 1936

(All Time PST)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Albers Bros. Milling Co., Seattle	Cereal	Your Program	Monday, 7:30-8 P.M.	5	Sept. '35-Apr. '36, Sept. '36—	Erwin, Wasey & Co., Seattle
*Allied California Citizens, San Francisco	Campaign	Talk	Saturday, 9-9:15 P.M.	2	Oct. '36	Pacific Advertising Staff, San Francisco
*Anti-Monopoly League, San Francisco	Campaign	Talk	Monday, 7:30-7:45 P.M.	3	Nov. '36	Hixon and O'Donnell Inc., Los Angeles
Associated Oil Co., San Francisco	Cyclol Motor Oil	Associated Football	Saturday, 2-4:45 P.M.	3	Apr. '36, Sept. '36	Lord & Thomas, San Francisco
Bank of America, San Francisco	Home Loans	House of Melody	Friday, 9:30-10 P.M.	2	July '36—	Charles R. Stuart Inc., San Francisco
Best Foods Inc.	Mayonnaise	Dr. Kate	Thursday 8-8:30 P.M.	11	Dec. '36—	Benton & Bowles Inc., N. Y.
California Animal Products, San Francisco	Dog Food	Woman's Magazine of the Air	Thursday, 2:15-2:30 P.M.	5	May '36-July '36	Emil Brisacher & Staff, San Francisco
California Brewing Association, San Francisco	Acme Beer	Woman's Magazine of the Air	Friday, 3:45-4 P.M.	9	Sept. '35-Feb. '36	Emil Brisacher & Staff, San Francisco
California Conserving Co., San Francisco	Food Products	CHB Studio Party	Tuesday, 7:45-8 P.M.	8	Nov. '36—	Emil Brisacher & Staff, San Francisco
*California Industries Welfare Inst., San Francisco	Campaign	Talk	Saturday, 6:45-7 P.M.	3	Oct. '36	Direct
*California Landon for President, San Francisco	Campaign	Talks	Various Times	5	Apr. '36-May '36	Lowe Features, San Francisco
*California Recreation & Conservation Council, Los Angeles	Campaign	Talks	Various Times	5	Oct. '36	Ray Davidson Agency, Los Angeles
Cardinet Candy Co., Oakland, Cal.	Candy	Night Editor	Sunday, 9:15-9:30 P.M.	5	Sept. '36—	Tomaschke-Elliott Inc., Oakland, Cal.
Caswell & Company, Geo. W., San Francisco, Cal.	Coffee	Woman's Magazine of the Air	Monday, 3:45-4:00 P.M.	5	May '33—	Emil Brisacher & Staff, San Francisco
Caswell & Company, Geo. W., San Francisco, Cal.	Coffee	Musical Concerts	Wednesday, 7:45-8 P.M.	5	May '33-Feb. '36	Emil Brisacher & Staff, San Francisco
Clairel Inc., New York	Shampoo	Women in the Headlines	Thursday, 5-5:15 P.M.	4	Apr. '36-Aug. '36	Milton Weinberg Adv. Co., Los Angeles
*Communist Comm. of California, San Francisco, Cal.	Campaign	Talk	Tues. & Thurs., 7-7:15 P.M., 6:45-7 P.M.	3	Sept. '36-Oct. '36	Walter Varusch Publicity Service San Francisco
*Democratic State Comm. of Calif., Oakland, Cal.	Campaign	Talks	Various Times	5	Oct. '36	W. A. Miller Advertising Agency, Oakland
Duart Mfg. Co. Ltd., San Francisco	Facial Cream & Permanent Waves	John Nesbitt's Passing Parade	Sunday, 9-9:15 P.M.	7	Apr. '36—	Howard E. Williams Co., San Francisco
Easy Washing Machine Co., New York	Washing Machines	Woman's Magazine of the Air	Tuesday, 3:45-4 P.M.	5	June '35-Mar. '36	Batten, Barton, Durstine & Osborn Inc., N. Y.
Gebhardt Chili Powder Co., San Antonio	Chili Powder	Woman's Magazine of the Air	Thursday, 3:45-4 P.M.	8	Nov. '35-May '36	Tracy-Locke-Dawson Inc., Dallas
*Independent Coalition of American Women, Los Angeles	Campaign	Talk	Monday, 10:30-10:45 P.M.	2	Nov. '36	William A. Ingoldsby Co., Los Angeles
*Jeffersonian Democratic California State Comm., Los Angeles	Campaign	Talks	Various Times	5	Oct. '36	William A. Ingoldsby Co., Los Angeles
Jel-Sert Co.	Maple Mix Dessert	Woman's Magazine of the Air	Thursday, 3:15-3:30 P.M.	7	Dec. '36—	Rogers & Smith Adv. Agency, Chicago
Jell-Well Dessert Co., Los Angeles	Desserts	Woman's Magazine of the Air	Thursday, 3:15-3:30 P.M.	6	Jan. '36-Apr. '36	Lord & Thomas, Los Angeles
Kellogg Co., Battle Creek, Mich.	Cereals	Hollywood Talent Parade	Thursday, 9:15-9:45 P.M.	8	Mar. '36-Sept. '36	N. W. Ayer & Son Inc., N. Y.
Kraft Phenix Cheese Corp., San Francisco	Cheese	Slices of Life	Friday, 9:30-10 P.M.	5	Mar. '36-May '36	J. Walter Thompson Co., San Francisco
Langendorf United Bakeries Inc., San Francisco	Bakery Goods	Langendorf Pictorial	Mon. thru Fri., 4:45-5 P.M.	3	Jan. '33—	McCann-Erickson Inc., San Francisco
Lehn & Fink, New York	Pebeco	Harold Dana, Baritone	Mon., Wed., Fri., 4:30-4:45 P.M.	3	Nov. '35-May '36	Kenyon & Eckhardt Inc., N. Y.
Lincoln & Ulmer Inc., New York	Cigars	Secrets of Secret Service with Capt. Don Wilke	Fri., 7:45-8:00 P.M.	5	June '36-Sept. '36	Milton Weinberg Adv. Co., Los Angeles
Miles Laboratories Inc., Elkhart, Ind.	Alka Seltzer	Frank Watanabe	Mon. thru Fri., 8:15-8:30 P.M.	8	Apr. '36-Oct. '36	Associated Adv. Agency, Los Angeles
*Northern Republican State Comm. of California, Los Angeles	Campaign	Talks	Various Times	5	Sept. '36-Oct. '36	Walter Biddick Co., Los Angeles
Occidental Life Ins. Co. of Cal., Los Angeles	Life Insurance	Winning the West	Wednesday, 8:30-9 P.M.	5	Oct. '33—	Charles R. Stuart Inc., San Francisco
Pacific Coast Borax Co., Wilmington, Cal.	Borax	Death Valley Days	Tuesday, 9-9:30 P.M.	6	Oct. '35—	McCann-Erickson Inc., San Francisco
Packard Motor Car Co., Los Angeles, Cal.	Automobiles	Packard Fiesta	Saturday, 9-9:30 P.M.	5	Nov. '35-May '36	Young & Rubicam Inc., N. Y.
Pet Milk Sales Corp., St. Louis	Milk	Woman's Magazine of the Air	Tuesday, 3:45-4 P.M.	7	Nov. '33—	Gardner Adv. Co., St. Louis
*Progressive State Committee, San Francisco	Campaign	Talk	Sunday, 11:30-12 Noon	2	Nov. '36—	Direct
Rainier Brewing Co., San Francisco	Beer	Tomorrow's Football Tonight	Friday, 6-6:30 P.M.	3	Oct. '36—	Lord & Thomas, San Francisco
*Republican Nat'l. Committee, Chicago	Campaign	Talks	Various Times	10	Sept. '36 & Nov. '36	Erwin, Wasey & Co., Chicago
Richfield Oil Co. of Cal., Los Angeles	Gas & Oil	The Richfield Reporter	Daily, except Saturday, 10-10:15 P.M.	6	Apr. '31—	H. C. Bernsten Agency, Los Angeles
*Roosevelt Delegation, San Francisco	Campaign	Talks	Various Times	2	May '36—	W. A. Miller Advertising Agency, San Francisco
*Shore Line Improvement Assn., Los Angeles	Campaign	Talks	Thursday, 5:15-5:30 P.M.	2	Nov. '36—	L. H. Alberko, Los Angeles

(Continued on page 227)

Advertisers Using NBC Pacific Coast Networks During 1936

(All Time PST)
(Continued from Page 226)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Signal Oil Co., Los Angeles	Petroleum	Carefree Carnival	Friday, 7:30-8 P.M.	6	Nov. '36—	Logan & Stebbins, Los Angeles
*Southern Calif. Business Men's Assn., Los Angeles	Campaign	Talk	Thursday, 6-6:15 P.M.	2	Oct. '36—	Walter Biddick Co., Los Angeles
*Southern Calif. Republican State Comm. of Calif., Los Angeles	Campaign	Talk	Tuesday, 8-8:30 P.M.	5	Sept. '36-Nov. '36	Walter Biddick Co., Los Angeles
Sperry Flour Co., San Francisco	Flour	The Sperry Special	Wed. & Fri., 2:30-2:45 P.M.	6	Oct. '35—	Westco Adv. Agency, San Francisco
Sperry Flour Co., San Francisco	Flour	Martha Meade	Tues. & Thurs., 10-10:15 A.M.	7	June '30—	Westco Adv. Agency, San Francisco
Sperry Flour Co., San Francisco	Flour	Sperry Sunday Special	Sunday, 1-1:30 P.M.	6	Oct. '34—	Westco Adv. Agency, San Francisco
Spratt Patent Ltd., Newark	Dog Food	Terhune Dog Drama	Sunday, 4:15-4:30 P.M.	5	Jan. '36-Mar. '36	Paris & Peart, N. Y.
Standard Brands Inc., San Francisco	Food & Food Beverages	One Man's Family	Sunday, 9:30-10 P.M.	6	Mar. '35—	J. Walter Thompson Co., N. Y.
Standard Oil Co. of Cal., San Francisco	Gas & Oil	Standard Symphony	Thursday, 8:15-9:15 P.M.	5	Sept. '32—	McCann-Erickson Inc., San Francisco
Standard Oil Co. of Cal., San Francisco	Gas & Oil	Standard School Broadcast	Thursday, 11:00-11:45 P.M.	6	Oct. '35—	McCann-Erickson Inc., San Francisco
Tavannes of America Inc., New York	Watches	Opportunity Parade	Friday, 6:30-7 P.M.	2	Mar. '36—June '36	Milton Weinberg Adv. Co., Los Angeles
Tillamook County Creamery Assn., Tillamook, Ore.	Dairy Products	Benny Walker's Tillamook Kitchen	Friday, 10-10:15 A.M.	5	Oct. '35—June '36, Sept. '36—	Botsford, Constantine & Gardner Inc., Portland, Ore.
Van Camp Sea Food Co., Inc., Terminal Island, Cal.	Tuna Fish	Woman's Magazine of the Air	Friday, 2:45-3 P.M.	7	July '36—	Emil Brisacher & Staff, San Francisco
*Warren Uninstructed Republican Del., San Francisco	Campaign	Talks	Various Times	2	Apr. '36-May '36	Pacific Advertising Staff, San Francisco
Wesson Oil & Snowdrift Sales Inc., San Francisco	Salad Oil	Hawthorne House	Monday, 7:30-8 P.M.	6	Oct. '35—	Fitzgerald Adv. Agency Inc., New Orleans
Western Auto Supply Co., Los Angeles	Auto Supplies	Death Rides the Highway	Friday, 7:30-8 P.M.	9	Feb. '36-Apr. '36	Dan B. Miner Co., Los Angeles

*Political

Advertisers Using The Texas Quality Network During 1936

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Argotane Laboratories, Memphis	Argotane	The Argotaners	Mon., Wed., Fri., 3-3:15 P.M. Sunday, 2:15-2:30 P.M. Tues., Thurs., 5:15-5:30 P.M.	3 3 3	5/20/36-7/17/36 7/21/36-8/30/36 7/21/36-1937	Direct
Baker-Moise Hosiery Mills, Dallas	Vanette Hose	Gail Northe	Wednesday, 8-8:15 A.M.	3	9/16/36-1937	W. C. Grant Adv. Agency, Dallas
Bewley Mills, Fort Worth	Bewley's Best Flour	The Chuck Wagon Gang	Mon.—Sat., 1-1:15 P.M.	3	9/11/34-1937	Direct
Burrus Mill & Elevator Co., Fort Worth	Lighterust Flour	The Lighterust Doughboys	Mon.—Sat., 12:30-12:45 P.M.	3	9/11/34-1937	J. Walter Thompson Co., N. Y.
Wm. Cameron & Co., Waco, Tex.	Building Supplies	Ideal Time	Tues., Thurs., Sat., 7:15-7:30 A.M.	3	2/1/35-1937	Erle Racey, Adv., Dallas
Crazy Water Co., Mineral Wells, Tex.	Crazy Crystals	Jack Amlung's Orchestra	Mon.—Fri., 12:45-1 P.M. Sunday, 2:45-3 P.M.	3	9/11/34-1937	Rogers & Smith Adv. Agency, Dallas
Dairyland Ice Cream Co., Houston	Dairy Products	Dairyland Safety Legion	Mon., Fri., 5:15-5:30 P.M.	3	9/28/36-1937	John L. DeBrueys Agency, Houston
Dr. Pepper Co., Dallas	Dr. Pepper Beverage	The Pepper-Uppers	Sunday, 5:30-6 P.M.	3 plus 5 other stations	4/7/35-1937	Tracy-Locke-Dawson Inc., Dallas
Employers Casualty Co., Dallas	Casualty Insurance	Texas Artists	Sunday, 2:15-2:30 P.M.	3	2/10/35-1937	Ira E. DeJernett Agency, Dallas
Fant Milling Co., Sherman, Tex.	Gladiola Flour	Gladiola Gloom Chasers	Tues., Thurs., Sat., 12:10-12:25 P.M.	3	4/30/35-10/3/36	Crook Adv. Agency, Dallas
		Mary Lane's Kitchen Club	Thursday, 10:30-11 A.M.	3	11/12/26-1937	
Authorized Ford & Lincoln Dealers of Texas, Houston	Ford Motor Cars	The Ford Rangers	Tuesday, 6:30-7 P.M.	2	7/27/36-1937	Franke-Wilkinson-Schiwetz Inc., Houston
Gebhardt Chili Powder Co., San Antonio	Chili Products	Club Aguila	Monday, 9:30-10 P.M.	3	9/10/34-1/30/36	Tracy-Locke-Dawson Inc., Dallas
Gebhardt Chili Powder Co., San Antonio	Chili Products	From the Patio	Thursday, 10:45-11 A.M.	3	9/10/34-1/30/36	Tracy-Locke-Dawson Inc., Dallas
Hawk & Buck Co., Fort Worth	Work Clothing	The Red Hawks	Saturday, 12:45-1 P.M.	3	1/4/36-1937	Direct
Humble Oil & Refining Co., Houston	Humble Products	Southwest Conference Football Games	Saturday Afternoon	3	10/5/35-12/7/35 10/3/36-12/5/36	Franke-Wilkinson-Schiwetz Inc., Houston
Kellogg Co., Battle Creek, Mich	Kellogg Cereals	Riding with the Texas Rangers	Mon., Wed., Fri., 5:30-5:15 P.M.	3	7/1/35-1937	N. W. Ayer & Son., N. Y.
Lehn & Fink Inc., Bloomfield, N. J.	Hind's Honey & Almond Cream	The Songfellow	Mon., Wed., Fri., 4-4:15 P. M.	2	11/4/35-5/1/36	Kenyon & Eckhardt Inc., N. Y.
W. Lee O'Daniels Co., Fort Worth	Hillbilly Flour	W. Lee O'Daniels & His Hillbilly Boys	Sunday, 3:45-4 P.M.	3	8/18/35-1937	Albert Evans Adv. Agency, Fort Worth
Peaslee-Gault Corp., Dallas	Zenith Radios	Zenith Air Tour	Friday, 7:15-7:30 A.M.	3	4/24/36-6/12/36	Direct
Southland Life Insurance Co., Dallas	Life Insurance	Voice of the Southland	Tuesday, 9:30-10 P.M.	3	9/14/36-1937	Direct
Texas Weekly, Dallas	Book on Texas History	Romantic Stories of Texas	Sunday, 4:15-5:00 P.M.	3	3/1/36-5/3/36	Albert Evans Adv. Agency, Fort Worth
Universal Mills, Fort Worth	Red Chain Feed Gold Chain Flour	Adolph and The Bohemians	Mon.—Sat., 8:30-8:15 P.M. Sunday, 3-3:15 P.M.	3	11-3 35-1937	Loche & Leche Inc., Dallas

Advertisers Using World Broadcasting System Transcriptions During 1936

Thirty-Minute Programs

Sponsor	Product	Agency
Axton-Fisher Tobacco Co., Louisville	Spud Cigarettes	Kenyon & Eckhardt Inc., N. Y.
Ford Dealers of America, Dearborn, Mich.	Autos	N. W. Ayer & Son Inc., N. Y.
Kroger Grocery & Baking Co., Cincinnati	Chain Stores	Ralph H. Jones Co., Cincinnati
Larus & Bros. Co., Richmond, Va.	Edgeworth Tobacco	Marschalk & Pratt Inc., N. Y.

Fifteen-Minute Programs

Sponsor	Product	Agency
Allis-Chalmers Mfg. Co., Milwaukee	Farm Machinery	Bert S. Gittins Adv. Agcy., Milwaukee
A. S. Boyle Co., Cincinnati	Samoline	Blackett-Sample-Hummert Inc., Chicago
Chevrolet Motor Co., Detroit	Autos	Campbell-Ewald Co. Inc., Detroit
Coca Cola Co.	Coca Cola	D'Arcy Adv. Co., St. Louis
Drackett Co., Cincinnati	Drano, Windex	Ralph H. Jones Co., Cincinnati
E. I. Du Pont de Nemours & Co., New York	Paint	Batten, Barton, Durstine & Osborn Inc., N. Y.
J. A. Folger & Co., San Francisco	Coffee	Blackett-Sample-Hummert Inc., Chicago
Ford Dealers of America, Dearborn, Mich.	Autos	N. W. Ayer & Son Inc., N. Y.
French Lick Springs Hotel Corp., French Lick, Ind.	Pluto Water	H. W. Kastor & Sons Adv. Co. Inc., Chicago
General Baking Co., New York	Bond Bread	Batten, Barton, Durstine & Osborn Inc., N. Y.
General Electric Co., Schenectady, N. Y.	Elec. Appliances	Maxon Inc., Detroit
Goetz Brewing Co., St. Joseph, Mo.	Beer	Potts-Turnbull Co. Inc., Kansas City
Lickok Oil Corp., Toledo	Gas and Oil	Russell C. Comer Adv. Co., Kansas City
Independent Grocers Alliance, Chicago	Grocery Products	Charles Daniel Frey Co., Chicago
Institute of Applied Science, Chicago	Correspondence School	Matteson-Fogarty-Jordan Co. Inc., Chicago
Kelvinator Corp., Detroit	Refrigerators	Geyer, Cornell & Newell Inc., N. Y.
Kroger Grocery & Baking Co., Cincinnati	Coffee	Ralph H. Jones Co., Cincinnati
Kroger Grocery & Baking Co., Cincinnati	Crackers	Ralph H. Jones Co., Cincinnati
Kroger Grocery & Baking Co., Cincinnati	Grocery Products	Ralph H. Jones Co., Cincinnati
A. H. Lewis Medicine Co., St. Louis	Drug Products	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Mid-Continent Petroleum Co., Tulsa	Gas and Oil	R. J. Potts & Co., Kansas City
Montgomery Ward & Co., Chicago	Mail Order	Ferry-Hanly Co., Kansas City
Nat. Assn. of Mfrs., Washington	Institutional	Direct
Natl. Cooperative Council, Washington	Institutional	Direct
News-Week Inc., New York	Magazine	Direct
Niagara Hudson Power & Light Co., Buffalo	Elec. Service	Batten, Barton, Durstine & Osborn Inc., N. Y.
Perfect Voice Institute, Chicago	Correspondence School	Matteson-Fogarty-Jordan Co. Inc., Chicago
Philco Radio & Television Corp., Philadelphia	Radios	Hutchins Adv. Co., Rochester
Plymouth Motor Car Co., Detroit	Autos	J. Stirling Getchell Inc., N. Y.
Procter & Gamble, Cincinnati	Dreft	Blackett-Sample-Hummert Inc., Chicago
Procter & Gamble, Cincinnati	Drene	H. W. Kastor Adv. Co. Inc., Chicago
Procter & Gamble, Cincinnati	Lava Soap	Blackett-Sample-Hummert Inc., Chicago
Procter & Gamble, Cincinnati	Oxydol	Blackett-Sample-Hummert Inc., Chicago
Radio Bridge Ad Service, Des Moines	Bridge Lessons	Direct
Republic Steel Corp., Youngstown, O.	Steel Products	Meldrum & Fewsmith Inc., Cleveland
Richfield Oil Co. Of Cal., Los Angeles	Gas and Oil	H. C. Bernsten Adv. Agency, Los Angeles
Richfield Oil Co. of N. Y., New York	Gas and Oil	Fletcher & Ellis Inc., N. Y.
William S. Scull Co., Camden, N. J.	Bosco	Kenyon & Eckhardt Inc., N. Y.

Fifteen-Minute Programs (Continued)

Sponsor	Product	Agency
Servel Sales Inc., New York	Refrigerators	Batten, Barton, Durstine & Osborn Inc., N. Y.
Skelly Oil Co., Kansas City	Gas and Oil	Ferry-Hanley Co., Kansas City
E. R. Squibb & Sons, New York	Toilet Goods	Geyer, Cornell & Newell Inc., N. Y.
Sterling Products Inc., Wheeling	Cal. Syrup of Figs	Stack-Goble Adv. Agcy., N. Y.
Sterling Products Inc., Wheeling	Haley's M. O.	Blackett-Sample-Hummert Inc., Chicago
Studebaker Corp., South Bend, Ind.	Autos	Roche, Williams & Cunningham Inc., Chicago
Stewart-Warner Corp., Chicago	Radios	Blackett-Sample-Hummert Inc., Chicago
Wander Co., Chicago	Ovaltine	Blackett-Sample-Hummert Inc., Chicago
Wildroot Co., Buffalo	Toilet Preparations	Batten, Barton, Durstine & Osborn Inc., N. Y.
Wilson & Company, Chicago	Meat Products	Harvey & Howe Inc., Chicago
Wyeth Chemical Co., Detroit	Drug Products	Blackett-Sample-Hummert Inc., Chicago

Five-Minute Announcements

Sponsor	Product	Agency
American Washing Machine Mfrs. Assn., Newton, Ia.	Washing Machines Ironers	Meldrum & Fewsmith Inc., Cleveland
Bellemeade Shoe Co., Nashville	Shoes	Badger, Browning & Hersey Inc., N. Y.
Berry Brothers	Paints	Maxon Inc., Detroit
Chesapeake & Ohio Railway, Richmond, Va.	Transportation	Campbell-Ewald Co. Inc., Detroit
Drezma Inc., New York	Cosmetics	Neff-Rogow Inc., N. Y.
General Shoe Co., Nashville	Shoes	Badger, Browning & Hersey Inc., N. Y.

Two-Minute Announcements

Sponsor	Product	Agency
Varady of Vienna, Chicago	Cosmetics	Baggaley, Horton & Hoyt Inc., Chicago

One-Minute Announcements

Sponsor	Product	Agency
Allegheny Steel Co., Brackenridge, Pa.	Tableware	Walker & Downing, Pittsburgh
Armand Co., Des Moines	Cosmetics	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Beaumont Laboratories, St. Louis	Four-Way Cold Tablets	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Booth Fisheries Corp., Chicago	Fish & Sea Foods	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Buick Motor Co., Flint, Mich.	Autos	Arthur Kudner Inc., N. Y.
Joseph Burnett Co., Boston	Food Products	Batten, Barton, Durstine & Osborn Inc., N. Y.
Champion Coal Co., Pittsburgh	Coal	Walker & Downing, Pittsburgh
Colonial Biscuit Co., Pittsburgh	Biscuits	Walker & Downing, Pittsburgh
Crosse & Blackwell Co., Baltimore	Food Products	Van Sant, Dugdale & Co. Inc., Baltimore
Eaton Products Inc., Cleveland	Heaters Brake Service	Meldrum & Fewsmith Inc., Cleveland
F. W. Fitch Co., Des Moines	Shampoo	Batten, Barton, Durstine & Osborn Inc., N. Y.
Gold Dust Corp., New York	Shinola	Batten, Barton, Durstine & Osborn Inc., N. Y.
Grove Laboratories Inc., St. Louis	Drug Products	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Hurley Machine Co., Chicago	Washing Machines	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Lyko Medicine Co., Kansas City	Lykolene	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Marrow Co., Chicago	Shampoo	Baggaley, Horton & Hoyt Inc., Chicago
Nash Motor Car Co., Kenosha, Wis.	Autos	J. Walter Thompson Co., N. Y.
National Biscuit Co., New York	Biscuits	McCann-Erickson Inc., N. Y.
Oneida Community Plate, Oneida, N. Y.	Silver Ware	Geyer, Cornell & Newell Inc., N. Y.
Orbit Gum Co., Chicago	Gum	Baggaley, Horton & Hoyt Inc., Chicago

(Continued on page 231)



VOCAL



NOVELTY



SYMPHONIES



WORLD PROGRAM SERVICE

Exclusive Features that build business for you

● World Program Service features are built at Transcription Headquarters—the only complete recording and processing facilities in the world for production of Vertical transcriptions. World's top-flight orchestras, vocal artists, directors and sound engineers are at work every day to supply you with this exclusive radio entertainment...

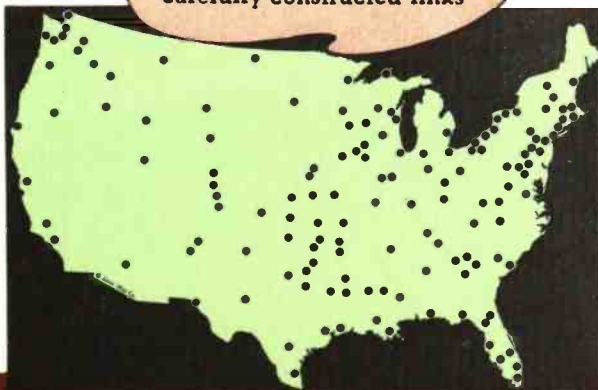
The internationally-famous World Library contained almost 1,800 separate selections on January 1, 1937—and during this year at least 576 new selections will be sent to World subscribers. World Library brings you outstanding popular selections and classics—Dance Numbers, Salon Music, Symphony Concerts, Bands, Vocal Ensembles and Novelty Programs—from radio's best

artists to listener with unimpaired reality! All are recorded by the Western Electric Wide Range Vertical system. Every subscriber is equipped for "matched quality" reproduction, with the finest fidelity attain-

able today on any transmitter...The importance of this service in the progress of American broadcasting is shown by the fact that over 60% of all stations in the United States (91% of all high-powered stations) had installed Vertical 33 1/3 r p m equipment by January 1, 1937, for the sole purpose of

broadcasting transcriptions produced by World. To realize similar increases in your local advertising income—to build up your sustaining features for greater station prestige—write for complete information—address World Broadcasting System at Transcription Headquarters, 711 Fifth Avenue, New York City. (See list of World Program Service subscribers elsewhere in this Yearbook.)

WORLD BROADCASTING SYSTEM
... an unbroken chain of carefully constructed links



UP-TO-THE-MINUTE ENTERTAINMENT

from

Transcription Headquarters



THE *Selective* SYSTEM

● Over two-thirds of American radio stations, located in more than 300 important markets in every state of the Union, are now broadcasting sponsored programs through World Broadcasting System. Over 60% of all stations in the United States are now equipped to reproduce the Wide Range Vertical recordings made exclusively at Transcription Headquarters . . . These are reasons why so many successful advertisers entrust their campaigns to World Broadcasting System. They select their markets with rifle-shot accuracy, whether the market is just one city, or hundreds of selected

cities, towns and villages—whether regional, scattered or national . . . This flexible, versatile, bull's-eye method of radio advertising adapts itself efficiently and economically to ANY marketing situation. No "waste circulation"—no "forgotten markets"—no "limited outlets." The WBS method of Selective Broadcasting gives you market coverage where coverage counts . . . For complete information on the many SELECTIVE features of WBS facilities, write or phone World Broadcasting System, 711 Fifth Avenue, New York. (See list of WBS advertisers elsewhere in this Yearbook.)

WORLD BROADCASTING SYSTEM

ATLANTA • CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO • WASHINGTON

ADVERTISERS USING WBS DURING 1936

(Continued from page 228)

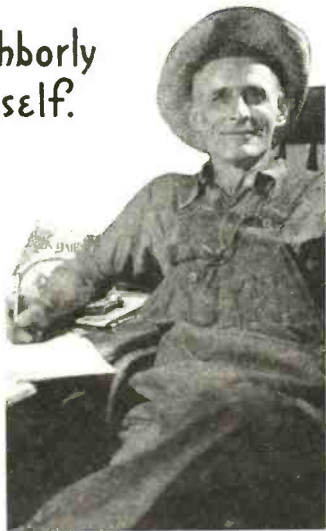
One-Minute Announcements—Continued

Sponsor	Product	Agency
Phillips Packing Co., Cambridge, Md.	Food Products	Blackman Adv. Inc., N. Y.
Pittsburgh Coal Co., Pittsburgh	Coal	Walker & Downing, Pittsburgh
Procter & Gamble Co., Cincinnati	Crisco	Blackman Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Dreft	Blackett-Sample-Hummert Inc., Chicago
Procter & Gamble Co., Cincinnati	Drene	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Procter & Gamble Co., Cincinnati	Lava Soap	Blackett-Sample-Hummert Inc., Chicago
Procter & Gamble Co., Cincinnati	White Naptha	Blackman Adv. Inc., N. Y.
Rice-Stix Co., St. Louis	Food Products	Ridgeway Co., St. Louis
Samson United Corp., Rochester	Household Appliances	Hutchins Adv. Co., Rochester
Smith Bros. Inc., Poughkeepsie, N. Y.	Cough Drops	Brown & Tarcher Inc., N. Y.
E. R. Squibb & Son, New York	Toilet Goods	Geyer, Cornell & Newell Inc., N. Y.
Tattoo Inc., Chicago	Lipstick	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Time Inc., New York	Magazines	Batten, Barton, Durstine & Osborn Inc., N. Y.
Walker Remedy Co., Waterloo, Ia.	Poultry Remedies	Weston-Barnett Inc., Waterloo
Welch Grape Juice Co., Westfield, N. Y.	Grape Juice	H. W. Kastor & Sons Adv. Co. Inc., Chicago
White Rouge Sales Co., Chicago	Cosmetics	Direct
Williamson Candy Co., Chicago	Candy	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Zenith Radio Corp., Chicago	Radios	H. W. Kastor & Sons Adv. Co. Inc., Chicago

KMMJ—"The Old Trusty Station"

As friendly and neighborly as the farmer himself.

KMMJ eats breakfast, dinner and supper with Nebraska farmers and small town residents—not merely as entertainment, but as a *needed service*. Fiddlers may stop fiddling and cowboys may cease yodeling, but the social and economic life of Nebraska-Kansas listeners is dependent upon KMMJ's news, weather and market reports and storm warnings.



Confidence, neighborliness and friendly understanding are the keynote of KMMJ's effectiveness in producing sales. Cash in on this confidence. Place your sales message on KMMJ for low-cost results.

KMMJ "The Old Trusty Station"
Clay Center, Nebraska

Represented by Ferguson & Aston, Inc., New York, Detroit, Chicago, Kansas City



get a LION'S SHARE of the southwest

Everyone wants a lion's share, especially when it comes to business. And KFDM, the Voice of the Sabine District, offers you just that.

For instance, KFDM is located in a rich area which buys nearly \$100,000,000 worth of retail goods yearly. KFDM adequately serves a population of 786,752, its radio message reaching 200,000 homes.

The sixth largest ocean port in the United States is located near KFDM. Four of the largest oil refineries in the country, the leading rice and milling center of the United States, are all in the Sabine district.

Nearly \$7,000,000 worth of construction projects are under way or authorized in KFDM's radius of which 47% is exclusive of government control.

Get a lion's share of this rich territory now.

KFDM "THE VOICE OF THE SABINE DISTRICT"
BEAUMONT • TEXAS
Representatives
WILSON • DALTON • ROBERTSON

Advertisers Using Mutual Network During 1936

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Acme White Lead & Color Works, Chicago	Lin-X, Furn-X	Irene Lee Taylor	Tues., Thurs., 12-12:15 P.M.	7	2/4/36-4/30/36	Henri, Hurst & McDonald Inc., Chicago
Axtou-Fisher Tobacco Co., Louisville	Spud Cigarettes	Tex O'Rielly—Adventure Stories; Enoch Light's Orchestra	Tuesday, 11-11:30 P.M.	2	1/7/36-3/31/36	Kenyon & Eckhardt Inc., N. Y.
Sterling Products Inc., Wheeling, W. Va.	Cal-Aspirin	Painted Dreams	Mon.—Fri., 2:30-2:45 P.M.	4	9/28/36-9/24/37	Blackett-Sample-Hummert, Inc., N. Y.
Crown Overall, Cincinnati	Crown Overalls	Pleasant Valley Frolics	Thursday, 7:45-8 P.M.	4	2/13/35-12/31/36	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Crusaders, New York	Current Event Talks	The Crusaders	Tues., Thurs., Sun., 2:15-2:30 P.M.	7	9/17/36-12/13/36	Morschalk & Pratt Inc., N. Y.
Fels & Co., Philadelphia	Fels Naptha Soap	Tom, Dick & Harry	Mon., Wed., Fri., 12:15-12:30 P.M.; 1:15-1:30 P.M.	7	2/17/36-12/4/37	Young & Rubicam Inc., N. Y.
General Mills Inc., Minneapolis	Gold Medal Flour	Love Song	Mon.—Fri., 1:45-2 P.M.	2	8/31/36-8/27/37	Blackett-Sample-Hummert Inc., Chicago
Gordon Baking Co., Detroit	Silvercup Bread	The Lone Ranger	Mon., Wed., Fri., 7:30-8 P.M.	4	9/28/36-9/24/37	Sehl Adv. Agency, Chicago
Gruen Watch Co., Cincinnati	Gruen Watches	Time Flies	Friday, 8-8:30 P.M.	4	9/25/36-3/19/37	DeGarmo Corp., N. Y.
Health Products Corp., Newark	Feenamint	National Amateur Night	Sunday, 6-6:30 P.M.	12	5/24/36-5/16/37	Wm. Esty & Co., N. Y.
Household Finance Corp., Chicago	Small Loans	Sherlock Holmes	Saturday, 8:30-9 P.M.	4	4/4/36-3/27/37	Chas. Daniel Frey Co., Chicago
La Fendrick Cigar Co., Evansville	Denby Cigars	Smoke Dreams	Sunday, 1:30-2 P.M.	5	9/27/36-12/20/36	Ruthrauff & Ryan Inc., Chicago
Lehn & Fink Inc., New York	Hinds Honey & Almond Cream	Life of Mary Sothern	Mon.—Fri., 4:15-4:30 P.M.	2	11/2/36-7/30/37	Wm. Esty & Co. Inc., N. Y.
Lutheran Layman's League, St. Louis		Lutheran Hour	Sunday, 1-1:30 P.M.	14	10/4/36-3/28/37	Kelly & Stuhlman Inc., St. Louis
Mennen Co., Newark, N. J.	Shaving Cream and Other Products	Famous Jury Trials	Monday, 10-10:15 P.M.	4	9/28/36-3/22/37	H. M. Kiesewetter Adv. Agency, N. Y.
Modern Foods, Chicago		Movie Personalities	Mon.—Fri., 2-2:15 P.M.	2	9/28/36-3/22/37	Rogers & Smith Adv. Agency, Chicago
Murine Co., Chicago	Murine	Listen to This	Tuesday, 8:30-9 P.M.	3	11/10/36-11/2/37	Vanderbie & Rubens Inc., Chicago
Pinard Inc., New York	Toilet Articles	Jeannine in Lilac Time	Mon., Wed., Fri., 7:15-7:30 P.M.	3	9/23/35-3/20/36	Lord & Thomas, N. Y.
Crazy Water Hotel Co., Mineral Wells, Texas	Hotel, Crazy Water Fizz	Music	Mon., Wed., Fri., 1-1:15 P.M.	15	9/2/36-8/30/37	Lucky Bowman Inc., N. Y.
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Bachelor's Children	Mon.—Fri.	2	9/28/36-9/24/37	Roche, Williams & Cunyngnam Inc., Chicago
Estate Stove Co., Hamilton, O	Estate Stoves	Magazine of the Air	Friday, 9:30-10 P.M.	2	8/6/36-1/28/37	Ralph H. Jones & Co., Cincinnati
Fresh Milk Industry, Chicago	Milk & Its Products	Stars of the Milky Way	Sunday, 6:30-7 P.M.	3	9/27/36-9/19/37	Aubrey, Moore & Wallace, Chicago
Grove Laboratories Inc., St. Louis	Bromo Quinine	Gabriel Heater	Mon.—Thurs., 7:45-8 P.M.; 9-9:15	8	9/28/36-3/25/37	Stack-Goble Adv. Agency, Chicago
Bigelow-Sanford Carpet Co., N. Y.	Rugs & Carpets	Hollywood Room Recipes	Tues., Thurs., 9:45-10 A.M.	2	10/6/36-2/11/37	Newell-Emmett Co. Inc., N. Y.
Kosmet Laboratories, New York	Beauty Preparations	Beauty Clinic	Mon., Fri., 1:45-2 P.M.; 2:15-2:30 P.M.	4	10/5/36-3/26/37	Badger, Browning & Hersey Inc., N. Y.
Numismatic Co., Fort Worth	Dealers in Coins	Money in Music	Tuesday, 7:45-8 P.M.	4	10/20/36-11/3/36	Guenthe-Bradford & Co., Chicago
Mantle Lamp Co. of America, Chicago	Aladdin Lamps	Smiling Ed McConnell	Saturday, 9-9:15 P.M.	2	11/7/36-1/30/37	Presba, Fellers & Presba Inc., Chicago
Pure Milk Cheese Co., Chicago	Gold-N-Rich Cheese	Petticoat Philosopher	Tues. Thurs., 11:45-12 noon	5	12/1/36-11/25/37	Hanf-Metzger of Illinois Inc., Chicago
Piso Co., Warren Pa.	Piso Cough Syrup	Ralph Kirbery—The Dream Singer	Tues., Thurs., 12:15-12:30 P.M.	6	9/9/35-2/27/36	Aitkin-Kynett Co., Philadelphia
Purity Bakeries, Chicago	Tastee Bread	Omar the Mystic	Mon.—Fri., 5:15-5:30 P.M.	3	10/7/35-7/10/36	Hanf-Metzger of Illinois, Chicago
SSS Company, Atlanta	SSS Tonic	Tonic Time	Wednesday, 8:30-9 P.M.	4	5/27/36-5/19/37	Direct
Continental Baking Corp., New York	Wonder Bread	Wonder Show	Sunday, 9-10 P.M.	2	8/9/36-8/1/37	Batten, Barton, Durstine & Osborn Inc., N. Y.
United Whelan Drug Stores, Delaware Corp., New York	Drug Stores and allied products	Yours Sincerely—Seven Singing Stars, Isham Jones Orchestra	Sunday, 6-6:30 P.M.	3	1/5/36-3/29/36	Young & Rubicam Inc., N. Y.
United Cigar Stores Delaware Corp., New York	Cigar Stores and all products	Good Evening Serenade	Friday, 8:30-9 P.M.	2	10/1/35-3/27/36	Young & Rubicam Inc., N. Y.
Wander Co., Chicago	Ovaltine	Mollie of the Movies	Mon.—Fri., 3-3:15 P.M.	14	10/19/36-10/15/37	Blackett-Sample-Hummert Inc., Chicago
Wasey Products Co., New York	Dr. Edwards Olive Tablets	The Lamplighter	Mon., Tues., Wed., Fri., 9:30-9:45 A.M.; Sunday, 3-3:15 P.M.	8	9/27/36-6/25/37	Erwin, Wasey & Co. Inc., N. Y.
Lady Esther Co., Evanston, Ill.	Face Powder & Cream		Sunday, 4:30-5 P.M.	5	3/15/36-4/19/36	Stack-Goble Adv. Agency, Chicago
R. H. Macy & Co. Inc., New York	Cooperative Dept. Store Program	Morning Matinee	Thursday, 9-9:45 A.M.	13	9/10/36-6/3/37	Dorland International Inc., N. Y.
Islame Co., Hoboken, N. J.	Nail Polish, Etc.	Jack Berch—Songs	Sunday, 1-1:15 P.M.	2	4/5/36-6/14/36	Franklin Bruck Adv. Corp., N. Y.
Armin-Varady, Inc. Chicago	Armin-Varady Cosmetics	Ted Weems & His Orchestra	Sunday, 12:30-1 P.M.	6	10/11/36-4/4/37	Baggaley, Horton & Hoyt, Inc. Chicago
Isola Lithograph Co., New York	Lithography	Ave Maria Hour	Sunday, 10:30-11 A.M.	2	5/3/36-5/31/36	Jas. R. Flanagan, N. Y.
H. C. Brill Co., Newark	E-Z Freeze Ice Cream Powder	Songs, Ann Bray	Wednesday, 9:30-9:45 A.M.	5	6/3/36-7/22/36	Franklin Bruck Adv. Corp., N. Y.
Dryden & Palmer, Long Island City	Gravy Master	Music Master	Sunday, 10:15-10:30 A.M.	3	6/14/36-9/13/36	Samuel C. Croat Inc., N. Y.
E. R. Squibb & Son, New York	Toothpowder	Calendar Melody	Monday, 9:45-10 A.M.	4	10/5/36-12/9/36	Geyer, Cornell & Newell Inc., N. Y.
Macfadden Publications Inc., New York	True Detective Mysteries	Mystery Stories	Tuesday, 9:30-10 P.M.	2	9/8/36-3/2/37	Ruthrauff & Ryan Inc., N. Y.
Macfadden Publications Inc., New York	Liberty Magazine	Talks by Macfadden	Tuesday, 10-10:15 P.M.	4	8/25/36-11/17/36	Lennen & Mitchell Inc., N. Y.

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Agawam Racing & Breeders Assn., Agawam	Racing	News Participations	Tuesday, 6 P.M. Monday, 7:15 & 8 A.M.	11-10	5/25/36-5/26/36	Wood, Putnam & Wood Co., Boston
Acme White Lead & Color Works, Detroit	Lin-X Furn-X	News Participations	Mon., Tues., Wed., Thurs., 7:15 & 8 A.M.	13	9/30/35-3/19/36	Henri, Hurst & McDonald Inc., Chicago
Acme White Lead & Color Works, Detroit	Lin-X Furn-X	Irene Lee Taylor	Tues. & Thurs., 1:45-2 P.M.	5	2/4/36-4/30/36	Henri, Hurst & McDonald Inc., Chicago
Block Drug Co., Brooklyn	La Blache Face Powder	News Participations	Mon., Thurs., Fri., 6 P.M.	12	3/2/36-4/10/36	Husband & Thomas Co. Inc., N. Y.
Boston American, Boston	American Weekly	Newspaper Drama	Saturday, 7:15-7:30 P.M.	2	1/11/36-6/27/36	Direct
Boston Food Products Co., Boston	Prudence Meat Products	Gretchen McMullen Hour	Friday, 9:15-9:45 A.M., 9:15- 9:30 A.M.	11	5/6/36-4/30/37	Ferry Hanley Adv. Co. Inc., N. Y.
Boston Molasses Co., Boston	Molasses	Gretchen McMullen Hour	Tues. & Fri., 9:15-9:45 A.M., 9:15-9:30 A.M.	2-11	10/1/35-3/27/36	Franklin P. Shumway Co., Boston
Brewer & Co., Worcester	Cod Liver Oil Tablets	Nature League News Dramatization	Fri. & Sat., 5:45-6 P.M.	4-5	12/18/35-5/29/36	DeForest Merchandising Bureau
H. C. Brill Co., Newark	E-Zee Freez	Ann Bray Songs	Wednesday, 9:30-9:45 A.M.	3	6/3/36-7/22/36	Donahue & Coe Inc., N. Y.
Joseph A. Burke Co., Boston	A.B.C. Washers	Ranny Weeks Orchestra	Wed. & Fri., 12:15-12:30 Noon	2	5/5/36-7/30/36	Chambers & Wiswell Inc., Boston
Chamberlain & Co., Boston	Leadership Products	Gretchen McMullen Hour	Tuesday, 9:15-9:45 A.M., 9:15- 9:30 A.M.	2	9/24/35-9/22/36	Charles W. Hoyt Co., N. Y.
Chamberlain & Co., Boston	Leadership Products	Getchen McMullen Hour	Tuesday, 9:15-9:45 A.M., 9:15- 9:30 A.M.	2	9/27/36-9/22/37	Charles W. Hoyt Co., N. Y.
Chevrolet Motor Co., Detroit	Automobiles	Musical Moments	Mon., Wed. & Fri., 7:30-7:45 P.M.	3	1/17/36-1/14/37	Campbell-Ewald Co. Inc., Detroit
Chrysler Corp., Detroit	Plymouth	News Participations	6 P.M. News Daily	12	10/30/36-11/13/36	J. Stirling Getchell Inc., N. Y.
Canada Dry Ginger Ale Co., New York	Ginger Ale	News Participations	6 P.M. News		10/26/36-1/1/37	J. M. Mathes Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soap	News Participations	Mon. thru Fri., 7:15 & 8 A.M.	11	8/3/36-9/22/36	Benton & Bowles Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soap	News Participations	Mon. thru Fri., 1:30 P.M.	10	8/3/36-9/22/36	Benton & Bowles Inc., N. Y.
Cosmos Chemical Co., Boston	Sanovan	Gretchen McMullen Hour	Tues. & Fri., 9:15-9:45 A.M., 9:15-9:30 A.M.	2-11	6/16/36-9/25/36	Batten, Barton, Durstine & Osborn Inc., N. Y.
Cosmos Chemical Co., Boston	Sanovan	Gretchen McMullen Hour	Friday, 9:15-9:30	11	9/28/36-12/21/36	Batten, Barton, Durstine & Osborn Inc., N. Y.
Croft Ale Co., Boston	Ale	News Participations	Tues., Thurs., Sat., 6 P.M.	10	9/15/36-9/22/36	C. Brewer Smith Adv. Agency, Boston
Crusaders, New York	Political	Speakers	Tuesday, 2:45-8 P.M., Shift to Thursday, 9:45-10 P.M.	2	2/10/36-9/24/36	Marschalk & Pratt Inc., N. Y.
Dawson's Brewery Inc., New Bedford	Ale	News Participations	Mon., Wed. & Fri., 6 P.M.	9-10	6/22/36-9/23/36	Dowd & Ostreicher Inc., Boston
Dodge Brothers, Detroit	Automobiles	Election Returns	Tues. & Wed., 11 P.M.-2 A.M.	9	11/3/36-11/4/36	Ruthrauff & Ryan Inc., N. Y.
Daggett Chocolate Co., Cambridge	Chocolates	Orchestra	Friday, 8:45-9 A.M.	8	12/9/35-3/6/36	Harry M. Frost Co. Inc., Boston
Daggett Chocolate Co., Cambridge	Chocolates	Musical Clock	Monday, 8:30-9 A.M.	3	12/30/35-9/21/36	Harry M. Frost Co. Inc., Boston
Department Stores, New York	Cooperative	Orchestras	Thursday, 9:15-9:45 A.M.	2	3/19/36-6/11/36	Dorland International Inc., N. Y.
Department Stores, New York	Cooperative	Orchestras	Thursday, 9:15-9:45 A.M.	4	9/10/36-6/3/37	Dorland International Inc., N. Y.
Durkee Mower Co., Lynn	Marshmallow	Gretchen McMullen Hour	Tuesday, 9:15-9:45	2	9/24/35-9/22/36	Harry M. Frost Co. Inc., Boston
Durkee Mower Co., Lynn	Marshmallow	Fluiderettes	Sunday, 6:45-7 P.M.	5	9/27/36-3/21/36	Harry M. Frost Co. Inc., Boston
Durkee Mower Co., Lynn	Marshmallow	Gretchen McMullen Hour	Friday, 2:45-3 P.M.	2	9/29/36-9/22/37	Harry M. Frost Co. Inc., Boston
Dryden-Palmer Inc., Long Island City	Gravy-Master	Gretchen McMullen Hour	Friday, 9:15-9:45 A.M.	11	7/24/36-9/25/36	Samuel C. Croot Co. Inc., N. Y.
Fels & Co., Philadelphia	Soap	Tom, Dick & Harry	Mon., Wed., Fri., 10:45-11 A.M., 1:45-2 P.M.	5-4	2/17/36-12/4/36	Young & Rubicam Inc., N. Y.
Federal Importing Co., Brooklyn	Oleo Simonini	Italian Melodies	Mon., Wed., Fri., 11:45-12 Noon	3	11, 13, 35-3/27/36	Yesley Adv. Agency, Boston
First National Stores Inc., Somerville	Food Chain	Finast News	Tues. thru Sat., 8:45-9 A.M.	2	2/4 36-6/27/36	Richardson, Alley & Richards Co., Boston
First National Stores Inc., Somerville	Food Chain	Finast News	Wed., Fri. & Sat., 9:30-9:45 A.M.	6	9, 30, 36-7, 3/37	Badger & Browning Inc., Boston
First National Stores Inc., Somerville	Food Chain	Review of Radio Personalities	Thursday-Friday, 1:30-3 P.M.	11	10, 26-12/25 Only	Badger & Browning Inc., Boston
General Mills Inc., Minneapolis	Wheaties	Base-ball Games	Mon. thru Sat., 3-5 P.M.	10	4/1/36-9/26/36	Knox Reeves Adv. Inc., Minneapolis
A. C. Gilbert Co., New Haven	Kitchen-Kit	Gretchen McMullen Hour	Tues. & Thurs., 9:15-9:45 A.M.	2-11	10 15, 35-4/9, 36	Chas. W. Hoyt Co., N. Y.
A. C. Gilbert Co., New Haven	Kitchen-Kit	Gretchen McMullen Hour	Wednesday, 9:15-9:30 A.M.	11	10, 21 36-12/16, 36	Chas. W. Hoyt Co., N. Y.
Gillette Razor Co., Boston	Razor Blades	News Participation	Mon., Wed. & Fri., 7:15 & 8 A.M.	12	1/1 36-7 23/36	Ruthrauff & Ryan Inc., N. Y.
Gillette Razor Co., Boston	Blue Blades	News Participation	Tues., Thurs., Sat. & Sun., 1 P.M.	10	1 1/36-7 23 36	Ruthrauff & Ryan Inc., N. Y.
Gillette Razor Co., Boston	Blue Blades	News Participation	Tues., Wed. & Thurs., 6 P.M.	11	6 30 36-7 2/36	Ruthrauff & Ryan Inc., N. Y.
Gillette Razor Co., Boston	Blue Blades	Community Sing	Sunday, 10-10:15 P.M.	10	7 5 36-8 30, 36	Ruthrauff & Ryan Inc., N. Y.
W. H. Graham Corp., Boston	Martellars	Male Quartette	Sunday, 9-9:30 A.M.	2	12, 20 36-2, 28/36	Harry M. Frost Co. Inc., Boston
Harvard Brewing Co., Lowell	Ale	Band Concert	Between Double Header of Base- Ball Game	6	5 30 36-9, 22 36	Chas. W. Hoyt Co., N. Y.
Health Products Corp., Newark	Footnamint	Amateur Hour	Sunday, 6-6:30 P.M.	2	2 23 36-2 11 37	Wm. Esty & Co. Inc., N. Y.
H. A. Hughes Co., Boston	Salted	The Hemingways	Tues. & Thurs., 1:30-1:45 P.M.	5	11 7 36-2 11 37	Badger & Browning Inc., Boston
Hull Brewing Co., Hartford	Ale	Hour of Charm	Sunday, 7-8 P.M.	2	11 21 36-2 13 37	Prole Advertising, Hartford

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Holland Butter Co., Boston	Butter	Gretchen McMullen Hour	Tues. & Fri., 9:15-9:30 A.M.	2-11	9/24/35-9/23/36	Direct
Holland Butter Co., Boston	Butter	Gretchen McMullen Hour	Friday, 2:45-3 P.M.	2	9/29/36-9/22/37	Direct
Kellogg Co., Battle Creek, Mich.	Corn Flakes	Bill Cunningham	Friday 7-7:15 P. M., 7:30-7:45 P. M.	11-9	9/18/36-12/11/36	N. W. Ayer & Son Inc., Phila.
Kelvinator Corp., Detroit	Refrigerators	Orchestra	Mon., Wed., Fri., 6:15-6:30 P.M.	3	7/6/36-9/2/36	Dowd & Ostreicher Inc., Boston
Japan Crabmeat Assn., New York	Crabmeat	Gretchen McMullen Hour	Tues. & Fri., 9:15-9:45 A.M.	2-11	2/18/36-3/26/36	Maxon Inc., N. Y.
La Rosa Co., Brooklyn	Macaroni	Italian Melodies	Daily, 1-1:30 P.M.	7-3	9/14/35-9/11/36	Commercial Radio Service, N. Y.
Lemonina Prods. Co., New York	Lemonina	Gretchen McMullen Hour	Tues. thru Fri., 9:15-9:45 A.M.	2-11	5/22/36-8/18/36	Direct
Edgar B. Lewis, Malden	Viva Candy Bar	Viva Town Band	Tues., Thurs., Sat., 5:15-5:30 P.M.	12	10/22/35-4/21/36	Louis Glaser Inc., Boston
Edgar B. Lewis, Malden	Viva Candy Bar	News Participation	Sunday, 6 P.M.	11	1/17/36-3/5/36	Louis Glaser Inc., Boston
Edgar B. Lewis, Malden	Viva Candy Bar	News Participation	Mon., Wed., & Fri., 7:15 & 8 A.M.	13	1/17/36-3/20/36	Louis Glaser Inc., Boston
Edgar B. Lewis, Malden	Viva Candy Bar	News Participation	Saturday, 6 P.M.	11	1/17/36-2/29/36	Louis Glaser Inc., Boston
Lockwood Brackett Co., Waltham	Soap	Gretchen McMullen Hour	Friday, 9:15-9:45 A.M.	11	9/19/35-5/29/36	Direct
Modern Mechanix, Greenwich	Magazine	Ahead of the News	Sunday, 12-12:30 Noon	9	10/4/36-12/27/36	Ruthrauff & Ryan Inc. Chicago
John Morrell & Co., Ottumwa	Red Heart Dog Food	News Participations	Mon., Wed., Fri., 10:30 A.M.	10	2/3/36-5/29/36	Henri, Hurst & McDonald Inc., Chicago
John Morrell & Co., Ottumwa	Red Heart Dog Food	News Participations	Mon., Wed., Fri., 1:30 P.M.	10	6/1/36-6/26/36	Henri, Hurst & McDonald Inc., Chicago
John Morrell & Co., Ottumwa	Red Heart Dog Food	News Participations	Tues. & Thurs., 1 P.M.	10	9/29/36-4/8/37	Henri, Hurst & McDonald Inc., Chicago
Narragansett Racing Assn., Providence	Racing	News Participations	11 P.M. Daily 7:15 & 8 A.M.	..	8/2/36- 8/15/36 Only-8/14/36	Chambers & Wiswell Inc., Boston
Narragansett Racing Assn., Providence	Racing	Babe Rubinstein	Thurs. & Fri., 10:45-11 P.M.	2	8/14/36-8/22/36	Chambers & Wiswell Inc., Boston
Narragansett Racing Assn., Providence	Racing	Babe Rubinstein	Wed., Thurs. & Fri., 11:15-11:30 P.M.	2	10/21/36-11/13/36	Chambers & Wiswell Inc., Boston
National Republican Committee, New York	Political	John D. Hamilton	Friday, 8:30-9 P.M.	9	7/17/36 Only	Dowd & Ostreicher Inc., Boston
National Democratic Committee, New York	Political	Misc. Speakers	Friday, 10:45-11 P.M.	5-7	9/11/36-10/30/36	Direct
Norwalk Tire & Rubber Co., Norwalk, Conn.	Tires	News Participation	Monday, 6 P.M.	10	5/18/36-6/8/36	Husband & Thomas Co. Inc., N. Y.
Omega Chemical Co., New York	Omega Oil	News Participation	Mon. thru Fri., 6 P.M.	12	9/30/35-2/23/36	Direct
Oregon-Washington Pear Bureau, Seattle	Pears	Gretchen McMullen Hour	Friday 9:15-9:45 A.M.	11	10/15/35-4/9/36	Izzard Co., Seattle
Oregon-Washington Pear Bureau, Seattle	Pears	Gretchen McMullen Hour	Friday, 9:15-9:30 A.M.	11	11/29/36-2/26/37	Izzard Co., Seattle
Parker Dental System, Boston	Dentist	Knox Manning	Mon. thru Sat., 8:15-8:30 A.M., 7:45-8 A.M.	2	3/9/36-1/2/37	Harry M. Frost Co. Inc., Boston
Penn Tobacco Co., Wilkes-Barre	Tobacco	News Participations	Daily, 6 P.M.	12	1/1/36-4/9/36	Ruthrauff & Ryan Inc., N. Y.
Penn Tobacco Co., Wilkes-Barre	Tobacco	Baseball Scores & Comments	Mon. thru Sat., 6:30-6:40 P.M.	7	4/13/36-9/26/36	Ruthrauff & Ryan Inc., N. Y.
Penn Tobacco Co., Wilkes-Barre	Tobacco	News Participations	Mon. thru Sat., 6 P.M.	10	10/1/36-4/10/36	Ruthrauff & Ryan Inc., N. Y.
Planters Edible Oil Co., Bayonne	Oil	Italian Melodies	Sunday, 2:30-3 P.M.	2	6/14/36-9/13/36	Pettrella Advertising Co., N. Y.
Proctor & Gamble Co., Cincinnati	Ivory Shaving Cream	News Participations	Wed. & Fri., 6 P.M.	11	1/22/36-3/5/36	Blackman Adv. Inc., N. Y.
Pure Food Factory, Mamaroneck, N. Y.	Herb-Ox	Gretchen McMullen Hour	Wednesday, 9:15-9:30 A.M.	11	10/7/36-3/21/37	Chas. W. Hoyt Co., N. Y.
Remington Rand Inc. Buffalo	Typewriters	News Comes to Life	Sunday, 6:30-7 P.M.	11-10	6/7/36-9/20/36	Direct
Republican Finance Committee, N. Y.	Political	Speakers	Sun., Mon. & Wed., 7-7:05 P.M.	3	9/19/36-9/30/36	Ingalls Adv., Boston
Richfield Oil Corp., New York	Gasoline	Adventures of Jimmie Allen	Mon., Wed., Fri., 5:15-5:30 P.M.	4-5	3/2/36-6/29/36	Fletcher & Ellis Inc., N. Y.
Royal Worcester Corset Co., Worcester	Foundations	Women In The News	Wednesday, 1:45-2:00 P.M.	6	9/13/35-2/12/36	Badger & Browning Inc., Boston
Radio League of the Little Flower, Detroit	Fr. Coughlin	Fr. Coughlin	Sunday, 4-4:45 P.M.	12	11/3/35-4/26/36	E. W. Hellwig Co., N. Y.
S. A. Schoenbrunn & Co., New York	Coffee	Italian Drama	Mon to Fri., 12:45-1 Noon	3	9/2/35-9/1/36	Arthur H. Ashley Adv., N. Y.
Smith Bros., Poughkeepsie, New York	Cough Drops	News Participations	Sat. & Sun., 7:15-8 A.M., 8:45 A.M.	12-13	12/5/35-3/18/36	Hommann, Tarcher & Sheldon Inc. N. Y.
Smith Bros., Poughkeepsie, New York	Cough Drops	News Participations	Tues. & Thurs., 1:30 P.M.	11	12/5/35-3/18/36	Hommann, Tarcher & Sheldon Inc., N. Y.
Smith Bros., Poughkeepsie, N. Y.	Cough Drops	News Participations	Mon., Wed. & Fri., 11 P.M.	9	12/5/35-3/18/36	Hommann, Tarcher & Sheldon Inc., N. Y.
Smith Bros., Poughkeepsie, New York	Cough Drops	News Participations	Wed. & Fri., 8 A.M.	10	11/25/36-2/19/37	Hommann, Tarcher & Sheldon Inc., N. Y.
Scott Furriers, Boston	Furriers	Song Title Contest	Thursday, 6:15-6:30 P.M.	4	12/10/36-	Continental Advertising, Boston
Snider Packing Corp., Rochester	Catsup	Snider Songsters	Tues. & Thurs., 10:45-11 A.M.	12	1/28/36-4/23/36	Stewart, Hanford & Frohman Inc., Rochester
Snider Packing Corp., Rochester	Catsup	News Participations	Tues. & Fri., 7:15-8 A.M.	11	5/4/36-7/10/36	Stewart, Hanford & Frohman Inc., Rochester
Snider Packing Corp., Rochester	Catsup	News Participations	Thursday, 1:30 P.M.	10	5/4/36-7/10/36	Stewart, Hanford & Frohman Inc., Rochester

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Socony Vacuum Oil Co., New York	Gasoline	Baseball Games	Daily ex. Sunday, 3-5 P.M.	10	4/1/36-9/26/36	J. Stirling Getchell Inc., N. Y.
Sands, Taylor & Wood, Boston	King Arthur Flour	Gretchen McMullen Hour	Friday, 9:15-9:45 A.M.	11	10/3/35-6/9/36	Direct
Socony Vacuum Oil Co., New York	Gasoline	College Football Games	Saturday, 2-4:30 P.M.	13	10/3/36-11/26/36	J. Stirling Getchell Inc., N. Y.
Sterling Products, New York	California Fig Syrup	Dick Tracy	Mon.-Thurs., Incl. 5:45-6 P.M.	2	9/30/35-9/24/36	Stack-Goble Advertising Agency, Chicago
Tide Water Oil Sales Corp., New York	Gasoline	Football forecasts, Comments & Scores	Thurs., Fri. & Sat., 6:15-6:30 P.M.	12	10/1/36-12/5/36	Lennen & Mitchell Inc., N. Y.
Tide Water Oil Sales Corp., New York	Gasoline	News Participations	Mon. to Sat., 11 P.M.	9	5/4/36-9/26/36	Lennen & Mitchell Inc., N. Y.
Tide Water Oil Sales Corp., New York	Gasoline	News Participations	Mon. to Sat., 6 P.M.	10	12/7/36-9/25/37	Lennen & Mitchell Inc., N. Y.
Union Party Detroit	Political	Rev. Chas. E. Coughlin	Sunday, 8-9:00 P.M.	6	9/13/36—	Wm. H. McMasters, Boston
United Drug Co., Boston	Rexall Stores	Orchestra	Tues. to Sat., 9-9:15 A.M.	3	5/12/36-5/16/36	Street & Finney Inc., N. Y.
United Drug Co., Boston	Rexall Stores	Orchestra	Tues. to Sat., 9-9:15 A.M.	3	10/13/36-10/17/36	Street & Finney Inc., N. Y.
Treesweet Products Co., Los Angeles	Orange Juice	Gretchen McMullen	Tuesday, 9:15-9:45 A.M.	2	11/12/35-2/4/36	Dana Jones Co., Los Angeles
Waitt & Bond Inc., Newark, N. J.	Quincy Cigars	News Participations	Mon., Wed. & Fri., 6 P.M.	10	3/2/36-6/29/36	Batten, Barton, Durstine & Osborn Inc., N. Y.
Wehle Brewing Co., West Haven	Ale	News Participations	Wed., Thurs., Fri., 1:30 P.M.	10	5/4/36-7/1/36	Wm. B. Remington Inc., Springfield
Wehle Brewing Co., West Haven	Ale	News Participations	Tues., Thurs., Sat., 6 P.M.	10	5/4/36-7/1/36	Wm. B. Remington Inc., Springfield
Wehle Brewing Co., West Haven	Ale	News Participations	Wed. & Fri., 11 P.M.	9	5/4/36-7/1/36	Wm. B. Remington Inc., Springfield
Wm. Underwood Co., Boston	Chocolate Pudding	Gretchen McMullen Hour	Wednesday, 9:15-9:30 A.M.	11	12/16/36-3/10/37	Richardson, Alley & Richards Co., Boston

Advertisers Using the Colonial Network During 1936

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Crusaders, New York	Political	Speakers	Thursday, 7:30-7:45 P.M.	2	9/27/36-11/22/36	Marshall & Pratt Inc., N. Y.
Democratic National Committee, New York	Political	Speakers	Mon., Fri., 7:15-7:30 P.M.	10	10/19/36-10/30/36	Julian Gross Adv. Agency, Hartford
Federal Importing Co., Brooklyn	Oleo simonini	Italian Melodies	Mon., Wed. & Fri., 11:45-12 Noon	3	9/27/36-11/9/36	Yeasley Adv. Agency, Boston
La Rosa Co., Brooklyn	Macaroni	Italian Melodies	Daily, 12:30-1 Noon	3	9/27/36-9/11/37	Commercial Radio, N. Y.
Lutheran Laymen's League, St. Louis	Religious	Services	Sunday, 1-1:30 P.M.	2	10/4/36-3/28/37	Kelly & Stuhlman Inc., St. Louis
National Democratic Committee, New York	Political	Talks	Monday, 10:45-11 P.M.	7	9/7/36-11/2/36	U. S. Adv. Corp., N. Y.
National Jeffersonian Demerats, New York	Political	Talks	Thursday, 10:45-11 P.M.	6	10/29/36 Only	Publicity Associates Inc., N. Y.
National Jeffersonian Democrats, New York	Political	Talks	Friday, 8:30-9 P.M.	9	10/23/36-10/30/36	Publicity Associates Inc., N. Y.
National Jeffersonian Democrats, New York	Political	Talks	Wednesday, 9-9:30 P.M.	9	10/28/36 Only	Publicity Associates Inc., N. Y.
National Republican Committee, New York	Political	Talks	Sunday, 6:30-7 P.M.	5	10/1/36 Only	Reinke-Ellis-Younggreen & Finn, Inc., Chicago
National Republican Committee, New York	Political	Talks	Monday, 10-10:45 P.M.	8	10/2/36 Only	Reinke-Ellis-Younggreen & Finn, Inc., Chicago
Radio League of the Little Flower, Detroit	Religious	Fr. Coughlin	Saturday, 8-8:30 P.M.	11	9/12/36-11/7/36	Albert M. Rose, N. Y.
Union Party, Detroit	Political	Talks	Saturday, 8:30-8:45-9:45-10 P.M. Thursday, 8:15-8:30 P.M.	6-3	10/2/36-11/1/36	Wm. H. McMasters, Boston
Remington Rand Inc., Buffalo	Typewriters	News Comes To Life	Sunday, 6:30-7 P.M.	5	9/27/36-11/29/36
Dr. Wm. E. Townsend, Los Angeles	Political	Talk	Sunday, 6:15-6:30 P.M.	9	10/11/36 Only	Affiliated Broadcasters, Los Angeles
Wander Co., Chicago	Ovaltine	Mollie of the Movies	Mon. to Fri., 3-3:15 P.M.	4	10/19/36-10/15/37	Blackett-Sample-Hummert Inc., Chicago
Geo. E. Warren Corp., Boston	Charcoal	Walter Smith's Band	Sunday, 4-4:30 P.M.	2	12/6/36-12/27/36	Harry M. Frost Co. Inc., Boston

Advertisers Using Corn Belt Wireless Group During 1936

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Kellogg Co., Battle Creek, Mich.	Corn Flakes	Gene and Glenn	Daily ex. Sun., 8-8:30 A.M.	6	39 weeks	N. W. Ayer & Son Inc., Philadelphia
General Mills Inc., Minneapolis	Wheaties	Baseball Games	Daily ex. Sun., 2-4:15 P.M.	2	25 weeks	Knox-Reeves Co., Minneapolis
Crescent Cracker & Macaroni Co., Davenport, Ia.	Crackers	Crescent Hour of Music	Sunday, 9:30-10 A.M.	2	52 weeks	Direct
Fulger Coffee Co., Kansas City	Coffee	Judy and Jane	Mon. thru Fri., 1:15-2 P.M.	2	39 weeks	Blackett-Sample-Hummert Inc., Chicago
General Mills Inc., Minneapolis	Bisquick		Mon. thru Fri., 9:15-9:45 A.M.	2	39 weeks	Blackett-Sample-Hummert Inc., Chicago

Advertisers Using Michigan Radio Network During 1936

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Gas Co., Chicago	Kitchenkook	Transcription	Tues. & Thurs., 12:10-12:15 P.M.	8	5/5/36-6/4/36	Greve Adv. Agency Inc., St. Paul
Bernard Schwartz Cigar Corp., Detroit	R. G. Dun Cigar	The Big Broadcast	Thursdays, 8:30-9:00 P.M.	7	4/23/36-4/15/36	S. M. Epstein Co., Detroit
Bunte Brothers, Chicago	Candy	Junior Matinee	Tues., Wed., Thurs., Fri., 5-5:15 P.M.	8	10/13/36-2/5/37	Fred A. Robbins Inc., Chicago
Carter Medicine Co., New York	Pills	Transcription, announcements	Daytime	8	1/1/36	Street & Finney Inc., N. Y.
Chevrolet Motor Car Co., Detroit	Cars	Musical Moments	Tues., Thurs., Sat., 6:45-7 P.M.	8	4/21/36-1/16/37	Campbell-Ewald Co. Inc., Detroit
Chevrolet Motor Car Co., Detroit	Cars	Announcements	Day and Evening	8	11/1/36-11/14/36	Campbell-Ewald Co. Inc., Detroit
Consumer's Power Co., Jackson	Service	Anniversary Broadcast	Monday, 7-7:15 P.M.	8	6/15/36—	Direct
Curtiss Candy Co., Chicago	Candy	Announcements	Evening	8	8/10/36-12/6/36	McJunkin Adv. Co., Chicago
Detroit Creamery, Detroit	Dairy Products	The Green Hornet	Tues. & Thurs., 7:30-8 P.M.	7	11/10/36-5/6/37	N. W. Ayer & Son, Inc., N. Y.
Detroit Free Press, Detroit	Newspaper	Dramatic	Fridays, 7-7:15 P.M.	7	11/27/36—	Direct
Detroit Racing Assn., Detroit	Horse Racing	Announcements	Evening	8	5/22/36-7/3/36	Simons-Michelson Co., Detroit
Dodge Brothers Corp., Detroit	Cars	Transcription—Harry Richman	Mondays, 7-7:15 P.M.	8	2/10/36-5/8/36	Ruthrauff & Ryan Inc., N. Y.
Local Department Stores	Morning Matinee	Thursdays, 9-9:45 A.M.	6	9/10/36-6/3/37	Dorland International Inc., N. Y.
Eaton Clark Co., Detroit	Anti-Freeze	Announcement	Daytime	8	11/7/36-11/14/36	Direct
Ford Motor Co., Detroit	Ford and Lincoln Automobiles	Announcements	Day and Evening	8	300 Times	N. W. Ayer & Son Inc., N. Y.
Ford Motor Co., Detroit	Ford and Lincoln Automobiles	Hockey Scores	Sun., Tues., Thurs., Sat., 11:00-11:05 P.M.	7	11/5/36-3/21/37	N. W. Ayer & Son Inc., N. Y.
Ford Motor Co., Detroit	Ford and Lincoln Automobiles	Ford V-8 Revue	Tues., Thurs., Sat., 9-9:15 P.M.	8	4/14/36-10/5/36	N. W. Ayer & Son Inc., N. Y.
Ford Motor Co., Dearborn	Ford Cars	Livestock Reports	Mon., Tues., Wed., Thurs., Fri., 12:15-12:30 P. M.	..	8/31/36	N. W. Ayer & Son Inc., N. Y.
General Electric Supply Co., Detroit	General Elec. Radios	Bandmaster Revue	Mon., Wed., Fri., 8-8:15 P.M.	8	9/14/36-10/12/36	Direct
General Mills Inc., Minneapolis	Wheaties	Football Flashes	Preceding Football Game	8	9/26/36-12/6/36	Simons-Michelson Co., Detroit
Gordon Baking Co., Detroit	Silvercup Bread	Lone Ranger	Mon., Wed., Fri., 7:30-8 P.M.	7	1/1/36—	Sehl Adv. Agency Inc. Chicago
Grand Valley Brewing Co., Ionia Mich.	Friars Ale	Batting Practice	Preceding Baseball Game	7	Duration of Ball Season	Holden, Graham & Clark Inc., Detroit
Hickok Oil Corp., Toledo	Hi-Speed Gas	The Factfinder	Mon., Tues., Wed., Thurs., Fri., 6:15-6:30 P.M.	8	9/28/36-9/27/37	Direct
Hickok Oil Corp., Toledo	Hi-Speed Gas	Announcements	Evenings	8	1/1/36-11/30/36	Direct
Lee & Cady, Detroit	Food Products	Announcements	Day and Evening	8	2/10/36-2/21/36	Direct
Michigan Beet Sugar Assn., Saginaw	Beet Sugar	Announcements	Daytime	8	1/1/36—	Zimmer-Keller Inc., Detroit
Michigan Bell Telephone Co., Detroit	Telephone Service	Announcements	Daytime	8	5/1/36-6/30/36	N. W. Ayer & Son Inc., N. Y.
Michigan Oil & Petroleum Co., Mt. Pleasant	Mich. Oil & Petroleum	Announcements	Daytime	8	8/12/36-8/20/36	Direct
Michigan State Fair, Detroit	State Fair	Announcements	Daytime	8	8/36	Bass-Luckoff Inc., Detroit
Miles Laboratories Inc., Elkhart, Ind.	Alka-Seltzer	Day in Review	Mon., Tues., Wed., Thurs., Fri., Sat., 6:30-6:45 P.M.	8	1/1/36-9/6/37	Wade Adv. Agency, Chicago
Park Chemical Co., Detroit	Parko Products	Announcements	Daytime	8	9/15/36-10/30/36	Simons-Michelson Co., Detroit
Prescription Laboratories, Detroit	Ka-Fen	Wandering Vagabonds	Mon., Tues., Wed., Thurs., Fri., 10-10:15 A.M.	8	3/16/36-6/13/36	Charles Mason & Co., Detroit
Reid, Murdoch & Co., Chicago	Monarch Finer Foods	Announcements	Daytime	8	11/16/36—	Rogers-Smith Adv. Agency., Chicago
Remington-Rand Inc., Elmira, N. Y.	Typewriters	News Comes to Life	Sundays, 5:30-6 P.M.	8	9/6/36-11/29/37	Leeford Adv. Agency Inc. N. Y.
Socony Vacuum Oil Co., Detroit	Freezone	Announcements	Day and Evening	8	10/1/36-11/15/36	J. Stirling Getchell Inc., N. Y.
Socony Vacuum Oil Co., Detroit	Gas and Oil	Sponsorship of Baseball Games	Afternoon	8	1/1/36-12/31/36	J. Stirling Getchell Inc., N. Y.
Southeastern Mich. Tourists Assoc., Detroit	Travel Aid	Henry Finney's Orchestra	Mondays, 8:30-8:45 P.M.	8	7/22/36-7/10/37	Direct
Specialties Distributing Co., Detroit	Grunow Radios and Refrigerators	Batting Practice	10 Minutes Preceding Baseball Game	8	Duration of Regular ball season and World Series	Charles A. Mason & Co., Detroit
Specialties Distributing Co., Detroit	Grunow Radios and Refrigerators	Batting Practice	15 Minutes Preceding World Series	7	10/2/36-End of series	Charles A. Mason & Co., Detroit
Standard Oil Co. of Indiana, Chicago	Oil	Detroit Lions Games	2 P.M. to end of game—approximately 2 hours	5	10/11/36-12/6/36	McCann-Erickson Inc., Chicago
State of Michigan, Lansing	Tax Campaign	Announcements	Daytime	8	8/1/36-8/31/36	Milton Alexander Co., Detroit
Crusaders, New York	Crusaders	The Horsesense Philosophers	Tues. & Thurs., 7:15-7:30 P.M.	6	9/24/36-12/22/36	Marschalk & Pratt Inc., N. Y.
Tivoli Brewing Co., Detroit	Beer	Announcements	Day and Evening	8	2/1/36-3/31/36	McManus, John & Adams Inc., Detroit
Twinz Products Co., Alpena	Scalp Remedy	None	Mon., Tues., Wed., Thurs., Fri., 12-12:10 Noon	8	2-17/36-2/16/37	Direct
United Drug Co., Boston	Drugs	Transcription—Magic Hour	Tues., Wed., Thurs., Fri., Sat., 10-10:15 A.M.	8	Spring and Fall Series 1936	Street & Finney Inc., N. Y.
Westinghouse E. & M. Co., Pittsburgh	Appliances	Transcription	9:30-9:45 A.M.	8	3/16/36-4/13/36	Fuller & Smith & Ross, Cleveland

Advertisers Using the Iowa Broadcasting System During 1936

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Tobacco Co., New York	Rio Tan Cigars	Announcements	Various	2	9/27/36-12/23/36	Lawrence C. Gumbinner Adv. Agency, N. Y.
American Chicle Company, Long Island City	Adams Gum	Announcements	Various	2	7/13/36-11/9/36	Badger & Browning Inc., Boston
Beaumont Laboratories, St. Louis	4-Way Cold Tablets	Announcements	Various	3	11/11/35-3/6/36	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Boweys Inc., Chicago	Dari Rich Chocolate	White City Sleeps	1:15 P.M.—1:30 P.M.	2	5/31/36-7/26/36	Russel C. Corner Adv. Agency, Chicago
Bristol-Myers Co., New York	Minit-Rub	Happy Chappies	7:45 A.M.—8:00 A.M.	2	7/6/36-10/31/36	Young & Rubicam Inc., N. Y.
Blatz Brewing Co., Milwaukee	Blatz Beer	Announcements	Various	3	7/13/36-10/9/36	Klau-Van Picterson-Dunlop Associates, Milwaukee
Carter Medicine Co., New York	Carter's Little Liver Pills	Announcements	Various	2	3/5/36-3/5/37	Street & Finney Inc., N. Y.
Chevrolet Motor Co., Detroit	Chevrolet Cars	Rubinoff and His Violin	5:30 P.M.-6:00 P.M.	2	10/18/36-1/16/36	Campbell-Ewald Co., Inc., Detroit
Chicago Mail Order Economy Outlet, Chicago	Dry Goods	Tall Corn Time	7:15 A.M.-7:30 A.M.	2	11/9/36-12/11/36	H. W. Kastor & Sons Adv. Co. Inc., Chicago
Coast to Coast Stores, Minneapolis	Dry Goods	Announcements	Various	3	4/30/36-6/26/36	McCord Co., Minneapolis
Crazy Water Hotel Co., Mineral Wells, Tex.	Crazy Water Crystals	Crazy Water Hotel	11:00 A.M.-11:15 A.M.	2	9/14/36-9/13/37	Lucky-Bowman Inc., N. Y.
Deisel-Wemmer-Gilbert Corp., Detroit	San Felice Cigars	Final Edition	6:30 P.M.-6:35 P.M.	2	4/16/36-6/11/36	S. M. Epstein Adv. Co., Detroit
Domestic Products Co., Minneapolis	Klok-Dri-Kleen	Announcements	1:30 P.M.-1:35 P.M.	2	10/26/36-12/4/36	McCord Co., Minneapolis
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax Laxative	Announcements	Various	2	9/30/35-6/26/36	Joseph Katz Co., Baltimore
Falstaff Brewing Co., St. Louis	Falstaff Beer	Announcements	Various	2	9/2/35-2/7/36	Gardner Adv. Agency, St. Louis
Gardner Nurseries, Osage, Ia.	Nursery Products	The Old Gardner	7:15 A.M.-7:30 A.M.	2	1/22/36-4/28/36	Northwest Radio Advertising Co., Seattle
General Foods Corp., New York	Calumet Baking Powder	The Friendly Counsellor	10:45 A.M.-11:00 A.M.	2	2/17/36-9/7/36	Young & Rubicam Inc., N. Y.
General Foods Corp., New York	Huskies	Iowa Football Games	Various	2	9/26/36-11/21/36	Benton & Bowles Inc., N. Y.
Goetz Brewing Co., St. Joseph, Mo.	Goetz Beer	Country Club of the Air	9:30 P.M. and 6:30 P.M.	2	4/23/36-6/9/26	Potts-Turnbull Adv. Co., Kansas City
Hamm Brewing Co., St. Paul	Hamm's Beer	Announcements	Various	2	6/27/36-2/10/37	McCord Co., Minneapolis
Household Finance Corp., Chicago	Financing	Announcements	7:30 P.M.-8:00 P.M.	2	1/7/36-12/29/36	Charles Daniel Frey Co., Chicago
Ironized Yeast Co., Atlanta	Yeast Tablets	Health Drama	10:30 A.M.-10:35 A.M.	2	9/9/36-9/9/37	Ruthrauff & Ryan Inc., N. Y.
Lever Bros., Cambridge	Spry Shortening	Announcements	Various	3	6/13/36-6/13/37	Ruthrauff & Ryan Inc., N. Y.
Malt-O-Meal Co., Fort Worth	Cereal	The Magic Kitchen	10:30 A.M.-10:45 A.M.	2	9/28/36-3/29/37	Mitchell-Faust Adv. Co., Chicago
Maryland Pharmacol Co., Baltimore	Rem and Rel	Announcements	Various	3	10/1/35-10/1/36	Joseph Katz Co., Baltimore
General Cigar Co., New York	Wm. Penn Cigars	Announcements	Various	3	3/16/36-6/12/36	H. W. Kastor & Sons Adv. Co. Inc., N. Y.
Andrews Pharmacol Co., Minneapolis	Pearlotion	Happy Chappies	1:20 A.M.—1:25 A.M.	2	3/31/36-6/28/36	McCord Co., Minneapolis
Norge Rollator Co., Detroit	Refrigerators	Musical Memory Program	11:00 A.M.-11:15 A.M.	2	4/20/36-7/20/36	Cramer-Krasselt Co., Milwaukee
Oakite Products Inc., New York	Oakite Cleaner	Cornhuskers	12:00-12:30 P.M.	2	4/6/36-4/10/36	Calkins & Holden Inc., N. Y.
Pabst Export Beer, Milwaukee	Pabst Beer	Announcements	8:00 P.M.-8:30 P.M.	2	5/11/36-8/8/36	Morris-Schenker-Roth, Chicago
Plymouth Corp., Detroit	Plymouth Cars	Announcements	Various	3	10/30/36-10/29/37	J. Stirling Getchell Inc., Detroit
Proctor & Gamble Co., Cincinnati	Crisco	Announcements	Various	2	Blackman Adv. Agency, Chicago
Reliance Mfg. Co., Chicago	Big Yank Shirts	Big Yank Hill Billies	7:15 A.M.-7:30 A.M.	2	5/23/36-8/15/36	Mitchell-Faust Adv. Co., Chicago
Roth Packing Co., Waterloo, Ia.	Black Hawk Meat Products	Magic Kitchen	10:15 A.M.-10:30 A.M.	2	10/3/35-10/3/36	Young & Rubicam Inc., N. Y.
Reid, Murdoch & Co., Chicago	Monarch Foods	Announcements	Various	2	11/16/36-11/16/37	Rogers & Smith Adv. Agency, Chicago
Republic Steel Co., Cleveland	Republic Fence	Musical Almanac	6:45 A.M.-7:00 A.M.	2	9/30/36-1/7/37	Meldrum & Fewsmith Inc., Cleveland
Skelly Oil Co., Kansas City	Gas and Oil	Announcements	Various	2	9/18/36-1/16/37	First United Broadcasters, Chicago
Wander Co., Chicago	Ovaltine	Little Orphan Annie	5:45 P.M.-6:00 P.M.	2	11/2/36-6/25/37	Blackett-Sample-Hummert Inc., Chicago
Webster-Eisenlohn Inc., New York	Tom Moore Cigars	Final Edition	6:30 P.M.-6:35 P.M.	2	9/14/36-12/8/36	N. W. Ayer & Son Inc., N. Y.
Willard Tablet Co., Chicago	Willards Medicine	Willards Messenger	Various	2	10/14/35-4/10/36	First United Broadcasters, Chicago
Winston Newell Co., Minneapolis	I. G. A. Stores	Inquiring Reporter	1:30 P.M.-2:00 P.M.	2	9/13/35-9/5/36	McCord Co., Minneapolis

Corrected to January 1, 1937. Every caution was taken to bring this map up to the specifications demanded by advertising agencies and national radio advertisers. Every city in the United States having a radio station is shown. Time zones are indicated. The opposite side of the map carries a complete log of stations, alphabetically by state, city and call letters, with wave length and powers.

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RADIO OUTLINE MAP

Advertisers Using Inter-City Broadcasting System During 1936

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Remington-Rand Inc., New York	Remington Type-writers	Five Star Final	Mon.—Fri., 8-8:15 P.M. Sunday, 9-9:30 P.M.	9	52 weeks	Leeford Advertising Agency Inc., New York
Standard Brands Inc., New York	Chase & Sanborn Coffee	Good Will Court	Wednesday, 10-11 P.M.	9	52 weeks	J. Walter Thompson Co., New York
Howard Clothes Inc., New York	Men's Clothing	Howard Dandies	Mon.—Fri., 7:15-7:30 P.M. Sunday, 9:30-9:45 P.M.	3	52 weeks	Edmund Linn Associates, New York
Webster-Eisenlohr Inc., New York	Girard & Henrietta Cigars	Today's Winners	Mon.—Sat., 6-6:15 P.M.	4	26 weeks	N. W. Ayer & Son Inc., New York
Dentists Supply Co. of New York	Dental Care	The Dentist Says	Tues., Thurs., 11-11:15 A.M.	3	26 weeks	A. W. Adv. Inc., New York
Rev. Donald Gray Barnhouse, Philadelphia	Religious	Rev. Donald Gray Barnhouse	Sunday, 4:30-5 P.M.	5	30 weeks	Direct
John Ford, Washington	Religious	John Ford	Sunday, 10:15-10:30 A.M.	7	52 weeks	Direct
Dr. Percy Crawford, New York	Religious	Young People's Church of the Air	Sunday, 5-6 P.M.	5	35 weeks	Direct
St. Christopher's Inn, Graymoor, New York	Sanctuary for Homeless Men	Ava Maria Hour	Sunday, 6:30-7 P.M.	2	52 weeks	Direct
Macfadden Publications Inc., New York	True Story Magazine	Good Will Court	Sunday, 10-11 P.M.	9	13 weeks	Ruthrauff & Ryan Inc., New York
Justrite Co., Milwaukee	Justrite Pet Foods	Mel-O-Dee Canary Concert	Saturday, 5:45-6 P.M.	8	52 weeks	Hoffman & York, Milwaukee
Victor H. Lindlahr, New York	Serutan	Health Talk	Mon.—Sat., 9:35-10 A.M.	3	52 weeks	Schillin Adv. Corp., New York

Advertisers Using The New York State Network During 1936

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Remington-Rand Inc., New York	Typewriters	Inquiring Microphone	Tuesday, 11:30-12 Noon	5	9 weeks	Leeford Adv. Agency, N. Y.
Remington-Rand Inc., New York	Typewriters	News Comes to Life	Sunday, 6:30-7 P.M.	9	26 weeks	Leeford Adv. Agency, N. Y.
Remington-Rand Inc., New York	Typewriters	News casting	Mon.—Sat., 12-12:15 P.M.	7	8 weeks	Leeford Adv. Agency, N. Y.
Remington-Rand Inc., New York	Typewriters	Tim Tyler's Luck	Mon., Wed., Fri., 5:30-5:45 P.M.	7	5 weeks	Leeford Adv. Agency, N. Y.
Remington-Rand Inc., New York	Typewriters	Inquiring Microphone	Mon.—Sat., 12-12:15 P.M.	7	5 weeks	Leeford Adv. Agency, N. Y.
Atlantic Refining Co., Philadelphia	Fuel	College Football Games	Saturday, 2-5 P.M.	7	Football season	N. W. Ayer & Son Inc., Philadelphia
Republican State Com., New York	Political	Talk on Politics	Sunday, 5:45-6 P.M.	9	One time	Milton Lewis Adv. Agency, N. Y.
Democratic Nat'l Com., New York	Political	Talk	Tuesday, 9-10 P.M.	6	One time	Loomis & Hall Adv. Agency, Miami
N. Y. State Republican Committee, New York	Political	Talk	Sunday, 5:30-6 P.M.	6	One time	Direct
American Labor Party, New York	Political	Talk	Tuesday, 6:30-7:30 P.M.	7	One time	Viola & Furman, N. Y.
Women's Nat'l. Republican Club, New York	Political	Talk	Monday, 5:45-6 P.M.	7	One time	Direct
American Labor Party, New York	Political	Talk	Monday, 8:30-10:15 P.M.	7	One time	Viola & Furman, N. Y.
Fawcett Publications Inc., New York	Magazines	Thrills of This Mechanical World	Sunday, 12:00-12:30 P.M.	2	Oct. 11-Dec. 27	Ruthrauff & Ryan, Inc. Chicago

Advertisers Using Affiliated Broadcasting Company Network During 1936

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Vitamin Products of America, Chicago	Geba (Health Tablets)	Announcements	Daytime	6	5/18/36-6/15/36	Direct
Remington-Rand Inc., Buffalo	Typewriters	News Comes to Life	Sunday, 4:20-5 P.M. CST	19	6/7/36-11/8/36	Leeford Adv. Agency, N. Y.
Wilson & Co., Chicago	Golf Balls	Interview	Sunday, 6-6:15 P.M. CST	19	6/21/36	U. S. Adv. Corp., Chicago
Pure Oil Co. (Wisconsin Division), Madison, Wis.	Yale Tires	Yale Safety Show	Sunday, 1:30-2 P.M. CST	7	7/26/36-9/6/36	Direct
Campana Corp., Batavia, Ill.	Italian Balm	Baseball	Daily, 1:45-4 P.M. CST	16	7/20/36-9/28/36	Aubrey, Moore & Wallace Inc. Chicago
Princess Pat L'td., Chicago	Cosmetics	Princess Pat Play of the Week	Sunday, 1:30-2 P.M., CST	20	10/11/36—	McJunkin Adv. Co., Chicago
Wander Co., Chicago	Ovaltine	Little Orphan Annie	Mon. thru Fri., 5:45-6 P.M. CST	22	9/28/36	Blackett-Sample-Hummert Inc. Chicago
Flex-o-Glass Co., Chicago	Window Material, Etc.	Participations "Morning Round Up"	Mon. thru Sat.	22	10/26/36-12/12/36	Presba, Fellers & Presba Inc. Chicago
Sterling Casualty Insurance Co., Chicago	Penny-A-Day Insurance	"Morning Round Up"	Mon. thru Sat.	22	10/19/36	Frankel-Rose Co., Chicago
Willard Tablet Co., Chicago	Proprietary	"Morning Round Up"	Mon., Wed., Fri.	22	11/16/36	First United Broadcasters Inc. Chicago
Olson Rug Co., Chicago	Rugs	"Morning Round Up"	Mon. thru Sat.	22	11/18/36--12/17/36	Presba, Fellers & Presba Inc. Chicago
Chicago Mail Order Co.	Merchandise	"Morning Round Up"	Mon. thru Sat.	22	11/20/36	Matteson-Fogarty-Jordan Inc. Chicago

Directory of

Stations Accepting and Rejecting Beer, Wine and Liquor Advertising

Based on questionnaires to stations as of January 1, 1937; practically all stations accepting accounts impose individual restrictions as to copy content and time of broadcasts; consult stations for details.

†State Dry as of January 1, 1937

‡State Laws permit beer and wines only.

Table with 20 columns: Call Letters, City, Accepts Beer Advertising, Accepts Wine Advertising, Accepts Liquor Advertising, and corresponding rows for Alabama, Connecticut, Delaware, District of Columbia, Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, and Wisconsin.

(Continued on page 240)

EDUCATIONAL AND RELIGIOUS STATIONS IN UNITED STATES AND CANADA

College, Church and Publicly Owned Stations

*Indicates time is sold commercially.

EDUCATIONAL INSTITUTIONS

***WAPI**, Birmingham, Ala.—Owned by University of Alabama and Alabama Polytechnic Institute; leased to WAPI Broadcasting Corp. Director: B. H. Hopson.

WBAA, West Lafayette, Ind.—Purdue University. Director: W. A. Knapp.

WCAD, Canton, N. Y.—St. Lawrence University; under lease option to *Watertown* (N. Y.) *Times*, to be moved to Watertown and operated commercially.

WCAL, Northfield, Minn.—St. Olaf College. Director: M. C. Jensen.

WCAT, Rapid City, S. D.—South Dakota State School of Mines. Director: C. M. Rowe.

***WESG**, Elmira, N. Y.—Licensed to Cornell University, Ithaca, N. Y. Operated under lease to *Elmira Star-Gazette*. Director: Dale Taylor.

WEW, St. Louis, Mo.—St. Louis University. Director: George E. Rueppel.

***WGST**, Atlanta, Ga.—Licensed to Georgia School of Technology; operated commercially under lease. Director: W. H. Summerville.

WHA, Madison, Wis.—University of Wisconsin. Director: H. B. McCarty.

***WHAZ**, Troy, N. Y.—Rensselaer Polytechnic Institute. Director: W. J. Williams.

WILL, Urbana, Ill.—University of Illinois. Director: Joseph F. Wright.

WKAR, East Lansing, Mich.—Michigan State College. Director: Robert J. Coleman.

***WHBY** and **WTAQ**, Green Bay, Wis.—St. Norbert's College. Director: Father James A. Wagner.

WLB, Minneapolis, Minn.—University of Minnesota. Program Director: H. B. Gislason.

WLMU, Middleshoro, Ky.—Construction permit issued for new station to Lincoln Memorial University, Harrogate, Tenn.

WNAO, Norman, Okla.—University of Oklahoma. Director: Ted Benird.

WOI, Ames, Ia.—Iowa State College of Agriculture & Mechanic Arts. Director: W. I. Griffith.

WOSU, Columbus, O.—Ohio State University. Director: R. C. Higgly.

***WRUF**, Gainesville, Ga.—University of Florida. Director: Garland Powell.

WSAJ, Grove City, Pa.—Grove City College. Director: H. W. Harmon.

WSUI, Iowa City, Ia.—University of Iowa. Director: Carl Menzer.

WSVS, Buffalo, N. Y.—Seneca Vocational High School. Director: Lowell C. Kitchin.

WTAW, College Station, Tex.—Agricultural & Mechanical College of Texas. Director: E. P. Humbert.

***WWL**, New Orleans, La.—Loyola University. Director: Capt. A. C. Pritchard.

KBPS, Portland, Ore.—Benson Polytechnic School. Director: William Allingham.

KFDY, Brookings, S. D.—South Dakota State College. Director: S. W. Jones.

***KFJM**, Grand Forks, N. D.—University of North Dakota. Director: D. LeMasurier.

KFKU, Lawrence, Kan.—University of Kansas. Director: H. G. Ingham.

***KFXR**, Oklahoma City, Okla.—Exchange Ave. Baptist Church. Director: B. C. Thomason.

KOAC, Corvallis, Ore.—Oregon State Agricultural College. Director: Luke L. Roberts.

***KPAC**, Port Arthur, Tex.—Port Arthur College. Director: Glenn Hewitt.

KSAC, Manhattan, Kan.—Kansas State College of Agriculture & Applied Sciences. Director: L. L. Longsdorf.

KUSD, Vermillion, S. D.—University of South Dakota. Director: B. B. Brackett.

***KVOA**, Siloam Springs, Ark.—John Brown University. Director: Storm Whaley.

KWLC, Decorah, Ia.—Luther College. Director: Dr. W. L. Strunk.

KWSC, Pullman, Wash.—Washington State College. Director: Dr. F. F. Nalder.

CANADIAN

***CFRC**, Kingston, Ont.—Queens University. Director: S. C. Morgan.

CKIC, Wolfville, N. S.—Acadia University.

CKUA, Edmonton, Alta.—University of Alberta. Director: H. P. Brown.

RELIGIOUS INSTITUTIONS

WAWZ, Zaraphath, N. J.—Pillar of Fire. Director: Ray B. White.

WBBL, Richmond, Va.—Grace Covenant Presbyterian Church. Director: M. A. Sitton.

WBRR, Brooklyn, N. Y.—Peoples Pulpit Association. Director: M. A. Howlett.

***WBNO**, New Orleans, La.—Coliseum Place Baptist Church. Director: Edward R. Musso.

***WLWL**, New York City—Missionary Society of St. Paul the Apostle. Director: Rev. Joseph I. Mulloy.

WMBI, Chicago, Ill.—Moody Bible Institute. Director: Henry C. Crowell.

WMPC, Lapeer, Mich.—First Methodist Protestant Church. Director: F. S. Hemingway.

KFGQ, Boone, Ia.—Boone Biblical College. Director: Lois Crawford.

KFSG, Los Angeles, Cal.—Echo Park Evangelical Association. (Aimee Semple McPherson.)

KFHO, St. Louis, Mo.—Evangelical Lutheran Synod of Missouri, Ohio and Other States. Director: H. H. Hohenstein.

KPOE, Denver, Colo.—Pillar of Fire. Director: Arthur K. White.

KPPC, Pasadena, Cal.—Pasadena Presbyterian Church. Director: David Black.

***KSL**, Salt Lake City—Licensed to Radio Service Corp. of Utah, controlling interest in which is owned by Latter Day Saints (Mormon) Church. Director: Earl J. Glade.

KTW, Seattle, Wash.—First Presbyterian Church. Director: M. A. Matthews.

MUNICIPAL STATIONS

***WCAM**, Camden, N. J.—City of Camden. Director: F. S. Caperoom.

***WJAX**, Jacksonville, Fla.—City of Jacksonville. Director: Thomas C. Imeson.

WLBL, Stevens Point, Wis.—State of Wisconsin. Director: F. R. Calvert.

WNYC, New York City—City of New York. Director: F. J. H. Kracke.

***WPG**, Atlantic City, N. J.—City of Atlantic City. Director: Norman Reed.

***WRR**, Dallas, Tex.—City of Dallas. Director: John Thorwald.

***WSUN**, St. Petersburg, Fla.—St. Petersburg Chamber of Commerce. Director: Harold H. Meyer.

***KTHS**, Hot Springs, Ark.—Hot Springs Chamber of Commerce. Director: Douglas Hotchkiss.

Allocations of Call Letters to Countries

(As Contained in the International Radio Convention Drawn Up at World Telecommunications Conference, Madrid, 1932)

COUNTRY	CALL SIGNAL	COUNTRY	CALL SIGNAL	COUNTRY	CALL SIGNAL	COUNTRY	CALL SIGNAL
Chile.....	CAA-CEZ	Republic of Colombia	HJA-HKZ	Curacao.....	PJA-PJZ	British India.....	VTA-VWZ
Canada.....	CFA-CKZ	Republic of Panama	HPA-HPZ	Dutch East Indies....	PKA-POZ	Canada.....	VXA-VYZ
Cuba.....	CLA-CMZ	Republic of Honduras	HRA-HRZ	Brazil.....	PPA-PYZ	United States of America.....	W
Morocco.....	CNA-CNZ	Siam.....	HSA-HSZ	Surinam.....	PZA-PZZ	Mexico.....	XAA-XFZ
Cuba.....	COA-COZ	Vatican City State...	HVA-HVZ	(Abbreviations)....	Q	China.....	XGA-XUZ
Bolivia.....	CPA-CPZ	Hedjaz.....	HZA-HZZ	Union of Socialist Soviet Republics...	R	British India.....	XYA-XZZ
Portuguese Colonies..	CQA-CRZ	Italy and Colonies...	I	Sweden.....	SAA-SMZ	Afghanistan.....	YAA-YAZ
Portugal.....	CSA-CUZ	Japan.....	J	Poland.....	SOA-SRZ	Dutch East Indies...	YBA-YHZ
Uruguay.....	CVA-CXZ	United States of America.....	K	Egypt.....	STA-SUZ	Iraq.....	YIA-YIZ
Canada.....	CYZ-CZZ	Norway.....	LAA-LNZ	Greece.....	SVA-SZZ	New Hebrides.....	YJA-YJZ
Germany.....	D	Republic of Argentina	LOA-LWZ	Turkey.....	TAA-TCZ	Latvia.....	YLA-YLZ
Spain.....	EAA-EHZ	Luxembourg.....	LXA-LXZ	Iceland.....	TFA-TFZ	Free City of Danzig.	YMA-YMZ
Irish Free State.....	EIA-EIZ	Lithuania.....	LYA-LYZ	Guatemala.....	TGA-TGZ	Nicaragua.....	YNA-YNZ
Republic of Liberia...	ELA-ELZ	Bulgaria.....	LZA-LZZ	Costa Rica.....	TIA-TIZ	Rumania.....	YOA-YRZ
Persia.....	EPA-EQZ	Great Britain.....	M	France and Colonies and Protectorates.	TKA-TZZ	Republic of El Salvador.....	YSA-YSZ
Estonia.....	ESA-ESZ	United States of America.....	N	Union of Socialist Soviet Republics...	U	Yugoslavia.....	YTA-YUZ
Ethiopia.....	ETA-ETZ	Peru.....	OAA-OCZ	Canada.....	VAA-VGZ	Venezuela.....	YVA-YWZ
Sarre Territory.....	EZA-EZZ	Austria.....	OEA-OEZ	Australian Commonwealth.....	VHA-VMZ	Albania.....	ZAA-ZAZ
France and Colonies and Protectorates..	F	Finland.....	OFA-OHZ	Newfoundland.....	VOA-VOZ	British Colonies and Protectorates.....	ZBA-ZJZ
Great Britain.....	G	Czechoslovakia.....	OKA-OKZ	British Colonies and Protectorates.....	VPA-VSZ	New Zealand.....	ZKA-ZMZ
Hungary.....	HAA-HAZ	Belgium and Colonies	ONA-OTZ			Paraguay.....	ZPA-ZPZ
Swiss Confederation...	HBA-HBZ	Denmark.....	OUA-OZ			Union of South Africa	ZSA-ZUZ
Ecuador.....	HCA-HCZ	Netherlands.....	PAA-PIZ				
Republic of Haiti.....	HHA-HHZ						
Dominican Republic..	HIA-HIZ						

Directory of ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS And Executives in Charge of Radio

A

Agency	City	Address Telephone Number	Executives In Charge of Radio
Aarons, Sill & Caron, Inc.	Detroit	415 Brainard St. Temple 1-3515	Jerome Sill
Acorn Agency Inc.	New York	RKO Bldg. Circle 7-4396	Sidney Matthew Weiss
Aderafters Inc.	Baltimore	16 St. Paul St. Plaza 2992	H. C. McLearn, Jr. Ed. D. Prince
Adirondack Adv. Agency	Albany, N. Y.	119 State St. 4-9518	Thomas Dumery
Advertisers Broadcasting Co.	New York	205 East 42d St. Murray Hill 4-1364	M. Kielson
Advertisers' Service, Inc.	Milwaukee, Wis.	229 E. Wisconsin Ave. Daly 6383	Victor A. Fleischmann J. W. Martin
Advertising Inc.	Richmond, Va.	Central National Bank Bldg. 3-2800	J. Lynn Miller Mrs. A. G. Smithers
Advertising Arts Agency	Los Angeles	1121 S. Hill St. Prospect 3083	Paul Winans
Advertising Associates	Newark	850 Broad St. Market 3-0007	J. M. Kesslinger A. F. Tokar
Advertising Associates	Chattanooga, Tenn.	Chattanooga Bank Bldg. 6-0241	John D. Standard Mrs. Mary E. Standard
Advertising-Business Co.	Fort Worth	1213 Throckmorton St. 3-2421	Thomas I. Yates A. E. Hubbard
Advertising Counselors, Inc.	Phoenix, Ariz.	Ellis Bldg. 4-4177	E. V. Graham I. N. Shun
	El Paso, Tex.	Bassett Tower Main 276	F. William Flato
Advertising Guild Inc.	New York	258 Fifth Ave. Caledonia 5-6690	Sigmund Gottliober
Advertising Management Associates	Boston	143 Newbury St. Commonwealth 2720	Joseph Blue John Carden
Air Time Inc.	New York	11 W. 42d St.	Samuel Halperin
Aitken-Kynett Co.	Philadelphia	1400 S. Penn Square Rittenhouse 7810	H. H. Kynett
Roy Alden & Associates Inc.	Los Angeles	1031 S. Broadway Prospect 3487	J. B. Young
Milton Alexander Co.	Detroit	343 John R St. Randolph 7900	Wilfred B. Doner
Douglas Allen & Leland Davis Inc.	Cincinnati	Enquirer Bldg. Cherry 3414	Douglass M. Allen
Earl Allen Co.	Omaha, Neb.	Insurance Bldg. Atlantic 2150	Earl Allen Milton Reynolds
Martin Allen Adv. Co.	Los Angeles	307 W. 8th St. Trinity 8904	Martin Allen
Allied Advertising Inc.	New York	551 Fifth Ave. Murray Hill 2-6698	Arthur Kaplan
Allied Advertising Agency Inc.	Los Angeles	553 S. Western Ave. Exposition 1184	R. L. Rust
Alvin Adv. Agency	New York	71 West 45th St. Bryant 9-5070	A. I. Gardner Cass Mussler
Amsterdam Agency Inc.	New York	680 Fifth Ave. Circle 7-5987	William Tyack
Anfenger Adv. Agency Inc.	St. Louis	1706 Olive St. Chestnut 6380	G. G. Hertslet M. O. Launch
Applegate Adv. Agency	Muncie, Ind.	212 Rose Court 6160	M. Ray Applegate
Lee Anderson Adv. Co.	Detroit	8415 E. Jefferson Lenox 5000	Lee Anderson
	Los Angeles, Cal.	1823 S. St. Andrews Place	Hugh A. Forker
F. Wallis Armstrong Co.	Philadelphia	16th & Locust Sts. Pennyacker 8086	L. Ward Wheelock, Jr.
	Los Angeles	6128 Hollywood Blvd. Mutual 8087	William A. Bacher
John Falkner Arndt & Co., Inc.	Philadelphia	Lewis Tower Pennyacker 3540	Edward A. Davies
J. L. Arnold Co., Inc.	New York	71 West 45th St. Bryant 9-8650	J. L. Arnold
Artwil Adv. Co., Inc.	New York	22 West 48th St. Medallion 3-0813	Arthur Bandman
Associated Adv. Agency	Los Angeles	1151 S. Broadway Richmond 6218	P. O. Narveson

A—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Associated Adv. Agency, Inc.	Jacksonville, Fla.	Florida National Bank Bldg. 3-1253	Hunter Lynde
Associated Broadcast Adv. Co.	New York	152 West 42d St. Wisconsin 7-2299	Irvin T. Porter
Atherton & Currier Inc.	New York	420 Lexington Ave. Mohawk 4-8795	Ralph Wentworth A. C. Doornbos W. T. Tieman
Harry Atkinson Inc.	Chicago	520 N. Michigan Ave. Superior 4416
Atlantic Adv. Agency	Miami, Fla.	Seybold Bldg. 2-6493	C. E. Haley I. D. Carlton
Aubrey, Moore & Wallace Inc.	Chicago	41v N. Michigan Ave. Superior 1600	J. H. North
	Hollywood, Cal.	7139 Hollywood Blvd. Hempstead 6992	F. G. Ibbett
Auspitz & Lee	Chicago	360 N. Michigan Ave. State 7782	I. D. Auspitz
Alvin Austin Co.	New York	515 Madison Ave. Eldorado 5-1270	Alvin Austin
A-W Adv. Inc.	New York	420 Lexington Ave. Mohawk 4-8393	William D. Edward
N. W. Ayer & Son Inc.	Philadelphia	West Washington Square Lombard 0100	Graham Mason
	New York	500 Fifth Ave. Chickering 4-5600	Fred Pflugfelder Francis C. Barton, Jr.
	Boston	Statler Office Bldg. Hubbard 4970	L. B. Slocum
	Chicago	135 S. LaSalle St. Randolph 3456	E. H. Bowers
	Detroit	Penobscott Bldg. Randolph 3800	H. L. McClinton P. L. Lewis
	San Francisco	235 Montgomery St. Sutter 2534	C. J. Eastman
B			
Backenheimer-Dundes & Frank Inc.	New York	1819 Broadway Columbus 5-0340	Marshall F. Backen- heimer Myron A. Raymond
Ernest Bader & Co.	Omaha	1416 Dodge St. Harney 2747	Ernest Bader Russell R. Rullman
Badger & Browning Inc.	Boston	75 Federal St. Liberty 3364	Clifford P. Parcher
Badger, Browning & Hersey Inc.	New York	30 Rockefeller Plaza Circle 7-3720	R. W. Hersey
Baer-Bigler-Van de Mark & Adams, Inc.	Cincinnati	800 Broadway Parkway 6660	Curtis W. Van de Mark S. C. Baer H. L. Adams
	Minneapolis	Lumber Exchange Bldg. Main 7471	Claude Efnor
Baggaley Horton & Hoyt Inc.	Chicago	8 S. Michigan Ave. State 2154	Crane Haussaman
A. N. Baker	Chicago	189 W. Madison St. Franklin 5117	F. J. Guzik
Baker and Baker & Asso- ciates Inc.	Akron, O.	Beacon Journal Bldg. Jefferson 4421	Horace R. Baker Earl E. Humphrey
	Cleveland	Union Trust Bldg. Main 4172	Horace R. Baker
Bakers' Consulting Bureau	South Bend, Ind.	111 N. Lafayette Blvd. 4-2167	Harvey G. Weisa
Baldwin & Strachan Inc.	Buffalo	374 Delaware Ave. Cleveland 3131	W. M. Baldwin
Ball & Davidson Inc.	Denver	Colorado Nat'l Bank Bldg. Main 1291	C. A. Salstrand
Bard & Waetjen Agency	New York	60 E. 42d St. Murray Hill 6-1984	Herbert S. Bard
Barlow Adv. Agency	Syracuse, N. Y.	Starrett-Syracuse Bldg. 3-0134	Earl S. Crawford Hugh H. Goodhart
Barnes & Aaron	Philadelphia	1616 Walnut St. Pennyacker 0437	Warren S. Barnes

DIRECTORY OF AGENCIES

B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Barnes-Chase Co.	San Diego, Cal.	530 Broadway Franklin 7771	E. Judson
	Los Angeles	1121 S. Hill St. Prospect 4118	H. H. Chase
Barrons Adv. Co. Inc.	Kansas City	Kirkwood Bldg. Harrison 7730	J. M. Eynon
Jimmie Barry-Adv.	Fort Smith, Ark.	Goldman Hotel Bldg. 7069	Jimmie Barry N. B. Crutchfield
G. M. Basford Co.	New York	60 East 42d St. Murray Hill 2-8200	George J. Sherwin
	Cleveland	Leader Bldg. Cherry 0090	W. S. Leech
Bass Luckoff Inc.	Detroit	Lafayette Bldg. Randolph 0707	Louis H. Luckoff Samuel R. Heymann Felix Hower
Joseph Batt & Co.	St. Louis	317 N. 11th St. Central 4447	Joseph Batt
Batten, Barton, Durstine & Osborn Inc.	New York	383 Madison Ave. Eldorado 5-5800	Arthur Pryor, Jr. C. E. Midgley, Jr.
	Boston	178 Tremont St. Hubbard 0430	Frank Baldwin
	Pittsburgh	Grant Bldg. Grant 8060	Ralph Failor
	Chicago	221 N. LaSalle St. Central 7808	J. C. Lieb
	Buffalo	Rand Bldg. Cleveland 7915	Carleton Davis
	Minneapolis	Northwestern Bldg. Atlantic 4575	Taylor M. Mills George E. Bliss
Adrian Bauer Adv. Agency	Philadelphia	Architects Bldg. Rittenhouse 4331	Henry Haas Adrian Bauer
	New York	22 E. 41st St. Caledonia 5-4031	O. J. Hartwig
Bauerlein Inc.	New Orleans	Hibernia Bldg. Raymond 8601	G. W. Bauerlein Sara Pane
Bayless-Kerr Co.	Cleveland	Hanna Bldg. Main 0917	Richard S. Rimonoczy Neville Bayless
Beacon Adv. Agency	New York	48 W. 48th St. Bryant 9-1951	P. J. Funt
Beaumont & Hohman Inc.	Cleveland	815 Superior Ave. Cherry 3658	T. R. McCabe
	Chicago	6 N. Michigan Ave. Central 7144	H. A. Hohman Guy Davis
	Seattle	2d Ave. & Marion St. Seattle 0956	S. Schlenther
	Omaha	1502 Farnam St. Atlantic 0369	Nelson Carter
	Atlanta	32 Peachtree St. N. W. Walnut 8633	J. L. Laube
	Kansas City	1012 Baltimore Ave. Harrison 4861	C. O. Puffer
	Dallas	1905 Elm St. 2-5388	Paul H. Leech
	Los Angeles	555 S. Flower St. Trinity 8183	W. C. Beaumont
	San Francisco	220 Montgomery St. Garfield 0848	H. D. Cayford A. W. Scott
Beecher Adv. Co.	St. Louis	1706 Olive St. Garfield 0661	Joseph Maxwell Edward Beecher
Sterling Beeson Inc.	Toledo	Second National Bank Bldg. Main 5815	Sterling Beeson
Behl & Waldie	Chicago	400 W. Madison St. Central 0610	B. D. Waldie
Karl G. Behr Agency	Detroit	Book Bldg. Cadillac 1088	C. Huber Karl G. Behr
Bennett Ads	High Point, N. C.	Security National Bank Bldg. 2991	Harold C. Bennett R. S. Williamson
Benson & Dall Inc.	Chicago	360 N. Michigan Ave. Star 2771	R. J. Deoley
Benson & Parker	Louisville	M. Dowell Bldg.	
Benton & Bowles Inc.	New York	441 Madison Ave. Wickersham 2-0400	Chester B. Bowles Tom Rowen
Birmingham Cashman & Parr Inc.	New York	136 East 90th St. Lexington 2-7759	
H. C. Berrater Adv. Agency	Los Angeles	555 S. Flower St. Mutual 12-1	H. C. Berrater W. L. Grant
Cerrald S. Beske Agency	Minneapolis	Peoria Bldg. Cerrald 3171	Cerrald S. Beske
Les S. Bispeul Adv. Agency	Chicago	664 N. Michigan Ave. Delaware 1815	Les S. Bispeul



"Advertising Who's Who"

**DON'T WONDER!
KNOW** the advertisers that
use Radio and those that do not

Standard Advertising Register is the only advertising Directory service that has exclusively access to information both on Spot and Network radio advertising, making it possible to indicate the national advertisers using Radio. That is important but only part of the story; it lists over 9500 national advertisers, giving the personnel of each, the advertising agency placing the account, time of year when advertising plans are made and other data of real sales promotion value.

There is no time like the present to investigate a service that offers such real sales building possibilities... Let us tell you more about it.

Write our nearest office

National Register Pub. Co.
330 W. 42nd St. 333 N. Michigan Ave.
New York Chicago

**STANDARD
ADVERTISING
REGISTER**

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

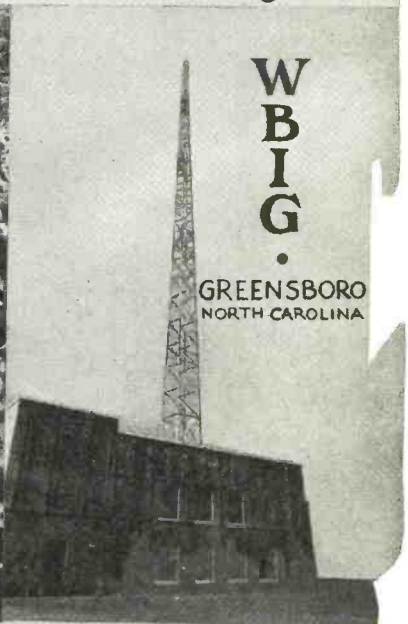
B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Biow Co. Inc.	New York	444 Madison Ave. Wickersham 2-2200	Milton Biow Miss R. Schuebel George Brown Charles Martin
Bisberne Adv. Co. Inc.	Chicago	58 E. Washington St. Randolph 1111	R. Bernstein
Blackett-Sample-Hummert Inc.	Chicago	221 N. LaSalle St. Dearborn 0900	Robert S. Hotz Earl Towner
	New York	247 Park Ave. Wickersham 2-2701	George C. Tormey Mrs. Anne Ashen- hurst Hummert
Blackman Adv. Inc.	New York	630 Fifth Ave. Circle 6-2800	John McMillin Roy Shults
	Cincinnati	Gwynne Bldg. Parkway 6961
Blaker Adv. Agency Inc.	New York	120 E. 41st St. Caledonia 5-7351	Henry B. Sell
Adolph L. Bloch Adv. Agency	Portland, Ore.	108 N. W. Ninth Ave. Broadway 5664	Bob Hargreaves
Chas. Blum Adv. Corp.	Philadelphia	1120 Spruce St. Pennyacker 4424	Edward A. McCay Walter W. Michener Charles Blum
Bolton Adv. Agency	Youngstown, O.	Box 537 2-3604	Paul H. Bolton
Booth-Pelham & Co., Inc.	Shreveport, La.	Slattery Bldg. 2-2834	Burch Lee Jr.,
W. Earl Bothwell Agency	Pittsburgh	Standard Life Bldg. Court 1488	W. Earl Bothwell Charles Pettengill
Botsford, Constantine & Gardner	Portland, Ore.	115 S. W. Fourth Ave. Atwater 9541	Miss F. Coy Kendall
	Seattle	Second Ave. Bldg. Elliott 3523	C. P. Constantine
	San Francisco	Russ Bldg. Kearny 7565	Joseph Sill
	Los Angeles	Roosevelt Bldg. 6000	Caryl Coleman

B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
P. D. Bowley, Adv.	Battle Creek, Mich.	Brombera Bldg. 2-4368	P. D. Bowley
Bowman & Block Inc.	Buffalo	Rand Bldg. Washington 0137	A. A. Bowman
Luckey Bowman Inc.	New York	Empire State Bldg. Chickering 4-5448	Martin Munzer, Jr.
Bowman, Deute, Cummings, Inc.	San Francisco	215 Market St. Sutter 4933	Edward E. Brodie
	Los Angeles	714 W. Olympic Blvd. Prospect 9221	
	New York	522 Fifth Ave. Murray Hill 2-0392	
	Washington, D. C.	Rust Bldg. National 8508	
	Honolulu, T. H.	Dillingham Bldg. 6156	
J. Clement Boyd Inc.	Montclair, N. J.	14 S. Park St. 2-8360	J. Clement Boyd
	New York	205 E. 42d St. Murray Hill 4-6406	
Bozell & Jacobs Inc.	Chicago	122 S. Michigan Ave. Wabash 1546	Nathan E. Jacobs
	Houston	Mason Bldg. Preston 0346	D. C. Schnabel
	Indianapolis	Traction Term. Bldg. Lincoln 5131	Glendon Williams
	Omaha	Electric Bldg. Jackson 2261	Charles Orr
Brandt Adv. Co.	Chicago	400 W. Madison St. Franklin 2870	C. T. Beall
J. Carson Brantley Adv. Agency	Salisbury, N. C.	W. Innes St. 371	J. Carson Brantley A. N. Cheney
Brearley Service Org.	New York	7 East 44th St. 2100-50	Henry R. Gall

The Golden Leaf brings millions of dollars to this rich and populous section of North Carolina each year



Sixty-five per cent of all the domestic cigarettes are made within fifty miles of W B I G 's transmitter!

In WICHITA

K A N S

• ALL SPORTS:

Football
Hockey
Wrestling
Baseball
Basketball



• NEWS:

United Press
Transradio
Local—every
hour on the
hour.



• PERSONNEL:

Six good
announcers.
Total staff
of 24.



HERB HOLLISTER

General Manager

JACK TODD

Program Director

Studios and Transmitter

Hotel Lassen
Wichita

Representatives:
Ferguson & Aston

DIRECTORY OF AGENCIES

B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Murray Breese Associates Inc.	New York	18 East 41st St. Ashland 4-2336	Monte Breese
	Chicago	919 N. Michigan Ave. Superior 0706	John M. Nixon
Breniser & Co.	Philadelphia	257 S. 21st St. Rittenhouse 2842	Ross D. Breniser
Bresnick & Solomont,	Boston	178 Tremont St. Liberty 4732	Oscar Bresnick
Brewer-Weeks Co.	San Francisco	564 Market St. Douglas 8235	Fred T. Weeks W. A. Brewer
Briggs & Varley, Inc.	New York	14 E. 48th St. Wickersham 2-8534	Harry Varley
Brinckerhoff, Inc.	Chicago	540 N. Michigan Ave. Delaware 1185
Emil Brisacher & Staff	San Francisco	Crocker Bldg. Garfield 0276	A. McKie Donnan Charles Gabriel Robert T. Van Norden Emil Brisacher
	Los Angeles	Petroleum Securities Bldg. Prospect 9368	Robert J. Davis
Broadcast Adv., Inc.	Boston	8 Newberry St. Kenmore 0854	James E. Murley J. J. Manning
Clifford F. Broeder	St. Louis	7171 Manchester Ave. Hiland 6664	Robert F. Fenwick
Bromberg Adv. Agency	Brooklyn	90 Livingston St. Triangle 5-1250	Frank Bromberg
Brooke, Smith & French, Inc.	Detroit	82 E. Hancock Ave. Columbia 0860	H. H. Ohlmacher
Brooke, Smith, French & Dorrance Inc.	New York	247 Park Ave. Eldorado 5-0510	William Englehart
Bernard M. Brooks Adv.	San Antonio	Insurance Bldg. Fannin 5402	Bernard M. Brooks
D. P. Brother & Co., Inc.	Detroit	General Motors Bldg. Trinity 2-8250	Carl George, Jr.
	Los Angeles	2222 S. Figueroa St. Morningside 18208	Willard S. Wood
	Portland, Oregon	13th & Burnside	L. F. Carlson
E. H. Brown Adv. Agency	Chicago	140 S. Dearborn St. State 9384	J. B. Allen E. H. Brown
Brown & Tarcher Inc.	New York	630 Fifth Ave. Circle 6-2626	William Larcombe
Franklin Bruck Adv. Corp.	New York	1270 Sixth Ave. Circle 7-7661	M. Heineman M. J. Kleinfeld
Buchanan-Thomas Adv. Agency	Omaha	412 S. 19th St. Atlantic 2125	C. C. Buchanan L. H. Thomas G. H. Lindley
Buchen Co.	Chicago	400 W. Madison St. Randolph 9305	Howard W. Rose
J. C. Buckneridge & Co. Inc.	Detroit	Book Bldg. Cherry 42-18	Louis Duncan Ray
Budke-Connell Adv. Agency	St. Louis	1127 Pine St. Central 2988	L. H. Budke
Burnet-Kuhn Adv. Co.	Chicago	520 N. Michigan Ave. Superior 3800	Francis J. Woods
Leo Burnett Co. Inc.	Chicago	360 N. Michigan Ave. Central 5959	Joseph Ainley Strother Cary
Charles L. Burns & Associates	Cleveland	Hotel Hollenden Main 0654	Charles L. Burns
Burns-Hali Adv. Agency	Milwaukee	757 N. Broadway Marquette 4464	Charles H. Hall
Richard C. Bush Adv. Agency	Dallas	Great National Bldg 2-7522	Richard C. Bush
John L. Butler Co.	Philadelphia	7th & Chestnut Sts. Lombard 6285	John L. Butler
Bert Butterworth Agency	Los Angeles	407 East Pico Blvd. Prospect 3024	Bert Butterworth
Byer & Bowman Inc.	Columbus, O.	329 East Broad St. Main 3276	Joel M. Burghalter, Herbert Byer
C			
Harold Cabot & Co. Inc.	Boston	24 Milk St. Hancock 7599	Harold Cabot
Cahill Adv. Co.	San Francisco	Pacific Bldg. Douglas 8974	H. J. Lobner
Cahn Miller & Nyburg Inc.	Baltimore	413 N. Charles St. Vermon 4411	C. LeRoy Miller

TUNE IN ON BUYERS OF TIME

The MCKITTRICK DIRECTORY of ADVERTISERS contains some 10,000 listings of National Advertisers. Name and address is given along with business, products and trade names. The personnel given includes president, vice-presidents, secretary, treasurer, sales and advertising managers, sales promotion manager, purchasing agent, buyers of printing. Also the advertising agency placing the account and the name of the man at the agency handling the account.

Annual Appropriations

Magazine, farm paper and radio expenditures are given in many instances.

Geographical Directory

This directory is arranged alphabetically under states and cities. Every week subscribers are sent corrections in the form of pasters which are inserted in the book over the previous information.

Classified Directory

This directory lists the national advertisers under fifty-eight classifications—automotive, foods, medical, toilet preparations, etc. Monthly supplements keep this directory up-to-date.

Agency List

is issued three times a year. This publication contains a most comprehensive list of advertising agencies, their personnel, addresses, branch offices and accounts they handle.

Send for particulars—
no obligation

**GEORGE MCKITTRICK
& COMPANY**

108 Fulton St., New York
Since 1899

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Caldwell-Baker Co.	Indianapolis	Merchants Bank Bldg. Lincoln 8414	Ellis J. Baker
Calhoun Adv. Agency	Denver	Colorado Bldg. Main 5059	B. A. Ohlander
Calkins & Holden	New York	247 Park Ave. Wickersham 2-6900	F. J. Fitzgerald R. P. Clayberger J. J. Griffin
Callaway Associates Inc.	Boston	210 Lincoln St. Hancock 9471	Morris Susman
D. T. Campbell Inc.	Chicago	222 W. Adams St. State 2713	D. T. Campbell
W. Austin Campbell Co.	Los Angeles	542 S. Broadway Michigan 3875	W. Austin Campbell
Campbell-Durham-Von Olm Co.	Chicago	3918 Broadway Wellington 0431	Herbert Stanley
Campbell-Ewald Co. Inc.	Detroit	General Motors Bldg. Trinity 2-6200	Garfield C. Packard
	Chicago	230 N. Michigan Ave. Central 1946	Norman Sharrock
	Washington	Transportation Bldg. Metropolitan 5670	J. D. Singer
	Portland, Ore.	Pitcock Bldg. Broadway 1441	Richard Byrne
	San Francisco	Claus Spreckels Bldg. Douglas 5670	R. V. Dunne
	Los Angeles	714 W. Olympic Blvd. Prospect 1275	Steven S. Arnett
Campbell-Ewald Co. of New York	New York	1790 Broadway Circle 7-6383	Kenneth Young M. A. Hollinshead
Campbell-Mithun Inc.	Minneapolis	Northwestern Bank Bldg. Atlantic 3231	Ralph B. Campbell
Campbell-Sanford Adv. Co.	Cleveland	Farley Bldg. Prospect 4391	L. J. Kraft
	New York	342 Madison Ave. Murray Hill 2-8397	Fred W. Koenig
	Chicago	608 S. Dearborn St. Wabash 6770	S. Geasey
	Toledo, O.	1922 Lanwood St. Adams 8623	R. L. Sisson
Capitol Adv. Service	New York	370 7th Ave. Pennsylvania 6-6459	Charles Blumenstock
Caples Co.	Chicago	225 E. Erie St. Superior 6016	W. E. Gibson
	New York	230 Park Ave. Vanderbilt 3-8131	Albert Woodley
	Omaha	1416 Dodge St. Jackson 1197
Carlson Adv. Agency	Pittsburgh	Investment Bldg. Atlantic 4672	A. G. Carlson
Carpenter Adv. Co.	Cleveland	Citizens Bldg. Main 1570	F. F. Lamorelle A. J. Carpenter Harm White
Carter, Jones & Taylor	South Bend, Ind.	Associates Bldg. 4-7474	L. J. Carter Ralph E. Jones
Carter-Thomas Co. Inc.	Philadelphia	1701 Walnut St. Rittenhouse 5959	Samuel Lewis
Charles R. Cassidy	Philadelphia	1211 Chestnut St. Rittenhouse 2127	Charles R. Cassidy
Cecil, Warwick & Cecil Inc.	New York	230 Park Ave. Murray Hill 2-7896	J. H. McKee
	Richmond, Va.	Morris Plan Bank Bldg. 3-5547	J. H. McKee
Central Adv. Corp.	Indianapolis	Board of Trade Bldg. Lincoln 7648	G. Vance Smith
Chambers & Wiswell Inc.	Boston	38 Newbury St. Commonwealth 5860	George Chambers George Wiswell
Cleveland A. Chandler	Allston, Mass.	61 Brighton Ave. Stadium 4466	Cleveland ler
Chappelow Adv. Co. Inc.	St. Louis	3615 Olive St. Jefferson 0700	Glen W. Hutchinson
Nelson Chasman Co.	Chattanooga	Hamilton Trust Bldg. 6-4944	Henry Tritschler
Chicago Union Adv. Agency Inc.	Chicago	20 W. Jackson St. Wabash 5732	Simon Levin
Church-Green Co.	Boston	240 Boylston St. Kenmore 5440	Charles Beckwith
R. W. Clark Adv. Agency	Akron	31 N. Summit Franklin 5113	R. W. Clark

C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
C. P. Clark Inc.	Nashville	2411 West End Ave. 4-8133	C. P. Clark C. U. Coggin B. P. Gregory
E. A. Clarke Co.	Philadelphia	305 Chestnut St. Lombard 4037	E. A. Clarke
Clements Co. Inc.	Philadelphia	1601 Chestnut St. Rittenhouse 0236	A. West
Robert M. Clutch Co.	Philadelphia	121 N. Broad St. Rittenhouse 9805
Cole's Inc.	Des Moines	720 Grand Ave. 4-0029	Robert S. Cole
Harold I. Collen Adv. Agency	Chicago	160 N. LaSalle St. Franklin 4427	Harold I. Collen
Wendell P. Colton Co.	New York	122 East 42d St. Ashland 4-7434	E. B. Van Hook W. J. McDonald P. J. McAward
Russell C. Comer Adv. Co.	Kansas City	101 W. 11th St. Harrison 8963	Russell C. Comer Mervin B. Cooksey
	Chicago	504 N. Michigan Ave. Superior 2541	Roy A. Sorensen Frank Baker, Jr.
Commercial Radio Service Adv. Agency	New York	30 Rockefeller Plaza Columbus 5-0771	F. Guarani
Commonwealth Adv. Agency	Boston	38 Chauncy St. Hubbard 0230	George J. M. Riseman W. Cort Treat
Cendon Co. Inc.	Tacoma, Wash.	Washington Bldg. Main 3483	John Condon
Andrew Cone Agency	New York	350 Fifth Ave. Pennsylvania 6-4492	Frederick H. Cone Arthur R. Griswold
Conner Adv. Agency Inc.	Denver	1523 Welton St. Keystone 5351	Max Goldberg
S. A. Conover Co.	Boston	75 Federal St. Hancock 4769	Albert H. Cline
Continental Adv. Service	Boston	47 Portland St. Capitol 0120	Abraham Levey
Conlidge Adv. Co.	Des Moines	Insurance Exchange Bldg. 3-5195	Paul Blakemore R. H. Cary Henry J. Kroeger
Cooperative Adv. Inc.	Tulsa, Okla.	Petroleum Bldg. 3-9398	Edwin Reeser
Cotter Adv. Agency	Boston	126 Boylston St. Hancock 2424	James Cotter
Cowan & Dengler Inc.	New York	30 Rockefeller Plaza Circle 7-6190	Helen B. Donovan
Frank E. Cox & Staff	Oakland, Cal.	350 17th St. Higate 0323	Frank E. Cox Fred G. Cox
Cramer-Krasselt Co.	Milwaukee	733 N. Van Buren St. Daly 3500	J. E. Giebish H. T. Enns A. J. Spoerl
	Detroit	Penobscot Bldg. Cherry 4451	Norwood D. Craig- head
	Los Angeles	411 W. Fifth St. Mutual 4670
Theodore B. Creamer	Los Angeles	Higgins Bldg. Michigan 4147	Charles L. Hotchkiss
Critchfield & Co.	Chicago	720 N. Michigan Ave. Superior 3061	S. S. Smith, Jr.
Critchfield-Graves Co.	Minneapolis	Radisson Hotel Atlantic 4531	Ivan H. Graves H. M. Thompson Wallace Stone
Crook Adv. Agency	Dallas	Southwestern Life Bldg. 2-2076	Wilson W. Crook
Samuel C. Croot Co. Inc.	New York	28 West 44th St. Bryant 9-2588	D. B. Brand
Crossley & Wicker Inc.	Portland, Ore.	Oregonian Bldg. Atlantic 0772	D. L. Gordon
Crowley-LaBrum Inc.	Philadelphia	2014 Franklin Tr. Bldg. Locust 2162	G. F. Crowley
Croyden Adv. Agency Inc.	New York	18 E. 41st St. Ashland 4-6508	Saul Kamps
T. L. Curtis Adv.	Utica, N. Y.	250 Genesee Bldg. 2-8583	T. L. Curtis
Charles J. Cutajar Adv.	New York	19 E. 47th St. Plaza 3-0726	John E. Weik

D

Dake Adv. Agency Inc.	San Francisco	Rialto Bldg. Sutter 2403	L. E. Dake Fred W. Rea
Dako Adv. Agency	Minneapolis	300 Nicollet Ave. Main 9162	Walter Heynacher

DIRECTORY OF AGENCIES

D—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
George W. Danielson—Adv.	Providence, R. I.	15 Westminster Dexter 5312	C. Arthur Braitsch
D Arcy Co	Memphis	Farnsworth Bldg. 6-1828	John D. D'Arcy
D'Arcy Adv. Co.	St. Louis	Missouri Pacific Bldg. Central 6700	Felix W. Coste
	New York	515 Madison Ave. Eldorado 3-3765	Felix W. Coste
	Atlanta	310 North Ave., N. W. Hemlock 7608	
	Cleveland	Terminal Tower Cherry 0158	
Jimm Daugherty Inc.	St. Louis	211 N. Seventh St. Main 0790	J. B. Simpson
David Inc.	St. Paul	First National Bank Garfield 3872	C. Churchill John C. Fabbrini
Ernest Davids Inc.	New York	347 Madison Ave. Vanderbilt 3-7077	
Ed Davidson Agency	San Diego, Cal.	530 Broadway Franklin 3627	Ed Davidson
W. H. Davis, Adv.	Asheville, N. C.	Arcade Bldg. 1245	W. H. Davis
Robert B. Davis	Cedar Rapids, Ia.	330 29th St. Drive 2-5032	Robert B. Davis
Ben Dean Adv. Agency	Grand Rapids	Houseman Bldg. 8-0666	Ben Dean
De Biasi Adv. Agency Inc.	New York	51 Chambers St. Worth 2-7093	A. De Biasi
John L. de Brueys Agency	Houston	Ben Milam Hotel Capitol 2241	
DeForest Merchandising Bureau	Springfield, Mass.	31 Elm St. 2-7850	
De Garmo Corp.	New York	30 Rockefeller Plaza Circle 7-1085	Louis De Garmo
Denhard-Pfeiffer & Wells	New York	114 E. 32d St. Caledonia 5-0667	Joseph C. Pfeiffer
DeRouville Adv. Agency	Albany, N. Y.	11 N. Pearl St. 3-3051	George S. DeRouville
D'Evelyn & Wadsworth Inc.	San Francisco	Kohl Bldg. Garfield 8267	Leland L. Levinger
J. H. Diamond & Co.	San Francisco	530 Market St. Garfield 7700	J. H. Diamond
Dickie-Raymond Inc.	Boston	80 Broad St. Hancock 3360	E. Wright Thomson
Dicklow Adv. Agency	Dallas	Thomas Bldg. 2-8295	Irene Scott Dicklow
Diener & Dorskind Inc.	New York	147 W. 121 St. Bryant 9-8300	N. A. Diener
Frank E. Dodge & Co.	Providence, R. I.	Industrial Trust Bldg. Dexter 2470	Richard Lewis William E. Dodge
Elmer H. Doe Adv. Agency	Louisville	Martin Brown Bldg. Wabash 3193	Elmer H. Doe Warwick Anderson
Ralph L. Dombrower Co. Inc.	Richmond, Va.	210 E. Franklin St. 3 1113	E. I. Wallerstein Miss Beaula Gregory
Donahue & Coe Inc.	New York	1270 Sixth Ave. Columbus 5-4252	Ellis W. Gladwin, Jr.
Lee E. Donnelley Co.	Cleveland	Union Trust Bldg. Main 5194	Lee E. Donnelley
Dorémus & Co.	New York	120 Broadway Rector 2-1600	Clifford B. Reeves
	San Francisco	425 Bush St. Garfield 6688	Frank J. Kihm
	Los Angeles	811 W. Seventh St. Trinity 8821	Ronald C. Brindley
	Chicago	208 S. LaSalle St. Central 9132	H. R. Henderson
	Boston	50 Congress St. Hubbard 1510	Louis W. Munro
	Philadelphia	1520 Sanson St. Rittenhouse 0925	William Reid
Dorland International Inc.	New York	RCA Bldg. Circle 7-1360	(Branches in 63 countries)
Dorsey Adv. Agency Inc.	Philadelphia	Bulletin Bldg. Locust 5547	H. S. Lamb
Charles F. Dowd Inc.	Toledo	Rlehardson Bldg. Main 5893	Charles F. Dowd E. F. Goldbach
Dowd & Ostreicher Inc.	Boston	137 Newberry St. Commonwealth 1941	John C. Dowd Bernard F. Ostreicher D. W. Norris

KOMO

RED NETWORK

KJR

BLUE NETWORK

SEATTLE'S PIONEER RADIO STATIONS Dedicate NEWER and FINER FACILITIES!

Radio history was made in Seattle, Washington, on November 15, 1936, when these two major stations started sending out their separate signals . . . over the same tower—and within 50 kilocycles of each other.

New Equipment . . .

KOMO-KJR also completed the installation of two new RCA 5,000-watt High Fidelity transmitters with a 570-foot Truscon self-supporting vertical radiator—the tallest self-supporting tower in the United States.

Increased Coverage . . .

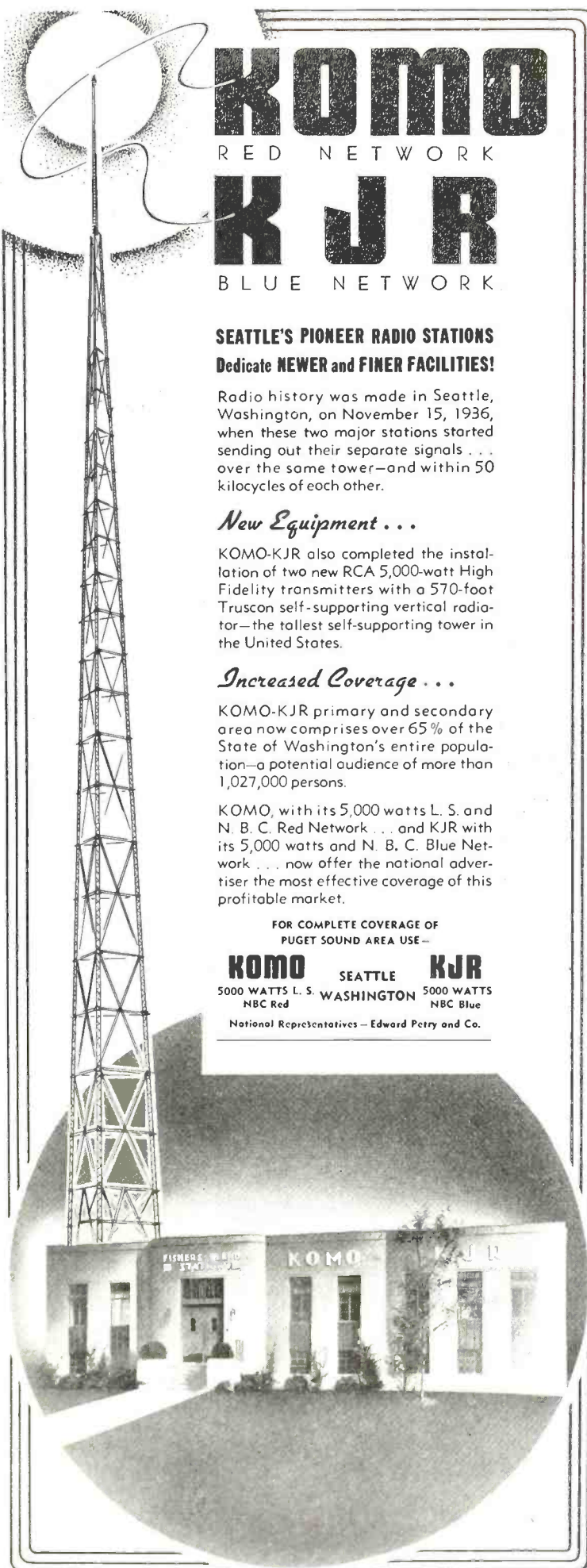
KOMO-KJR primary and secondary area now comprises over 65% of the State of Washington's entire population—a potential audience of more than 1,027,000 persons.

KOMO, with its 5,000 watts L. S. and N. B. C. Red Network . . . and KJR with its 5,000 watts and N. B. C. Blue Network . . . now offer the national advertiser the most effective coverage of this profitable market.

FOR COMPLETE COVERAGE OF
PUGET SOUND AREA USE—

KOMO SEATTLE **KJR**
5000 WATTS L. S. WASHINGTON 5000 WATTS
NBC Red NBC Blue

National Representatives—Edward Petry and Co.



DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

D—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Monroe F. Dreher Inc.	Newark	951 Broad St. Mitchell 2-7916	Monroe F. Dreher W. Clements Bentley
John Driscoll Adv. Agency	Los Angeles	541 S. Spring St. Madison 6272	John Driscoll
Driver & Co.	Omaha	Redick Tower Jackson 4640	Fred J. Driver, Jr.
Jim Duffy Inc.	Chicago	111 W. Washington St. Randolph 4827	James A. Duffy V. L. Scantlin
John H. Dunham Co.	Chicago	333 N. Michigan Ave. State 0611	A. J. Engelhardt John A. Drake

E

Eastman, Scott & Co. Inc.	Atlanta	Mortgage Guarantee Bldg. Walnut 9642	E. Gerry Eastman
Eddy-Rucker-Nickels Co.	Cambridge, Mass.	1400 Massachusetts Ave. Kirkland 4284	Henry O. McCracken
Editorial Service Inc.	Milwaukee	741 N. Milwaukee St. Daly 6848	David K. Steenbergh
Ehlinger & Higgs Inc.	Tulsa, Okla.	608 S. Boston Ave. 4 2628	Stanley J. Ehlinger
Elliott Adv. Agency	Boston	470 Stuart St. Kenmore 7974	Roy D. Elliott
A. W. Ellis	Boston	24 School St. Capital 1844	A. W. Ellis
Ellis Adv. Co.	Buffalo	3053 Main St. University 4591	Henry Well
Joseph Ellner Co.	New York	331 Fourth Ave. Stuyvesant 9-0537	Samuel Ellner
Emery Adv. Co. Inc.	Baltimore	Baltimore Life Bldg. Plaza 7440	Herbert Schuckle
F. A. Ensign Adv. Agency	Pittsburgh	Koppers Bldg. Atlantic 4028	William C. Arther
Dade B. Epstein Adv. Agency	Chicago	202 S. State St. Harrison 8893	Dade B. Epstein
S. M. Epstein Co.	Detroit	Industrial Bank Bldg. Cadillac 7760	Norman R. Thal G. Lionel Willens
Equity Adv. Agency Inc.	New York	113 W. 42d St. Bryant 9-0060	
Erwin, Wasey & Co. Inc.	New York	420 Lexington Ave. Mohawk 4 8700	Lewis R. Amis
	Philadelphia	Packard Bldg. Locust 1225	J. E. Burns
	Chicago	230 N. Michigan Ave. Randolph 4952	Holland Engel
	Minneapolis	Security Bldg. Atlantic 1233	R. E. Pendergast
	Los Angeles	Petroleum Security Bldg. Prospect 5317	H. A. Stebbins
	Seattle	Skinner Bldg. Main 6435	N. Christiansen
	San Francisco	333 Montgomery St. Exbrook 7004	Louis Honig, Jr.
Essig Co. Ltd.	Los Angeles	1121 S. Hill St. Prospect 4381	J. B. Shaw
Wm. Esty & Co. Inc.	New York	100 E. 42d St. Caledonia 5-1900	John C. Esty Harry Holcombe Almon Taranto
	Hollywood	6253 Hollywood Blvd. Hillside 7331	Sam Moore
Albert Evans Adv. Agency	Fort Worth	Dan Waggoner Bldg. 2-4184	Albert Evans, Jr.
Lloyd Evans Adv. Agency	Los Angeles	524 S. Spring St. Madison 6606	Lloyd Evans

F

Fairall & Co.	Des Moines	Capitol Theatre Bldg. 3-5255	L. R. Fairall C. R. Dudley
H. W. Fairfax Adv. Agency Inc.	New York	19 E. 47th St. Plaza 3-1966	Phil J. Everest Janice Hamilton
James F. Fay, Advertising	Boston	Statler Bldg. Hubbard 1225	James F. Fay
Federal Adv. Agency	New York	444 Madison Ave. Eldorado 5-6400	George Comtois Joseph Hill
Fehling & Jourdet Inc.	Philadelphia	1524 Chestnut St. Rittenhouse 5152	Louis A. Fehling
Harry Feigenbaum Adv. Agency	Philadelphia	Widener Bldg. Locust 0643	David Werman Ralph Hart

F—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Courtland D. Ferguson Inc.	Washington	National Press Bldg. National 8794	Courtland D. Ferguson
	Baltimore	Lexington Bldg. Calvert 6584	Jon Embretsen
Ferry-Hanly Co.	New York	500 Fifth Ave. Longacre 5-6000	Edward Rotan
	Chicago	111 W. Monroe St. Central 8333	William K. Grimm
	Kansas City	911 Walnut St. Harrison 4890	Newton Cross
Lawrence G. Fertig & Co.	New York	150 Madison Ave. Murray Hill 4-8300	Miss Elsie Meyer Henry Bretzfeld
Robert G. Fields & Co.	Nashville, Tenn.	Bennie-Dillon Bldg. 6-1977	R. G. Fields G. M. Yarborough
First United Broadcasters	Chicago	201 N. Wells St. Randolph 7800	Hugh Rager
Firestone Adv. Agency	St. Paul	Pioneer Bldg. Cedar 3138	Allan L. Firestone W. H. Wharton
	Minneapolis	Wesley Temple Bldg Main 3925	Maurice Wolf
Flahler, Zealand & Co. Inc.	New York	2 W. 45th St. Vanderbilt 3-6752	Leon Kelley N. J. Brooks W. Arthur Lee
Fitzgerald Adv. Agency Inc.	New Orleans	833 Howard Ave. Raymond 5194	Joseph L. Killeen Temple H. Black
John B. Flack Adv. Agency	Syracuse, N. Y.	527 S. Warren St. 2-3129	Lou B. Chisamore
Flagler Adv. Inc.	Buffalo	73 W. Eagle St. Cleveland 0925	M. I. Flagler
James R. Flanagan Adv. Agency	New York	505 Fifth Ave. Vanderbilt 3-9883	James R. Flanagan
Fletcher & Ellis Inc.	New York	500 Fifth Ave. Lackawanna 4-3570	Jerry Cady
	Detroit	Penobscot Bldg. Cadillac 7870	Carleton Healy
	Chicago	141 W. Jackson Blvd. Harrison 8612	Richard Barrett
	Los Angeles	1709 W. 8th St. Federal 9111	Chet Crank
Floortraffic Service	San Francisco	219 Fremont St. Garfield 5232	John B. Parsons
Richard A. Foley Adv. Agency Inc.	Philadelphia	1616 Walnut St. Kingsley 1560	Lawrence I. Everling
Foltz-Weissinger Inc.	Lancaster, Pa.	26 W. Orange St. 2-4183	F. S. Foltz
Ford, Browne & Mathews	Chicago	100 E. Ohio St. Delaware 3800	R. H. G. Mathews
Foster & Davies Inc.	Cleveland	Keith Bldg. Cherry 5792	S. R. Boal
R. F. Foulk Adv. Agency	Pittsburgh	331 Fourth Ave. Court 4385	R. F. Foulk
Don F. E. Fox	Utica, N. Y.	Paul Bldg. 4-0313	Don F. E. Fox
Martin Fox & Co.	New York	1440 Broadway Lackawanna 4-1705	Martin Fox Irwin O. Cohen
Fox & McKenzie	Philadelphia	1214 Locust St. Pennypacker 0531	W. A. Fox J. B. MacKenzie
Albert Frank-Guenther Law Inc.	New York	131 Cedar St. Courtland 7-5060	Robert J. Herts
	Boston	10 Post Office Square Hancock 5900	L. A. Monzert
	Philadelphia	Packard Bldg. Rittenhouse 3917	William Ingold
	Chicago	1 LaSalle St. Dearborn 8910	Geo. Knott
	San Francisco	111 Sutter St. Sutter 2522	Vincent Beschel
	London, England	Cable "Frankini- London" Metropolitan 1571	F. D. Oakley
Frankie-Wilkinson-Schiwetz Inc.	Houston	704 Cotton Exchange Capital 0168	Joe B. Wilkinson P. C. Franke, Jr. D. K. Williams
Frankel-Rose Co.	Chicago	43 E. Ohio St. Superior 0707	Herbert M. Alexander
Franklin Adv. Service	Boston	234 Boylston St. Kenmore 4664	Melvin B. Summer- field
Freitag Adv. Agency Inc.	Atlanta	Standard Bldg. Walnut 3493	A. L. Malone
	Chicago	85 E. Wacker Drive Central 5771	G. E. Thompson

DIRECTORY OF AGENCIES

F—(Continued)

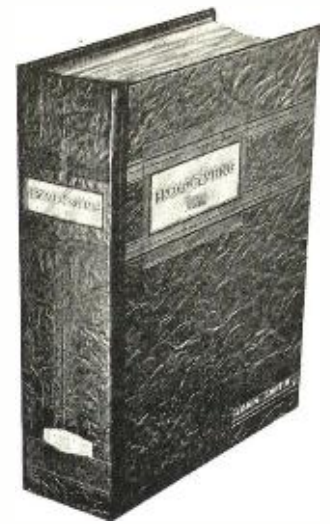
Agency	City	Address Telephone Number	Executives In Charge of Radio
Oakleigh R. French Inc.	St. Louis	4235 Lindell Blvd. Newstead 0037	M. Shaunty
Morton Freund-Adv.	New York	400 Madison Ave. Wickersham 2-7985	Martin Willsted
Charles Daniel Frey Co.	Chicago	333 N. Michigan Ave. State 8161	L. F. Triggs
E. M. Freystadt Associates Inc.	New York	570 Lexington Ave. Plaza 3-1253	E. M. Freystadt
Jean Scott Frickelton Adv. Agency	San Francisco	180 New Montgomery Douglas 6565	Jean Scott Frickelton
Friend Adv. Agency	New York	220 W. 42d St. Wisconsin 7-4708	D. E. Friend
Friend-Weiner Adv. Co. Inc.	New York	233 Broadway Cortland 7-5350	Ernest H. Wiener Mitchell E. Friend
Frizzell Adv. Agency	Minneapolis	Plymouth Bldg. Main 1915	F. L. Frizzell
Harry M. Frost Co. Inc.	Boston	260 Tremont St. Liberty 0813	Karl M. Frost Harvey P. Newcomb
Fuller & Smith & Ross Inc.	New York	444 Madison Ave. Eldorado 5-5750	George J. Podyen
	Cleveland	1501 Euclid Ave. Cherry 7700
Arthur H. Fulton Co. Inc.	New York	420 Lexington Ave. Mohawk 4-2043	A. H. Fulton, Jr.
Fulton, Horne, Morrissey Co.	Chicago	612 N. Michigan Ave. Delaware 5430	E. H. Morrissey
Furman-Gold Co.	New York	1123 Broadway Chelsea 3-8698

G

Gale & Pietsch Inc.	Chicago	333 N. Michigan Ave. State 9570	A. L. Gale Walter G. Pietsch
Gallagher & Muir Inc.	Philadelphia	21 S. 12th St. Rittenhouse 1457	J. T. Gallagher Frank L. Swaab John M. Muir
Gamble & Co. Ltd.	Chicago	209 S. LaSalle St. Randolph 7111	T. S. Gamble
Gans Adv. Agency	Newark	810 Broad St. Market 5680	F. Kurland
Gardner Adv. Co.	St. Louis	St. Louis Mart Garfield 2915	Charles E. Claggett
	New York	330 West 42d St. Bryant 9-0800	Roland Martini
	Louisville, Ky.	Heyburn Bldg. Jackson 5326	Warren Schwegel
	West Coast offices—(See Botsford, Constantine & Gardner)		
Sidney Garfinkel Adv. Agency	San Francisco	153 Kearny St. Exbrook 3420	Sydney Garfinkel Stanley Breyer
Geare-Marston Inc.	Philadelphia	1600 Arch St. Rittenhouse 3572	Frank Murphy
	New York	420 Lexington Ave. Mohawk 4-0880	Radcliffe Romeyn
General Adv. Agency	Los Angeles	672 S. Lafayette Park Place Drexel 2165	Ralf M. Spangler
Gerber & Crossley Inc.	Portland, Ore.	1305 S. W. 12th Ave. Broadway 0515	Joseph R. Gerber
Gerth-Knollin Adv. Agency	San Francisco	111 Sutter St. Garfield 1081	Edwin P. Gerth James C. Knollin
J. Stirling Getchell Inc.	New York	405 Lexington Ave. Vanderbilt 3-4809	Frank Sharpe
	Detroit	New Center Bldg. Trinity 2-3600	Harry Bercovich
	Kansas City	Bryant Bldg. Harrison 8102	Karel Rickerson
	Chicago	59 E. Van Buren Harrison 2508
Geyer, Cornell & Newell Inc.	New York	745 Fifth Ave. Wickersham 2-5400	Dwight Cooke Shirley Warde
	Dayton, O.	Third Natl. Bank Bldg. Fulton 4145	E. G. Frost
Gillham Adv. Agency	Salt Lake City	Continental Bk. Bldg. Wasatch 1347	M. C. Nelson J. Y. Tipton Lon Richardson
Bert S. Gittins	Milwaukee	757 N. Broadway Daly 6230	Bert S. Gittins
Louis Glaser Inc.	Boston	Statler Bldg. Liberty 6044	L. T. Steele

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DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Glasser Adv. Agency	Los Angeles	3875 Wilshire Blvd. Fitzroy 2141	G. F. Glasser
R. K. Glenn—Adv.	Oklahoma City	First National Bldg. 3-6113	Ray K. Glenn Lowe Runkle
Francis K. Glew, Adv.	Grand Rapids	Murray Bldg. 3-4423	Francis K. Glew
Glicksman Adv. Co. Inc.	New York	RKO Bldg. Circle 7-2926	Joseph Glicksman
I. A. Goldman & Co.	Baltimore	100 North Eutaw St. Plaza 3357	I. A. Goldman
Goldemith Advertising Co.	Newark	1181 Raymond Blvd. Market 2-6817	Louis F. Herman Aubrey G. Brown
H. H. Good Adv. Agency	New York	53 Park Row Cortland 7-3120	H. H. Hoyt
Gotham Adv. Co.	New York	250 Park Ave. Eldorado 5-3726	A. A. Kron
	Los Angeles	Petroleum Securities Bldg. Prospect 9368
	San Francisco	Crocker Bldg. Garfield 0276
Gottschaldt-Humphrey Inc.	Atlanta	Norris Bldg. Walnut 6341	Allan Gottschaldt
Goulston Co. Inc.	Boston	35 Court St. LaFayette 5866	Gerald G. King Robert S. Lambert
Grace & Bement Inc.	Detroit	New Center Bldg. Madison 4514	E. R. Grace Blount Slade
Grady & Wagner	New York	570 Lexington Ave. Eldorado 5-1625	Frank A. Grady
Grant & Wadsworth & Casmir, Inc.	New York	405 Lexington Ave. Murray Hill 2-4592	William A. Grant
Grant Adv. Agency	Dallas	Gulf States Bldg. 2-5062

G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Jerome B. Gray & Co.	Philadelphia	12 S. 12th St. Walnut 3636	E. H. Rogers
	New York	580 Fifth Ave. Bryant 9-6868	Averell Broughbon
	Boston	14 Ashburton Pl. Capital 7499	E. P. Archibald
Russel T. Gray Inc.	Chicago	205 W. Wacker Drive Central 7750	R. V. Barr
Finley H. Greene Adv. Agency	Buffalo	360 Delaware Ave. Washington 3371	Finley H. Greene
James A. Greene & Co.	Atlanta	Ten Pryor St. Bldg. Walnut 6701	Tucker Wayne James A. Greene C. W. Burgess
Greenleaf Co.	Boston	20 Newberry St. Kenmore 9315	G. R. Dunham Charles A. Holcomb D. S. Garland, Jr.
Greve Adv. Agency Inc.	St. Paul	Minnesota Bldg. Cedar 5400	B. Connolly
Grey Adv. Agency Inc.	New York	128 W. 31st St. Pennsylvania 6-2360	James H. Lang, Jr.
Grey Co.	Chicago	154 Erie St. Delaware 4989	M. K. Grey
Griffin Adv. Inc.	Cleveland	Ninth-Chester Bldg. Main 6286	Florence M. Griffin
Griffith Adv. Agency Inc.	St. Petersburg, Fla.	Times Bldg. 4311	Robert F. Bullard
Griswold-Eshleman Co.	Cleveland	Terminal Tower Bldg. Main 7626	Earl R. Preble
Horace L. Gross Adv. Agency	Philadelphia	1528 Walnut St. Kingsley 2238
Julian Gross Adv. Agency	Hartford, Conn.	11 Asylum St. 7-7179	Julian Gross Ira S. Eintracht
Groves-Keen Inc.	Atlanta	Bona Allen Bldg. Walnut 4517	Charlton D. Keen
Guenther-Bradford & Co. Inc.	Chicago	15 E. Huron St. Superior 9474	William O'Brien
	Los Angeles	Paramount Bldg. Tucker 5598	J. C. Conway
Lawrence C. Gumbinner Adv. Agency	New York	9 E. 41st St. Vanderbilt 3-3550	Herschel Deutsch
Gundlach Adv. Agency	Chicago	400 N. Michigan Ave. Superior 2292	Irving J. Rosenbloom A. de F. Pitney

H

Wilson T. Haight Inc.	Hartford, Conn.	410 Asylum St. 2-3209	J. T. Haight D. D. Parry
Melvin F. Hall, Adv.	Buffalo	220 Delaware Ave. Cleveland 4461	M. F. Hall
Mason L. Ham, Adv.	Boston	31 St. James Ave. Liberty 2070	Mason L. Ham
Ernest R. Ham, Adv.	San Francisco	500 Sansome St. Garfield 7785	Ernest R. Ham
Ham-Jackson Co. Inc.	Portland, Ore.	718 W. Burnside Atwater 6366	D. R. Snider
J. R. Hamilton Adv. Agency	Chicago	180 N. Michigan Ave. Randolph 7060	G. Ator J. R. Hamilton
Wm. Irving Hamilton Inc.	New York	267 Fifth Ave. Murray Hill 5-1737	Wm. Irving Hamilton
Hammel Adv. Corp.	Los Angeles	810 W. 6th St. Mutual 8371	S. L. Klingelsmith
Hammer Adv. Co.	Hartford, Conn.	983 Main St. 5-4883	M. H. Hammer
Hanf-Metzger Inc.	New York	580 Fifth Ave. Medallion 3-3380	Louis A. Witten
	Chicago	520 N. Michigan Ave. Superior 2195	S. J. Andrews
	Los Angeles	929 S. Broadway Michigan 2156	Fred M. Jordan
Hansell-Zook Inc.	Philadelphia, Pa.	Land Title Bldg. Rittenhouse 6131	I. Isenberg Charles Adami
Harding Lake Co.	Memphis	Exchange Bldg. 6-1892	Henry Lake
M. E. Harlan Adv. Agency	San Francisco	525 Market St. Douglas 5721	Winthrop Martin Paul Harlan
Harrison-Rippey Adv. Co.	St. Louis	Arcade Bldg. Main 1977	Milton Rippey
Hart-Conway Co. Inc.	Rochester, N. Y.	45 Exchange St., Main 2073	H. L. Hart J. P. Street, Jr.
George H. Hartman[Co., Adv.	Chicago	307 N. Michigan Ave. State 0055	Kenneth C. Ring
	New York	420 Lexington Ave. Mohawk 4-0258	Robert Collins

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DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

H—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
L. H. Hartman Co. Inc.	New York	444 Madison Ave. Wickersham 2-6525	L. H. Hartman
Harvey-Massengale Co.	Atlanta	Walton Bldg. Walnut 9117	Knox Massey
	Durham, N. C.	Snow Bldg. J-8451	Knox Massey
L. B. Hawes General Adv.	Boston	37 Temple Place Liberty 3008	Lester B. Hawes
Hawley Adv. Co. Inc.	New York	95 Madison Ave. Caledonia 5-1860	John H. Hawley, Jr.
Haynes Adv. Co.	Omaha	1805 Harney St. Jackson 0827	J. W. Haynes
Hays Adv. Agency Inc.	Burlington, Vt.	252 College St. 852	W. A. Myers
Heath-Seehof Inc.	Chicago	211 W. Wacker Drive State 5513	J. F. Seehof M. J. Duffy
Heintz, Pickering & Co. Ltd.	Los Angeles	323 W. 6th St. Michigan 6062	Carl Heintz William T. Pickering
E. W. Hellwig Co. Inc.	New York	9 East 40th St. Lexington 2-3080	G. V. Carhart
Henri, Hurst & McDonald Inc.	Chicago	520 N. Michigan Ave. Superior 3000	Edward H. Weiss N. H. Pumpian
Ward Hicks Inc.	Albuquerque, N. M.	First Nat'l. Bank Bldg. 280	Ward Hicks
Albert P. Hill Co. Inc.	Pittsburgh	233 Oliver Ave. Grant 3700	Herbert Gesregan Edgar D. Mason
W. S. Hill Co.	Pittsburgh	323 Fourth Ave. Court 0240	Allen F. Heinecke
Hillman-Shane Adv. Agency Inc.	Los Angeles	412 W. 6th St. Vandike 5111	David Hillman Alex Ruben
Fred A. Hinrichsen Adv. Agency	Davenport, Ia.	3-1803	C. T. Hanson
Hirsch-Turpen Inc.	New York	25 W. 45th St. Bryant 9-4440	Arthur Z. Hirsch

H—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Hirshon-Garfield Inc.	New York	580 Fifth Ave. Bryant 9-9350	Marie C. Dowling
Hixson-O'Donnell Inc.	Los Angeles	417 Hill St. Mutual 8331	Sam Pierce G. K. Breitenstein R. M. Hixson
B. H. Hockswender Agency	Pittsburgh	Commonwealth Bldg. Atlantic 3389	B. H. Hockswender K. Von Senden W. K. Ahlers
Hoffman Bros Co.	Baltimore	Franklin & Calvert Sts. Vernon 7470	
Hoffman & York	Milwaukee, Wis.	Century Bldg. Daly 6510	Wilford York
Hogan Adv. Co. Inc.	Kansas City	1010 Walnut St. Harrison 8605	J. L. Corless H. D. Watson G. W. Murphy
Holden, Graham & Clark Inc.	Detroit	Donovan Bldg. Cadillac 7810	D. C. Flint
Holmes Inc.	Detroit	David Stott Bldg. Cherry 0970	W. H. Holmes A. I. Gleason
Frances Hooper Agency	Chicago	400 N. Michigan Ave. Superior 5480	Frances Hooper
James Houlihan Inc.	San Francisco	564 Market St. Garfield 2352	James Houlihan L. J. Mahoney
E. T. Howard Co. Inc.	New York	40 E. 49th St. Plaza 3-6861	Dewey Pinsker
Howard & Gymer	Cleveland	Caxton Bldg. Cherry 0494	Frederick Gymer
Hower Adv. Agency Co.	Denver	Midland Saving Bldg. Cherry 1297	C. M. Hower W. W. MacGruder
Charles W. Hoyt Co. Inc.	New York	11 East 36th St. Ashland 4-9151	Everett Hoyt C. B. Donovan
	Boston	216 Tremont St. Liberty 6586	George N. Merritt
	Hartford, Conn.	650 Main St. 5-F066	Frank A. Whipple

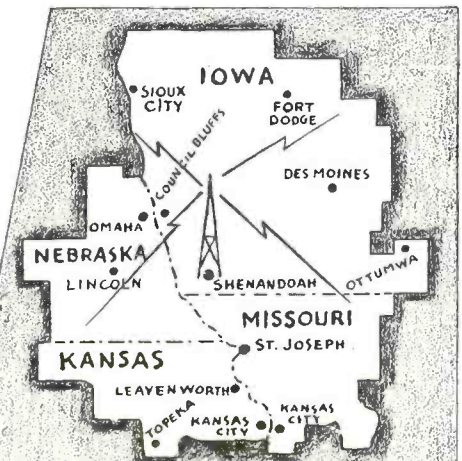
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PERSONALITIES THAT SELL 'EM

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Here is a vast, loyal audience—ready to hear about your product—able to try it. Put your sales message where results are assured.
Put it on KFNF.



COVERAGE

Total counties	309
Farm population	4,016,161
Urban population	2,253,094
Radio sets	1,248,180
Frequency	890 Kc.
Power	1000 watts day 500 watts night

Western Electric transmitter, vertical radiator, R.C.A. dual turntables for lateral or vertical records.



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DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

H—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Hubbell Adv. Agency Inc.	Cleveland	1227 Prospect Ave. Cherry 0212	Frank Hubbell Inez Wallace
Huber & Creeden	Boston	45 Newbury St. Kenmore 3600	J. S. Giffin
Hudson Adv. Co.	New York	75 West St. Bowling Green 9-8950	W. D. Murray Michael Gore
Hughes Adv. Co.	Omaha, Nebr.	Omaha Loan Bldg. Atlantic 0868	Walter L. Hughes
Hughes, Wolff & Co. Inc.	Rochester, N. Y.	328 E. Main St. Stone 2080	F. A. Hughes
Humbert & Jones	New York	228 East 45th St. Vanderbilt 3-1045	K. E. Humbert
H. B. Humphrey Co.	Boston	Statler Bldg. Liberty 4714	John C. Strouse
Humphrey, Prentke & Associates Inc.	Cleveland	Engineer Bldg. Cherry 2056	Ralph B. Humphrey Forrest Miller Arthur Cook
Humphreys & Matthews Inc.	Stockton, Cal.	644 E. Market St. 136
Atlee F. Hunt Co.	Oakland, Cal.	339 15th St. Higate 1564	Bruce Wilson
Hurd Adv. Agency	Bridgeport, Conn.	59 Cannon St. 5-3218	Ralph G. Hurd
Husband & Thomas Co. Inc.	New York	122 E. 42d St. Caledonia 5-8297	Theodore R. Harris
Hutchins Adv. Co. Inc.	Rochester, N. Y.	42 East Ave. Main 3628	Frank A. Hutchins Harold F. Macauley Ray P. Weis
Hutchinson Adv. Co.	Minneapolis	Hodgson Bldg. Atlantic 5238	H. K. Painter
	Chicago	540 N. Michigan Ave. Superior 1864	H. R. Underhill
I			
Ingalls Adv.	Boston	137 Newberry St. Commonwealth 5764	J. Raymond Minter S. M. Fisher
Wm. A. Ingo!dsby Co.	Los Angeles	Walter P. Story Bldg. Mutual 6254	J. W. Ingo!dsby
Interstate Adv. Agency Inc.	Cleveland	Marshall Bldg. Main 9444	George A. Kirkendale C. M. Marvin
B. Dave Iowa Co.	New York	551 Fifth Ave. Murray Hill 2-6332	Irving Berk
Isherwood-Dyer Adv.	Spokane	S. 204 Howard St. Riverside 0026	C. A. Isherwood Alvin E. Dyer
Izzard Co.	Seattle	418 Pike St. Elliott 4884	H. O. Stone
J			
Volney T. James & Associates	Hollywood	1616 N. Vermont Ave. Olympia 1746	Volney T. James
Dillard Jacobs Agency Inc.	Atlanta	Candler Bldg. Walnut 3481	R. S. Peacock
William Jenkins Adv.	Philadelphia	220 S. 16th St. Kingsley 2800	William Jenkins
Johnson-Dallis Co.	Atlanta	Glenn Bldg. Walnut 8672	Burton E. Wyatt
Johnson, Read & Co. Inc.	Chicago	222 W. Adams St. Franklin 6080	A. T. Lewis
Johnston Adv. Agency	San Francisco	625 Market St. Douglas 8288	Jess T. Yeats
Johnston Adv. Co.	Dallas	1901 McKinney Ave. 7-2122	Stanley W. Foran
Lyle T. Johnston Co.	St. Louis	1706 Olive St. Chestnut 3799	Lyle T. Johnston
Dana Jones Co.	Los Angeles	1206 Maple Ave. Prospect 2248	Dana Jones
Ralph H. Jones Co.	Cincinnati	Carew Tower Bldg. Main 3351	C. M. Robertson, Jr. Charles J. Coward
	New York	400 Madison Ave. Plaza 3-0101	C. M. Robertson, Jr.
Wylie B. Jones Adv. Agency Inc.	Binghamton, N. Y.	Capitol Theatre Bldg. 2-6491	B. W. Heimer C. A. Cleveland
	New York	366 Madison Ave. Murray Hill 2-5767
Jones & Brakeley Inc.	New York	150 Nassau St. Beekman 3-1981	Alex W. Burger
Jones-Morton Inc.	Los Angeles	1220 Maple Ave Prospect 1154	Earl DeRoy Morton Carl W. Culpepper
Richard Jorgensen	San Jose, Cal.	74 N. First St. Ballard 662
Jesse M. Joseph Adv Agency	Cincinnati	1801 Reading Road Parkway 7850	J. M. Joseph Eli Cohan

K

Agency	City	Address Telephone Number	Executives In Charge of Radio
Kal Adv., Inc.	Washington	Star Bldg. Metropolitan 0863	David B. Stein
John Karch Adv. Agency	New York	280 Broadway Barclay 7-104b	Michael Altomari
H. W. Kastor & Sons Adv. Co. Inc.	Chicago	360 N. Michigan Ave. Central 5331	Edward Aleshire
	St. Louis	Arcade Bldg. Main 3655
Joseph Katz Adv. Co.	Baltimore	16 East Mt. Vernon Place Vernon 7094	Joseph Katz
	New York	247 Park Ave. Wickersham 2-2740	Osborne B. Bond
Alan M. Kaufman	Washington	Star Bldg. District 7443	James J. McNally Alan M. Kaufman
Henry J. Kaufman	Washington	Homer Bldg. District 7400	Jeffrey A. Abel Helen Stewart
S. L. Kay Inc	San Francisco	155 Sansome St. Exbrook 2583	Sidney L. Kay
	Los Angeles	714 W. Olympic Blvd. Prospect 1068	Hugo Scheibner
Tyler Kay Co. Inc.	Buffalo	775 Main St. Lafayette 6111	H. Tyler Kay
Stanley Kaye Adv. Agency	Cleveland	815 Superior Ave. Cherry 1490	Harold W. Waddell Stanley Kaye Frederick Bottstein
Kayton-Spiero Inc.	New York	230 W. 41st St. Pennsylvania 6-8891	William F. Roberts
Raymond Keane Adv. Agency	Denver	16th & Welton Tabor 4967	Raymond Keane Ethel N. Hines Ruth Grafft
Keelor & Stites Co.	Cincinnati	Carew Tower Parkway 1311	Sam Malcolm Levy
Kelly & Stuhlman Inc.	St. Louis	Mart Bldg. Garfield 0777	Charles F. Kelly, Jr. Walter W. Zahndt
Kelly, Nason & Roosevelt Inc.	New York	30 Rockefeller Plaza Columbus 5-6300	Joseph Burland
	San Francisco	Monadnock Bldg. Garfield 3816	J. Malcolm Dewees
Kelso Norman Organization	San Francisco	26 O'Farrell St. Douglas 2848	Gerald J. Norton
Kenyon Adv. Inc.	Boston	8 Newberry St. Kenmore 2178	A. H. Kenyon
Kenyon & Eckhardt Inc.	New York	247 Park Ave. Wickersham 2-3920	Thomas D. A. Brophy
C. F. Kern Adv. Agency	Philadelphia	1400 S. Penn Square Rittenhouse 6422	R. A. Soper G. Morris
Ketchum, McLeod & Grove Inc.	Pittsburgh	Koppers Bldg. Atlantic 1100	Emil Hofsoos Ernest T. Giles
Key Adv. Co.	Cincinnati	Fountain Square Bldg. Main 1164	Sam Glueck B. C. Herrick
H. M. Kiesewetter Adv.	New York	9 East 40th St. Lexington 2-0025	E. T. Kiesewetter
Kimball, Hubbard & Powell Inc.	New York	400 Madison Ave. Wickersham 2-3100	F. G. Hubbard
Albert Kircher Co.	Chicago	111 N. Canal St. Dearborn 8467	Roy E. Dodge P. Hcrnberg
	Philadelphia	12 S. 12th St. Walnut 4341
George J. Kirkgasser & Co.	Chicago	400 N. Michigan Ave. Superior 9794	L. A. Drew
W. S. Kirkpatrick Adv. Serv.	Portland, Ore.	American Bank Bldg. Beacon 8109	W. S. Kirkpatrick H. Jenness G. M. Couche
	San Francisco	Crocker Bldg. Garfield 0276
	Los Angeles	Petroleum Securities Bldg.
Kirtland-Engel Co.	Chicago	338 N. Michigan Ave. Franklin 0315	S. H. Hamberg
Klau-Van Pietersom-Dunlap Associates Inc.	Milwaukee	744 N. Fourth St Marquette 6780	Lee I. Archer
Philip Klein Inc.	Philadelphia	1420 Walnut St. Kingsley 1420	Irwin Solomon
Kleppner Co. Inc.	New York	551 Fifth Ave. Murray Hill 2-6467	Otto Kleppner
Stuart L. Klingelsmith & Co.	Los Angeles	810 W. Sixth St. Mutual 8371	Paul Pierce Stuart L. Klingelsmith
Knox Reeves Adv. Inc.	Minneapolis	307 Fourth Ave. S. Bridgeport 4291	Brad Robinson
Edward D. Kollock	Boston	140 Federal St. Liberty 8649	E. D. Kollock

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

K—(Continued)

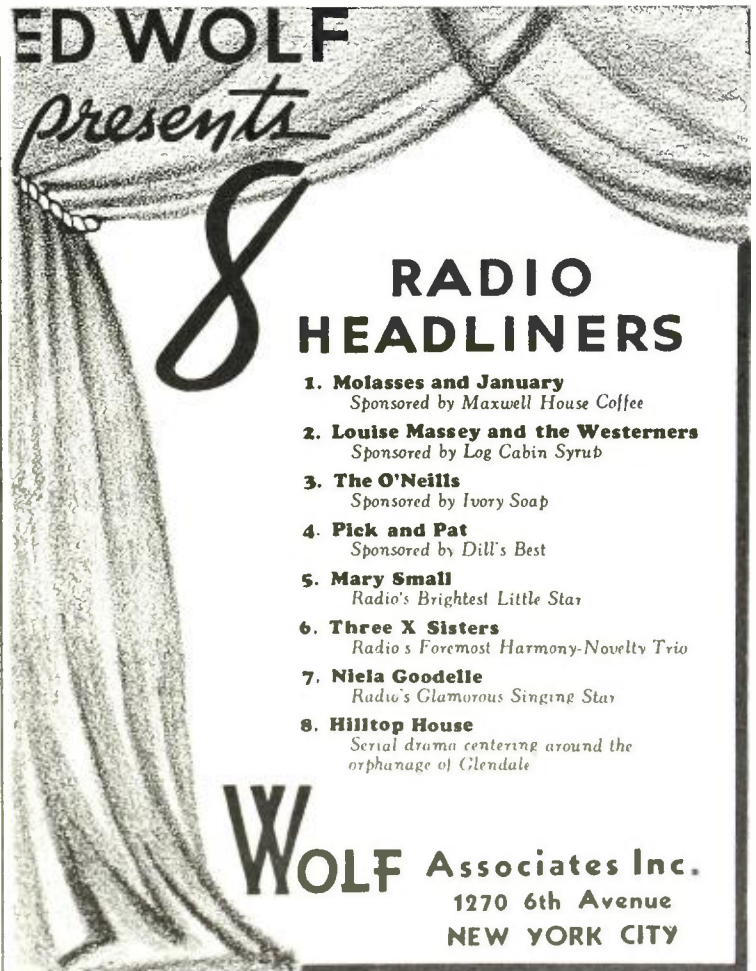
Agency	City	Address Telephone Number	Executives In Charge of Radio
M R. Kopmeyer Co.	Louisville	Realty Bldg. Jackson 7729	M R. Kopmeyer
Kraf Adv. Agency	Minneapolis	807 Marquette Ave. Bridgeport 2166	Norm E. Kraf
Paul D. Kranzberg & Assoc.	St. Louis	Louderman Bldg. Central 1463	Samual Krupnick Paul D. Kranzberg
Merrill Kremer Inc.	Memphis	Exchange Bldg 6-4853	Homer D. Gentry Merrill Kremer
Krichbaum Co.	Cleveland	Leader Bldg. Cherry 8070	Norman G. Krich- baum
Arthur H. Kudner Inc.	New York	630 Fifth Ave. Circle 6-3200	Charles F. Gannon
	Washington	Abee Bldg. National 6506
	Detroit	New Center Bldg. Madison 3370
	San Francisco	1601 Van Ness Ave.

L

Lake-Spiro-Cohn Inc.	Memphis	Sterick Tower 6-6341	L. F. Muller Jr.
	New York	30 Rockefeller Plaza Circle 7-707	Harry Ireland
James G. Lamb Co.	Philadelphia	Land Title Bldg. Spruce 7823	James G. Lamb
Lambert & Feasley Inc.	New York	400 Madison Ave. Plaza 3-1472	Martin Horrell
Lampert, Fox & Co.	South Bend Ind.	J. M. S. Bldg. 3-2161	C F. Prell
A. B. Landau Inc.	New York	270 Broadway Rector 2-5341
Landsheft & Warman Inc.	Buffalo	Liberty Bank Bldg. Cleveland 7260	A. W. Landsheft Robert B. Warman
Lang, Fisher & Kirk Inc.	Cleveland	1783 E. 11th St. Main 6579	Alvin B. Fisher H. Jack Lang
Lanpher & Schonfarber Inc.	Providence, R. I.	58 Weybosset St. Gaspee 4813	Gordon Schonfarber E. Doris Armstrong
Lauesen & Salomon	Chicago	520 N. Michigan Ave. Superior 0738	Miss H. M. Lauesen
Lavenson Bureau	Philadelphia	12 S. 12th Lombard 1158	Roland Israel
Lavin & Co. Inc.	Boston	Statler Bldg. Liberty 0030	R. C. Foster
Leche & Leche Adv. Co.	Dallas	Mercantile Bldg. 7-1479	Miles F. Leche Mardean Hutchinson
Wilson H. Lee Adv. Agency	New Haven	246 Meadow St. 8-1181	Wilson H. Lee
	Hartford, Conn.	197 Asylum St. 2-9074	Eugene M. Fleming
	Bridgeport, Conn.	301 John St. 4-2167	L. P. MacAdams
Leeford Adv. Agency Inc.	New York	315 Fourth Ave. Steuyveant 9-1742	David D. Lee G. Howell Mufford
Al Paul Lenton Co. Inc.	Philadelphia	1617 Pennsylvania Blvd. Rittenhouse 1500	Paul Brown
	New York	521 Fifth Ave. Vand. 3-5067	Thomas A. Ballantyne
	Chicago	435 N. Michigan Ave. Superior 3597	Ray C. Nelson
Lighton & Nelson	Schenectady	243 State St 2-4202	Winslow P. Lighton George R. Nelson
Leben & Mitchell Inc.	New York	17 Eas. 45th St. Murray Hill 2-9170	Robert W. Orr Carlo Di Angelo
S. R. Leon, Inc.	New York	1775 Broadway Columbus 5-0020	Harry Jacknick
H. B. LeQuatte Inc.	New York	200 Madison Ave. Ashland 3-5771	John E. Shepard
Leung Adv. Co. Inc.	Des Moines	Walnut Bldg. 3-928	R. J. Flynn D. L. Dargen
Raymond Levy	New York	511 Fifth Ave. Murray Hill 2-7000	Raymond Levy
Levy Myerson Agency	Chicago	830 S. Wells St. Harrison 7589	Irvin P. Myerson
Advisory Levis & Associates	Minneapolis	Fahay Tower Atlantic 623	Ralph Thompson Stephen M. Mize

L—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Harold F. Lewis Advertising Service	Boston	48 Summer St. Liberty 0448	Harold F. Lewis
Elsie Lichtenstul	Pittsburgh	State Theatre Bldg. Grant 3334	Elsie Lichtenstul
Carr Liggett Inc.	Cleveland	Leader Bldg. Prospect 1134	Carr Liggett
Edmund Linn Associates	New York	330 W. 42d St. Bryant 9-9533
Monte Little Co.	Huntington	First National Arcade 6146	Monte Little
Livermore & Knight Inc.	Providence	42 Pine St. Gaspee 6111
	Boston	131 Clarendon St. Kenmore 4324
Leon Livingston Adv. Agency	San Francisco	Mills Bldg. Sutter 7340	W. C. Day
Lockwood-Shackelford Co.	Los Angeles	122 E. Seventh St. Trinity 9801	Ralph D. Lockwood
Jesse Loeb, Adv.	Washington	Southern Bldg. National 9909	Jesse Loeb
Loeb Adv. Agency	Atlanta	Norris Bldg. Main 6935	Mabel H. Loeb V. A. Pairo
Lester A. Loeb Inc.	New York	25 W. 45th St. Bryant 9-4440	Lester A. Loeb
Loewy Adv. Agency	New York	5 Beekman St. Cortland 7-8585	Henry Loewy
Logan & Stebbins	Los Angeles	811 W. Seventh St. Trinity 8821	Arthur W. Gudelman
W. E. Long Co.	Chicago	155 N. Clark St. Randolph 4606	V. E. Carr
Long Adv. Service	San Jose, Cal.	19 N. 2d St. Ballard 5600	Mrs. Gertrude B. Murphy
	San Francisco	Russ Bldg. Douglas 3168	Hassel W. Smith



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S

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- 1. Molasses and January**
Sponsored by Maxwell House Coffee
- 2. Louise Massey and the Westerners**
Sponsored by Log Cabin Syrup
- 3. The O'Neills**
Sponsored by Ivory Soap
- 4. Pick and Pat**
Sponsored by Dill's Best
- 5. Mary Small**
Radio's Brightest Little Star
- 6. Three X Sisters**
Radio's Foremost Harmony-Novelly Trio
- 7. Niela Goodelle**
Radio's Glamorous Singing Star
- 8. Hilltop House**
Serial drama centering around the orphanage of Glendale

WOLF Associates Inc.
1270 6th Avenue
NEW YORK CITY

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

L—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Loomis & Hall Inc.	Miami	Congress Bldg 2-7448	C. S. Hall, Jr.
Loomis-Clapham-Whalen Co.	Kansas City	21 W. 10th St. Victor 7200	Wesley H. Loomis
Lord & Thomas	New York	247 Park Ave. Wickersham 2-6600	Thomas A. McAvity John D. Hymes
	Chicago	919 N. Michigan Ave. Superior 4800	M. Louis Goodkind
	Los Angeles	601 W. Fifth St. Laifayette 6582	Jack W. Punyon
Lowe Features Inc.	San Francisco	Russ Bldg. Sutter 2355	Harold W. David
	San Francisco	Ruse Bldg. Douglas 6246	
Lucerna Co.	New York City	17 E. 45th St. Murray Hill 2-7257	Nicholas N. Goldman
Earl Ludgin Inc.	Chicago	230 N. Michigan Ave. Franklin 1762	Edward Schager
Leroy Lustig	Cleveland	2830 E. 130th St. Washington 5033	Leroy Lustig
Lynn-Fieldhouse	Wilkes-Barre, Pa.	15 S. Franklin 2-7548	L. S. Fieldhouse
	New York	75 West St. Bowling Green 9-3588	L. S. Fieldhouse
Lyon Agency	San Francisco	116 New Montgomery Douglas 3546	Dwight E. Lyon
J. Horace Lytle Co.	Dayton	333 West First St. Adams 2286	J. E. Romig
	Columbus	79 East State St Adams 7461	C. L. Jaycox M. L. Brand

M

MacDonald-Cook Co.	South Bend, Ind.	Sherland Bldg. 3-8244	Fred Cook
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M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Mace Adv. Agency	Peoria, Ill.	Lehmann Bldg. 7197	M. J. Matusak J. J. Keith
Hays MacFarland & Co.	Chicago	333 N. Michigan Ave. Randolph 9360	Arthur W. Stowe
Mackay Spaulding Inc.	New York	420 Lexington Ave. Mohawk 4-1490	Frederick Ehli E. W. Spaulding
(Chicago—See Sandmyer-Mackay-Spaulding Co.)			
MacKenzie Inc	Minneapolis	431 Clifton Ave. Kenwood 4511	Eben MacKenzie Lucille MacKenzie
MacWilkins & Cole Inc.	Seattle	Lloyd Bldg. Eliot 0855	Bob Nichols
Maggart Corp.	Chicago	203 N. Wabash Ave. Central 3861	M. E. Maggart
L. G. Maison & Co.	Chicago	30 W. Washington St. Franklin 7566	O. W. Goes
Malcolm-Howard Adv. Agency	Chicago	20 E. Jackson Blvd. Webster 2110	Arthur M. Holland
David Malkiel Adv Agency	Boston	260 Tremont St. Liberty 1422	David Malkiel Harry Love
T. J. Maloney Inc.	New York	381 Fourth Ave. Murray Hill 4-0766	T. J. Maloney
Manternach, Inc.	Hartford	170 High St. 2-0482	Arthur H. Patterson
Marschalk & Pratt Inc.	New York	535 Fifth Ave. Vanderbilt 3-1525	Curt Peterson
Terrill Belknap Marsh Associates	New York	480 Lexington Ave. Eldorado 5-4570	T. B. Marsh
Martin Inc.	Detroit	Fox Bldg. Randolph 6220	F. V. Martin Frank Atherton
Gustav Marx Adv. Agency Inc.	Milwaukee	125 E. Wells St. Marquette 0726	Gustav Marx
Chas. A. Mason & Co., Producers	Detroit	David Stott Bldg. Cherry 1946	Rockwood Bullard Stanley Boynton Charles Mason
J. M. Mathes Inc.	New York	122 E. 42d St. Lexington 2-7460	Wilfred S. King
Matteson-Fogarty-Jordan Co.	Chicago	307 N. Michigan Ave. Randolph 7000	T. W. Davis
Maxon Inc	Detroit	2761 E. Jefferson Ave. Fitzroy 5710	F. W. Overesch H. G. Selby P. C. Beaty
	New York	570 Lexington Ave. Eldorado 5-2930	Robert Allison
	Cleveland	Nela Park Mulberry 2600	W. Ray Baker
Mayers Co. Inc.	Chicago	919 N. Michigan Ave. Delaware 3536	L. J. Sholty
	Los Angeles	1240 S. Main St. Prospect 0101	Theodore W. Cate
Chas. H. Mayne Co.	Los Angeles	Insurance Exchange Bldg. Trinity 5579	N. V. Mayne E. J. Carman
McCann-Erickson Inc.	New York	285 Madison Ave. Lexington 2-1700	Donald S. Shaw Dorothy Barstow Margaret Jessup Francis H. Conrad
	Chicago	916 S. Michigan Ave. Webster 3701	Homer Havermale
	Cleveland	National City Bldg. Cherry 3490	H. S. Webster
	Detroit	Penobscot Bldg. Randolph 9550	Don C. Hight
McCarty Co.	Los Angeles	445 S. Hill St. Michigan 4049	A. J. Bruhn
	San Francisco	114 Sansome St. Douglas 5560	Walter Burke
McCord Co. Inc.	Los Angeles	1206 Maple Ave. Prospect 9132	Harvy Lee H. E. Cassidy
	San Francisco	116 New Montgomery St. Sutter 8224	E. W. Shafer
McCormick Co.	Minneapolis	First National—Soo Line Bldg. Bridgeport 1225	W. T. Way
McCormick Co.	Amarillo, Texas	217 E. 7th 5333	John R. Forkner
McCurdy Adv. Agency	Pittsburgh	Keystone Bldg. Grant 1424	J. R. McCurdy
McDaniel, Fisher & Spelman	Akron, Ohio	First Central Tower Franklin 7108	A. C. Fisher

FIRST

IN TWIN CITY DAYTIME RADIO

AUDIENCE

ST. PAUL
WDGY

MINNEAPOLIS
WDGY

TWIN CITY SURVEY

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

A FEW FACTS OF INTEREST

WDGY...has more local Commercial Accounts on the Air than any other Twin City Radio Station.

WDGY...has the best signal in the NW, being heard in all parts of Minnesota, Iowa, N. and S. Dakota, and Wisconsin.

WDGY...has a larger mail return than any other Twin City radio station.

WRITE FOR RATES AND OTHER DATA

WDGY

GEO. W. YOUNG GENERAL MANAGER

WDGY

WDGY BUILDING • • • MINNEAPOLIS

NATIONAL REPRESENTATIVES

WILSON DALTON ROBERTSON CHICAGO NEW YORK KANSAS CITY

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
McFarland Publicity Service	Harrisburg, Pa.	Crescent & Mulberry Sts. 6235
McJunkin Adv. Co.	Chicago	228 N. LaSalle St. State 5060	Frank R. Steel
McKee & Albright Inc.	Philadelphia	1400 S. Penn Square Locust 4737	R. J. McKee
Homer McKee Inc.	Chicago	400 W. Madison St. Franklin 4243	Homer McKee
McLain Organization Inc.	Philadelphia	12 S. 12th St. Walnut 1131	Fred C. Selby
McMahon-Osborn	New York	Wellington Hotel Circle 7-5579	Frank A. McMahon Innis G. Osborn
MacManus, John & Adams Inc.	Detroit	Fisher Bldg. Trinity 2-8300	Elmer W. Froelich Kelso M. Taeger
	San Francisco	Sutter Bldg Sutter 3797	R. P. Hurst
	Los Angeles	Petroleum Securities Bldg.	Jack Hutchinson
Philip J. Meany Co.	Los Angeles	816 W. Fifth St Michigan 3601	Philip J. Meany C. S. Holden
Meldrum & Fewsmith Inc.	Cleveland	Leader Bldg. Cherry 4505	R. G. Simmons
Menken Adv. Inc.	New York	1776 Broadway Circle 7-1186	Anna R. Belman
Herbert V. Mercready, Adv	Garwood, N. J.	Dix Bldg. Westfield 2-2500	Herbert V. Mercready
Merrill Adv. Co. Inc.	New York	11 West 42d St. Pennsylvania 6-6923	Harry M. Hitchcock
	Cincinnati	C. of C. Bldg. Cherry 3006
Metropolitan Adv. Co. Inc.	New York	92 Liberty St. Rector 2-0450	Edwin D. Kenyon Harry D. Adair J. S. Odonits
Midwest Adv. Agency	Rockford, Ill.	425 E. State St. Main 1456	W. A. Pitschke

M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Miller Agency Co.	Toledo	2144 Madison Ave. Main 6194	C. E. Miller David Heer
Allen G. Miller Co.	Grand Rapids	24 Wealthy St. 9-8451	Allen G. Miller
John Thomas Miller	New York	71 W. 35th St. Wisconsin 7-3996	George A. Hecker
M. Glen Miller	Chicago	8 S. Michigan Ave. Franklin 1310	M. Glen Miller
W. A. Miller Adv. Agency	Oakland	1736 Franklin St. Templebar 3983	W. A. Miller John B. Hart
William J. Miller & Co.	St. Louis	911 Washington St. Central 3019
Ray Mills Adv. Agency	Lewiston, Me.	14 Lisbon St. 3417	Raymond T. Mills
Milne & Co. Inc.	Seattle	Exchange Bldg. Main 2136	R. P. Milne Jas. K. Heffernan Mrs. Bidwell
Dan B. Miner Co.	Los Angeles	1151 So. Broadway Prospect 2121	Clyde P. Scott
Mitchell Adv. Agency Inc.	Minneapolis	84 S. Tenth St. Main 5387	J. H. Mitchell
Mitchell-Faust Adv. Co	Chicago	220 N. Michigan Ave. State 6610	Paul Holman Faust C. J. Turner
Mithoff & White Adv. Agency	El Paso	Martin Bldg. Main 4590	Dan T. White, Jr. Warren Mithoff
Arthur R. Mogge Inc.	Chicago	307 N. Michigan Ave. State 2908	Albert Swanson
	St. Louis	Arcade Bldg. Central 4123	E. E. Kromnacker
Howard H. Monk, Adv.	Rockford, Ill.	Brown Bldg. Main 2020	Howard H. Monk
Montrose-Rosenberg Co.	New York	8 West 40th St. Bryant 9-6345	J. J. Rosenberg
Ralph Moore Inc.	St. Louis	208 N. Broadway Chestnut 8728	W. R. Moore

"X" is right in our backyard.

HAVE YOU HEARD ABOUT:
 KFBB's Affiliation with CBS?
 KFBB's New High Fidelity 5 Kilowatt Transmitter?
 KFBB's New 420-foot Blaw Knox Radiator?
 KFBB's Fifty per cent increase in National Business during 1936?

KFBB ★ GREAT FALLS

MONTANA

"X" Is A
 Big Spot To You
 On This Map. It's
 The Center Of
 Population Of All
 Montana. It's Only
 35 Miles From
 Great Falls, Right
 In KFBB's Back-
 yard. That's Why
 Primary Coverage
 In Montana Calls
 For KFBB!

KFBB GREAT FALLS
 NOW AFFILIATED WITH
 COLUMBIA.

National Representatives:—Joseph Hershey McGillvra, Chicago & New York
 Walter Biddick Co., Seattle & San Francisco

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Chester C. Moreland Co.	Cincinnati	114 Garfield Place Parkway 1778	Chester C. Moreland
Morenus Adv. Agency Inc.	Chicago	203 N. Wabash Ave. Randolph 1732	Aifred E. Shebel
Raymond R. Morgan Co.	Hollywood	6362 Hollywood Blvd. Hempstead 4194	Raymond R. Morgan Cyril Armbrister R. E. Messer
R. A. Moritz Co.	Davenport, Ia.	123 E. Second St. 2-3181	R. A. Moritz
Morris-Schenker-Roth Inc.	Chicago	230 N. Michigan Ave. State 4050	Nathan Pearlstein Roger Tuttle Harold L. Weiler
Morse International Inc.	New York	122 E. 42d St. Cale donia 5-8141	Carl J. Balliett J. L. Rawlinson
Moser & Cotins Inc.	New York	420 Lexington Ave. Mohawk 4-7187	Charles H. Furey
	Utica, N. Y.	10 Hopper St. 4-6141	Charles H. Furey
Moss Associates	New York	110 W. 40th St. Lackawanna 4-3966	J. Moskowitz
Moss Adv. Agency	Greensboro, N. C.	808 Summit Ave. 2-0672	Edgar A. Moss
Faraon Jay Moss & Associates	Los Angeles	318 W. 9th St. Trinity 5584	Faraon Jay Moss
Moss-Chase Co.	Buffalo	425 Franklin St. Grant 8614	E. J. Felt
Mottram Adv. Co.	Milwaukee	207 E. Michigan St. Daily 5515	Burr E. Lee Harold M. Mottram
C. Wendel Muench & Co.	Chicago	210 E. Ohio St. Whitehall 7717	George R. Euwema Carl Forsberg
J. P. Muller & Co.	New York	512 Fifth Ave. Lackawanna 4-9546	Jack Adams
Mumm, Romer, Robbins & & Pearson Inc.	Columbus, O.	33 N. Grant Ave. Main 4384	William Mumm, Jr. L. J. Sullivan

N

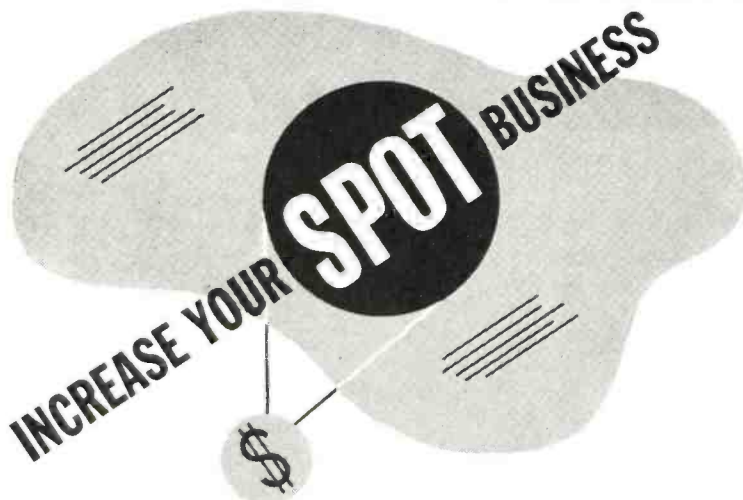
Agency	City	Address Telephone Number	Executives In Charge of Radio
Wesley K. Nash Co.	St. Louis	100 N. Broadway Central 0929	Horace Wells Smalley Mabel Ware
Needham, Lous & Brorby Inc.	Chicago	360 N. Michigan Ave. State 5152	Helen Wing Otto R. Stadelman
Neff-Rogow Inc.	New York	RCA Bldg. Circle 7-4231	Walter J. Neff William Rogow
Neisser-Meyerhoff Inc.	Chicago	400 N. Michigan Ave. Delaware 7860	Walter R. Neisser
	Milwaukee	759 N. Milwaukee Marquette 3144	Fred Hinrichs
	Los Angeles	610 S. Main St. Madison 1151	Richard Kornhauser
Nesbitt Service Co.	Cleveland	Hanna Bldg. Cherry 4804	K. A. Nesbitt
Newell-Emmett Co. Inc.	New York	40 E. 34th St. Ashland 4-4900	William Reydel
Newhoff-Kaufman Adv.	Baltimore	Calvert Bldg. Plaza 7155	Marx S. Kaufman
Van C. Newkirk Co.	Los Angeles	5225 Wilshire Blvd. Whitney 6161	Van C. Newkirk
David A. Newman Inc.	New York	103 E. 125th St. Harlem 7-2220	David A. Newman
N. J. Newman Adv. Agency	Los Angeles	Commercial Exchange Bldg. Trinity 7661	Ned J. Newman E. A. Wesley
Northeastern Adv. Agency	Lynn, Mass.	5 Cleveland St. Breakers 2388	Chas. Pinkham
Northrop Adv. Agency	Kalamazoo, Mich.	Pratt Bldg. 8511	Joseph B. Northrop
Northwest Radio Adv. Co. Inc.	Seattle	American Bank Bldg. Main 9282	Edwin A. Kraft W. L. Gaul
Norton Adv. Service	Niagara Falls	615 Orchard Parkway 3508	M. Bradley Norton M. L. Norton
Earl C. Noyes Adv. Agency	Rutland, Vt.	129 State St. 56	Earl C. Noyes Gladyce Miller

O

O'Callaghan Adv. Agency, Inc.	Memphis	U. P. Natl. Bank Bldg. 8-4212	Getz Greshaw
O'Dea, Sheldon & Co. Inc.	New York	400 Madison Ave. Plaza 3-1670	J. F. Quick
Ogden Adv. Agency	Kalamazoo	American Natl Bank Bldg. 4967	M. Dale Ogden
Ohio Adv. Service	Cleveland	1740 East 12th St. Prospect 7177	S. L. Abrams
P. F. O'Keefe Adv. Agency Inc.	Boston	45 Bromfield St. Liberty 1700	W. C. Sampson
Olmsted-Hewitt Inc.	Minneapolis	1200 Second Ave. South Atlantic 6730	Ward H. Olmsted
O'Malley Adv. & Selling Inc.	Boston	244 Washington St. Capitol 4345	C. D. O'Malley L. J. O'Malley
Burton A. Osterhoudt	Albany	State Bank Bldg. 4-2175 & 2-3780	A. Osterhoudt A. T. Mack

P

Paris & Peart	New York	370 Lexington Ave. Caledonia 5-9840	Eugene J. Cogan Frank H. Pament
Amos Parish & Co. Inc.	New York	500 Fifth Ave. Pennsylvania 6-6190	Anson C. Lowitz
Tom Jones Parry Inc.	Seattle	Vance Bldg. Seneca 0989	Tom Jones Parry
Frank K. Patterson & Associates	Los Angeles	3780 Wilshire Blvd. Federal 8555	F. K. Patterson
Harry J. Patz Co., Adv.	Baltimore	Hearst Tower Bldg. Calvert 3832
Pacific Adv. Staff	Oakland, Cal.	Equitable Bldg. Templeton 2885	Eric F. Dandy
	San Francisco	Call Bldg. Douglas 3797
Pearce-Knowles Radio Adv.	Seattle	W. H. Stuart Bldg. Main 6626	H. F. Pearce
W. Montague Pearsall	New York	80 Vesey St. Cortlandt 7-3700	W. Montague Pearsall



WITH THESE 30-SECOND RADIO TRANSCRIPTIONS

\$ 26.00 FOR 26 SKITS

• Designed exclusively for these individual industries • Sold to only one station in each city • Inexpensive—26 skits for \$26 • 30-seconds of action, drama, balance of time for your commercial • Suggested commercial copy furnished • Realistic sound effects—quality recording and records • Hollywood's finest radio artists and writers • Records may be repeated over and over again • Presentation records sent upon receipt of \$1.50. Deposit refunded.

• Bread Skits
• Credit Clothing Skits
• Credit Jewelry Skits
• Used Car Skits
• Laundry Skits
• Loan Skits

RADIO PROGRAMS DIVISION

WALTER BIDDICK COMPANY
568 C. of C. Building
Los Angeles, California

WRITE NOW, FOR FULL DETAILS

DIRECTORY OF AGENCIES

P—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Peck Advertising Agency Inc.	New York	444 Madison Ave. Plaza 3-0900	Arthur Sinsheimer
Pedlar & Ryan Inc.	New York	250 Park Ave. Eldorado 5-7700	Gregory Williamson John Wiggin Max Hacker
Harry G. Penman, Adv.	Seattle	2603 Third Ave. Seneca 1345	H. G. Penman
Mary Pentland, Adv.	Portland Ore.	Guarantee Bldg. Atwater 8897	Mary Pentland
	Seattle, Wash.	Pike Bldg. Main 8055	Ella Howard
Perrin-Paus Co.	Chicago	8 S. Michigan Ave. Central 7971	D. L. Paus
Pettinella Adv. Co.	New York	1 Union Square Algonquin 4-1165	Fernand Pettinella
Pettinger-LaGrange Inc.	Indianapolis	Century Bldg. Lincoln 3556	C. J. Pettinger Clarence Baker H. L. Bird
Stanley Pflaum Associates	Chicago	737 N. Michigan Ave. Delaware 2722	Stanley F. Pflaum Benjamin A. Ott
Phelps-Engel-Phelps Inc.	Chicago	919 N. Michigan Ave. Superior 7656	M. Bowman
Harry C. Phibbs Adv. Co.	Chicago	43 E. Ohio St. Superior 9677	Harry C. Phibbs T. F. Glynn
Edwin M. Phillips & Co.	New York	420 Lexington Ave. Mohawk 4-5590	Pauline Golding
Harold W. Pickering, Adv.	Salt Lake City	Templeton Bldg. Wasatch 2658	Harold W. Pickering
Pitluk Adv. Co.	San Antonio	Alamo National Bank Bldg. Garfield 7268	Jack N. Pitluk
Platt-Forbes Inc.	New York	386 Fourth Ave. Caledonia 5-4440	Rutherford Platt
Potts-Turnbull Co. Inc.	Kansas City	912 Baltimore Ave. Victor 9400	G. F. McGill
Raymond Powell Co.	Memphis	Dermon Bldg. 6-3582	C. Raymond Powell
John O. Powers Co.	New York	220 E. 42d St. Vanderbilt 3-9747	Robert W. Powers
R. J. Potts & Co.	Kansas City	101 W. 11th St. Victor 4433	J. B. Woodbury R. J. Potts D. B. Mendlin Frank Houston Karl Kraatz
Edward M. Power Co. Inc.	Pittsburgh	Oliver Bldg. Atlantic 0827	Edward M. Power, Jr. George E. Eisenhauer
Powers-House Co.	Cleveland	Terminal Tower Main 9090	Frank E. House, Jr.
Presba, Fellers & Presba Inc.	Chicago	360 N. Michigan Ave. Central 7683	E. A. Fellers Bert S. Presba Will B. Presba
Frank Presbrey Co. Inc.	New York	247 Park Ave. Wickersham 2-8200	Fulton Dent
	Chicago	Merchandise Mart Delaware 4096
Pritchard & Thompson Adv. Agency Inc.	New Orleans	401 Baronne St. Main 6414	H. E. Pritchard
Production Service Co.	Los Angeles	417 E. Pico Blvd. Prospect 2193	Ken McNeill
Q			
John W. Queen	Boston	5 Park Square Hancock 2810	John W. Queen A. E. Potter
	Portland, Me.	Falmouth Hotel 3-8141	Daniel Hoegg
R			
Erie Racey Adv. Agency	Dallas	Thomas Bldg. 2-6128	Erie Racey
L. W. Ramsey Co.	Davenport, Ia.	Union Bank Bldg. 3-1889	E. G. Naeckel
	Chicago	230 N. Michigan Ave. Franklin 6996
Fred M. Randall Co.	Detroit	Book Tower Cadillac 4662	Charles E. Foerster
William H. Rankin Co.	New York	250 Park Ave. Wickersham 2-8500	William H. Rankin, Jr. J. Lewis Reid
Rawson-Morrill Inc.	Atlanta	Commercial Exchange Bldg. Walnut 3594	Harry L. Morrill, Jr. Luelle Mitchell

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Cream of Oklahoma

KTUL
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Showmanship Does It!

Let Us Prove Our Leadership with a
Presentation of True Facts:
Community Leadership . . . Full
Time--Good Coverage . . . Proper
Merchandising--Publicity and--
1000 WATTS DAY--500 WATTS NIGHT

Wm. C. Gillespie
Vice President and General Manager
TULSA BROADCASTING COMPANY
Tulsa, Okla.
1400 Kilocycles

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

R—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Charles Dallas Reach Adv.	Newark	58 Park Place Market 3-5100	Chas. Dallas Reach
Redfield-Johnstone Inc.	New York	247 Park Ave. Plaza 3-6120	L. L. Redfield
Redmond Co.	Boston	38 Newberry St. Kenmore 8766	Dana Redmond
Bertram Reibel Adv.	Chicago	823 S. Wabash Ave. State 2125	Bertram Reibel
Reibetanz & Co., Inc.	Baltimore	Keyser Bldg. Calvert 0716	Edgar F. Reibetanz
Reincke-Ellis-Younggreen & Finn Inc.	Chicago	520 N. Michigan Ave. Whitehall 7440	R. B. Williams
Emil Reinhardt Agency	Oakland, Cal.	324 13th St. Templebar 2408	Emil Reinhardt
Reiss Adv. Inc.	New York	1270 Sixth Ave. Columbus 5-3532
Religious Broadcasting System Inc.	Washington	National Press Bldg. District 6252	James T. Lambie
	Chicago	310 S. Michigan Ave. Harrison 0207	B. F. Tucker
Roger B. Relkin Co.	New York	370 Lexington Ave. Ashland 4-3531	Roger B. Relkin
William B. Remington Inc.	Springfield, Mass.	21 Beese Place 2-2135	C. D. Barradale
Max Resnick & Co.	Milwaukee	714 W. Wisconsin Ave. Marquette 5329	Max Resnick
Rever Adv. Agency	New York	145 West 45th St. Bryant 9-2706	Fay Permy W. J. Salva
Rufus Rhoades & Co.	San Francisco	De Young Bldg. Exbrook 6469	Aubrey Mendle
Richardson, Alley & Richards Co.	New York	370 Lexington Ave. Lexington 2-3020	Harry Billerbeck
	Boston	Statler Bldg. Hubbard 8850	E. V. Alley
Richardson-Oswald Inc.	Cleveland	Guarantee Title Bldg. Cherry 2890	W. E. Richardson
Rickard & Co. Inc.	New York	330 W. 42d St. Bryant 9-1251	Julian Gran
Rickard Adv. Agency Inc.	Trenton, N. J.	28 W. State St. 6467	M. E. Rickard
C. E. Rickerd Adv. Agency	Detroit	640 Temple Ave. Temple 1-3636	F. A. Cuddihy C. E. Rickerd
Ridgway Co.	St. Louis	1901 Locust St. Central 6622	M. E. Tobias A. Maescher, Jr.
Allen Rieselbach Adv. Agency	Milwaukee	828 N. Broadway Marquette 4242	Robert E. Hart
Ritchie, Colby, Thompson & Co	Houston	Marine Bank Bldg. Preston 9207	J. G. Thompson J. Murray Hooke Frank O. Colby
Philip Ritter Co. Inc.	New York	130 W. 42d St. Wisconsin 7-0895	Philip Ritter, Jr.
Richard T. Robb & Associates	Chicago	28 E. Jackson Blvd. Wabash 8670	R. T. Robb Lee W. Wagner Gervais S. Semmes
Fred A. Robbins Inc.	Chicago	360 N. Michigan Ave State 6273	Ralph N. Cushing Fred A. Robbins
Roberts & MacAvinche	Chicago	30 N. Dearborn St. Randolph 1461	A. J. MacAvinche
Roberts & Reimers Inc.	New York	551 Fifth Ave. Murray Hill 2-3175	Robert P. Reimers
Elwood J. Robinson Adv. Agency	Los Angeles	Security Bldg. Mutual 1142	Robert F. Dennis
	San Francisco	660 Market St. Douglas 2782	Carl C. Wakefield
Roche, Williams & Cunningham Inc.	Chicago	310 S. Michigan Ave. Harrison 8490	N. J. Cavanagh
	Philadelphia	1500 Chestnut St. Rittenhouse 3750	G. C. Pierce
	Milwaukee	Carpenter Bldg. Marquette 5249	Edwin B. Self
Lincoln Roden Inc	Philadelphia	Lewis Tower Pennypacker 5971	Lincoln Roden
Rogers & Smith Adv. Agency	Chicago	20 N. Wacker Drive Dearborn 0021	E. G. Opie W. E. Smith
	Dallas	Wholesale Merchants Bldg. 7-1477	Connie Joan Connor
Rogers, Gano & Gibbons Inc.	Chicago	Mather Tower Franklin 4883	J. Burr Gibbons
	Tulsa, Okla.	National Bank of Tulsa Bldg. 2-2222	J. Burr Gibbons

R—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Rogers-Gano Adv. Agency of Texas	Houston	Bankers Mortgage Bldg. Fairfax 6301	
Rohrbaugh & Gibson	Philadelphia	Lincoln Liberty Bldg. Rittenhouse 0557	C. M. Rohrbaugh
Romer Adv. Service	Washington	Woodward Bldg. District 7161	Frank Romer
Alfred Rooney Co. Inc.	New York	630 Fifth Ave. Circle 7-5652	Roy Quintan H. B. Pickering
	Boston	31 Milk St. Liberty 9790	Roy Quintan
Root-Mandabach Adv. Agency	Chicago	20 N. Wacker Drive Central 0262	Perrin B. Root
Rose-Martin Inc.	New York	21 W. 46th St. Bryant 9-4621	Alvin H. Kaplan
Arthur Rosenberg Co. Inc.	New York	570 Seventh Ave. Chickering 4-4420	Arthur Rosenberg
Albert M. Ross Inc.	New York	122 E. 42d St. Ashland 4-0360	Edith Whitlock
Ross-Gould Co.	St. Louis	10th & Olive Sts. Central 1646	Harry Meyer
Ralph Rossiter Inc.	New York	515 Madison Ave. Wickersham 2-4886	Ralph Rossiter
Charles L. Rumrill & Co. Inc.	Rochester, N. Y.	41 Chestnut St. Main 0199	Charles L. Rumrill
Will Russell & Co.	San Francisco	100 Sutter St. Garfield 8776	Will Russell Phillip Valentine Larry Cook
Ruthrauff & Ryan Inc.	New York	405 Lexington Ave. Vanderbilt 3-6400	Myron P. Kirk
	Chicago	360 N. Michigan Ave. Randolph 2625	Dale M. Perrill
	Detroit	7430 Second Blvd. Madison 1980
	St. Louis	810 Olive St. Main 0128
	Hollywood	Taft Bldg.	Amory Eckley
	San Francisco	235 Montgomery St. Douglas 5822
	Seattle	Northern Life Tower Bldg. Main 6227
	Lakeland, Fla.	Spencer Futch Bldg. 2-4131	Albert F. Whidden
Howard J. Ryan & Associates Inc.	Seattle	Henry Bldg. Seneca 2777
Lewis Edwin Ryan Inc.	Washington	726 Jackson Place National 9643	Herluf Provenson Mahlon A. Glascock Lewis E. Ryan
Ryder & Ingram Inc.	Oakland, Cal.	337 17th St. Glencourt 4317	Ross H. Ryder Robert L. Ingram

S

Robert St. Clair Co., Adv.	Wilkes-Barre, Pa.	Second National Bank Bldg. 4-1178	Hubert F. Johnson
	New York	30 Rockefeller Plaza Digby 4-1360	A. L. Johansen
St. Paul Adv. Co.	St. Paul	96 S. Wabasha St. Riverside 1822	B. E. Howard
Salinger & Publicover	Boston	99 Chauncy St. Liberty 5332	Richard Salinger A. F. Publicover
Sandmeyer-Mackay-Spaulling Co.	Chicago	175 N. Michigan Ave. Randolph 7880	R. E. Sandmeyer
	(New York—See Mackay-Spaulling Inc.)		
William A. Schautz Adv. Agency	Scranton, Pa.	C. of C. Bldg. 5174	William A. Schautz
Scheck Adv. Agency Inc.	Newark	9 Clinton Market 2-0480	Julius Scheck Morris Scheck William Andrews
	New York	285 Madison Ave. Ashland 4-3638	J. P. Franklin
Scheel Adv. Agency	Cleveland	1740 E. 12th St. Cherry 2644	C. W. Scheel Fred W. Fry
Schillin Adv. Corp.	New York	1270 6th Ave. Circle 7-0861	Al Schillin
Scholts Adv. Service	Los Angeles	601 W. 5th St. Michigan 2396	T. D. Scholts, Roy S. Kellogg Allan Wilson William G. Scholts

To National Advertisers and Their Agencies:

WE are essentially a religious advertising agency, specializing in religious broadcasting. We are qualified to act as your representatives and properly conduct you to the threshold of the religious peoples of this nation. Under our auspices they will at least give you an audience. They will not turn you away unheard.

They know us. They have confidence in us. They know we will not betray their confidence. They appreciate the fact that we have made a thorough study of their beliefs and their ideals, thereby gaining the same perspective.

We are under contract with one of the largest, if not the most powerful religious educational organization in the world today—THE BIBLE FOUNDATION, maintaining its national headquarters in Washington. We prepare and present *all* of their religious programs and advertising.

Advertisers and agencies have erred in the past by believing they could use religious subjects for their commercial programs, and thereby obtain the Good Will of the religious peoples.

There IS a method by which your messages will appeal to the religious people—it is through the PROPER presentation and preparation. They demand that all broadcasts, using religious subjects, should be carefully checked, and no attempt made to distort religious facts that the young listeners might be misled.

Toward that end they have appointed a national broadcasting council composed of ecclesiastics and educators from all parts of the country, and representing all religious denominations that it may be strictly non-sectarian in character. This committee passes on all programs, their phraseologies and the effect thereof. WE ARE THE REPRESENTATIVES OF THAT COMMITTEE.

If you contemplate the use of religious programs permit us to work with you.



CENTRAL OFFICES
310 S MICHIGAN AVE
PHONE HARRISON 0207
CHICAGO ILL

JAMES T. LAMBIE, PRESIDENT

NATIONAL HEADQUARTERS
NATIONAL PRESS BLDG
PHONE DISTRICT 6252
WASHINGTON D C

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

S—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Schwab & Beatty Inc.	New York	386 Fourth Ave. Ashland 4-5496	R. W. Beatty
Schwimmer & Scott	Chicago	75 E. Wacker Drive Dearborn 1818	Walter Schwimmer Norman Heyne Cecil Widdifield
Scott-Telander Inc.	Milwaukee	312 E. Wisconsin Ave. Daly 1080	Harry H. Scott M. A. Lemkuhl B. J. Paulson
Russell M. Seeds Co. Inc.	Indianapolis	Lemcke Bldg. Riley 8396	Paul Richey Jack Harding
Sehl Adv. Agency	Chicago	360 N. Michigan Ave. State 7344	H. W. Sehl
Frederick Seid Adv.	San Francisco	127 Montgomery St. Garfield 0360	Edith M. Abbott
Selviar Broadcasting System Inc.	Chicago	75 E. Wacker Drive Randolph 8877	Irving Rocklin Arthur A. Kohn
J. Albert Shaffer	Washington, D. C.	Evening Star Bldg. National 5252	J. Albert Shaffer
Shaffer-Brennan Adv. Co.	St. Louis	4 N. 8th St. Main 2579	T. D. Shaffer Sam B. Margulis Ray C. Stricker Leon Seelig
Shappe, Adv.	New York	1440 Broadway Bryant 9-3558	Louis Shappe
Shaw-Betts Inc.	Denver	810 14th St. Main 1206	R. J. Betts E. O. Shaw
Louis E. Shechter, Adv.	Baltimore	Hearst Tower Bldg. Plaza 4089	E. M. Levin
J. William Sheets	Seattle	Central Bldg. Elliott 7859	J. William Sheets
Shepard Adv. Agency	Chicago	360 N. Michigan Ave. Franklin 3781	K. E. Shepard
Robert L. Shepherd Adv. Agency	Chicago	230 N. Michigan Ave. State 4430	Robert L. Shepherd
Franklin P. Shumway Co.	Boston	453 Washington St. Liberty 1559
Sidener Van Riper & Keeling Inc.	Indianapolis	Circle Tower Riley 3541	Hal R. Keeling Don H. Collins
Charles Silver & Co.	Chicago	612 N. Michigan Ave. Superior 6625	B. R. Solomon Allan S. Becker
Silver & Douce Co. Inc.	Birmingham	Massey Bldg. 3-1191	Harry Douce
Silverman Adv. Co.	Chicago	236 N. Clark St. Andover 1144	M. B. Silverman
Simmonds & Simmonds Inc.	Chicago	201 N. Wells St. Central 1166	C. O. Brewer A. B. Wilder
Simon & Gwynn Inc.	Memphis	Commercial Title Bldg. 6-2936	Milton Simon
Simons-Michelson Co	Detroit	Washington Blvd. Bldg. Cherry 3000	Ivan Frankel Glenn Kyker
Simpers Co.	New York	444 Madison Ave. Eldorado 5-5040	Marsh Watkins
Jay H. Skinner Adv. Agency	Houston	Sterling Bldg. Capital 6278	Francis Gilbert
	Beaumont, Tex.	San Jacinto Bldg. 1598	Ben S. Woodhead, Jr.
Small & Seiffer Inc.	New York	469 Fifth Ave. Caledonia 5-3490	M. Small
Allen C. Smith Adv. Co.	Kansas City	20 West 9th St. Harrison 7438	Allen C. Smith
C. Brewer Smith Adv. Agency	Boston	27 School St. Lafayette 2394	C. Brewer Smith
Clyde H. Smith Adv. Co.	Kansas City	2017 Grand Ave. Harrison 2400	C. H. Smith
Sam K. Smith & Associates	Pittsburgh	William Penn Hotel Atlantic 2474	Sam K. Smith
Smith & Drum Inc.	Los Angeles	650 S. Grand Ave. Trinity 3454	A. Carman Smith Harry C. Drum
	San Francisco	417 Montgomery St. Exbrook 6411	W. W. Drum
	Seattle, Wash.	1519 Railroad Ave., S. Main 3765	Arthur Poolton
	Portland, Ore.	367 Alder St. Beacon 7101	George McMurphey
Smith, Hoffman & Smith Inc.	Pittsburgh	323 Fourth Ave. Atlantic 9313	Lambert Smith
Spangler & Berry	Washington, D. C.	1319 F St. District 3355	Howard W. Berry Ralph F. Spangler Pauline Leonard Edward J. Major

S—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Sparrow Adv. Agency	Birmingham, Ala.	Farley Bldg. 8-0287	J. Martin Smith
Spector-Goodman, Adv.	Chicago	75 E. Wacker Drive Dearborn 7375	S. Spector E. J. Goodman I. Weiss
Kayton Spiero	New York	230 W. 41st St. Pennsylvania 6-8891	Kayton Spiero
Rolfe C. Spinning Inc.	Detroit	5057 Woodward St. Columbus 0531	R. C. Spinning W. C. Dudgeon Paul H. Bruske
Spot Broadcasting Inc.	New York	303 W. 42d St. Longacre 5-6314	Miss H. A. Thomas I. H. Iverson
W. E. Sproat & Co.	Chicago	520 N. Michigan Ave. Superior 8441	Robert E. Sproat
Staake & Schoonmaker Co.	Kalamazoo, Mich.	American Nat'l. Bank 3-1403	Paul C. Staake Carl B. Schoonmaker
Stack-Goble Adv. Agency	Chicago	8 S. Michigan Ave. Randolph 0160	Bess Johnson
	New York	400 Madison Ave. Plaza 3-7445	Richard A. Porter
	Detroit	1397 S. Jefferson St. Cherry 5317	J. G. Nemethy
Standard Broadcast Service	Atlanta	Mortgage Guaranty Bldg. Walnut 3577
Granville S. Standish Adv. Agency	Providence, R. I.	Union Trust Bldg. Gaspee 4565	Granville S. Standish
Staples & Staples Inc.	Richmond	10 S. 10th St. 2-0210	Henry L. Staples
H. L. Stedfeld Co., Inc.	New York	1775 Broadway Circle 7-3960	Harold L. Stedfeld
Steele Adv. Agency Inc.	Houston	Merchants & Mfrs. Bldg. Preston 9997	H. Wirt Steele Bill Archer Clarence Payne
Steller-Millar Agency	Los Angeles	112 W. 9th St. Tucker 5878	Otto A. Steller H. V. Millar
Sterling Adv. Agency	New York	70 W. 40th St. Longacre 5-4614	Leon A. Friedman
Lou Sterling & Associates	N. Hollywood	12024 Addison St. N. Hollywood 2877
Arthur R. Sternau	Philadelphia	1700 Sansom St. Pennypacker 1450	Arthur R. Sternau
Sternfield-Godley Inc.	New York	280 Broadway Barclay 7-3030	S. I. Godley Philip Sheft
Steurman Adv. Agency	New York	370 Lexington Ave. Caledonia 5-4334	Mrs. L. Steurman
Stevens Inc.	Grand Rapids	Assn. of Commerce Bldg. 9-8175	A. W. Erhardt
Fred D. Stevens Adv. Agency	Utica	14 Devereux St. 4-9339	Fred D. Stevens
Farron Stevens Adv. Agency	Detroit	Stormfeltz-Loveley Bldg. Madison 0318	Farron Stevens
Jewell F. Stevens Co.	Chicago	19 S. LaSalle St. Central 2202	Harold Bean
Stevens-Davis Co.	Chicago	1234 Jackson Blvd. Haymarket 7855	C. C. Swearingen
Stewart-Davis Adv. Agency	Chicago	400 North Michigan Superior 1612
Stewart, Hanford & Frohman Inc.	Rochester	11 James St. Stone 1453	L. A. Casler Albert T. Stewart
	New York	126 E. 44th St. Murray Hill 2-4579	O. G. Carpenter
Stewart-Jordan Co.	Philadelphia	Lincoln-Liberty Bldg. Locust 4637	Herman J. Bub R. T. Gebler
Stockwell & Marceuse	Detroit	National Bank Bldg. Cadillac 4484	William H. Stockwell Philip R. Marceuse
Stoddard Sampson Co.	Boston	80 Federal St. Liberty 4848	Arthur W. Sampson Edward G. Adams
Stone & Lasky Inc.	Boston	260 Tremont St. Liberty 1877	Larry G. Lasky John Orfo
Stone-Stevens-Howcott-Halsey Inc.	New Orleans	Whitrey Bldg. Main 1537	L. H. Stevens
Stoneton Adv. Agency	Hallowell, Me.	145 Water Augusta 1280	E. M. Everett
Strang & Prosser Adv. Agency	Seattle	Smith Tower Ellet 1322	J. R. Lunke Wade Thompson

DIRECTORY OF AGENCIES

S—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Street & Finney Inc.	New York	330 West 42d St. Bryant 9-2400	John F. Mayer
Chas. R. Stuart Inc.	San Francisco	625 Market St. Douglas 2438	Chas. R. Stuart Charles P. Johnson Bob James
	Los Angeles	Park Central Bldg. Tucker 2822	Charles Levitt
Suedhoff & Co. Inc.	Fort Wayne, Ind.	Citizens Trust Bldg. A-6421	C. J. Suedhoff
G. Lynn Sumner Co. Inc.	New York	285 Madison Ave. Caledonia 5-4103	G. Lynn Sumner C. L. Youmans W. L. Marshall
Sun Adv. Co.	Toledo	2325 Madison Ave. Adams 5235	Richard C. Carr
Samuel M. Sutter Adv. Agency	Detroit	1441 Times Square Cadillac 0578	Samuel M. Sutter
Swafford & Koehl Inc.	New York	551 Fifth Ave. Murray Hill 2-9550	Charles K. Swafford
Sweeney & James Co.	Cleveland	1501 Euclid Ave. Main 7142	Frank G. James W. B. Watterson
Hilmer V. Swenson Co.	Chicago	1801 W. Byron St. Buckingham 9601	O. L. Coe
	St. Louis	Commercial Bldg. Central 0816	John Fienstein
Syverson-Kelley Inc.	Spokane	Mohawk Bldg. Main 4311	A. H. Syverson H. A. Brassard C. R. Devine Raymond P. Kelly

T

Henry H. Teplitz	Chicago	540 N. Michigan Ave. Delaware 2686	Henry H. Teplitz
J. Walter Thompson Co.	New York	420 Lexington Ave. Mohawk 4-7700
	Chicago	Wrigley Bldg. Superior 0303
	San Francisco	Shell Bldg. Garfield 3510
	Hollywood	5527 Melrose Ave. Hollywood 5992
Thompson Adv. Agency	Youngstown	324 W. Federal St. 6-6159	Ray M. Thompson
Thompson-Koch Co.	Cincinnati	32 W. 6th St. Cherry 5221	W. S. Groom
J. J. Tissier Adv. Agency	San Francisco	544 Market St. Garfield 8965	Joseph J. Tissier
Norman W. Tolle & Associates	San Diego	631 Third Ave. Franklin 6606	Norman W. Tolle G. B. Bradshaw
Tomaschke-Elliott Inc.	Oakland	1624 Franklin St. Glencourt 4941	Wallace F. Elliott
Tomowske Adv. Agency	Spokane	Chronicle Bldg. M-5911	Walter McLean
Topping & Lloyd Inc.	New York	485 Madison Ave. Wickersham 2-0842	B. H. Carter Frank Leiss
Arthur Towell Inc.	Madison, Wis.	119 Monona Ave. Fairchild 682	Ralph Timmons Arthur Towell
W. I. Tracy Inc.	New York	205 E. 42d St. Murray Hill 4-6406	Frank S. Kent Wm. Irwin Tracy
Tracy-Locke-Dawson Inc.	Dallas	1921 Elm 7-3128	Glenn Addington Raymond P. Locke James J. Jeffries Monty Mann
	New York	22 East 40th St. Ashland 4-1690	Joe M. Dawson H. E. Hendrick
Trade Adv. Agency	New York	180 Madison Ave. Ashland 4-9136	G. W. Lindsey
Turner Advertising Agency	Chicago	520 N. Michigan Ave. Superior 2161	John Kenneth Turner
Tuthill Adv. Agency Inc.	New York	1133 Broadway Chelsea 3 4931	L. W. C. Tuthill
O. S. Tyson & Co. Inc.	New York	230 Park Ave. Murray Hill 2-3663	Oscar S. Tyson
	Philadelphia	3701 N. Broad St. Sagamore 6067	C. E. Hayes

14 REASONS WHY

W F B L

1. Full Columbia Service
2. The Favorite of Listeners
3. The Choice of Advertisers
4. Leads in Civic Interest
5. 5,000 Watts Days; 1,000 Watts Nights
6. Clear Regional Channel
7. Non-directional Radiation
8. Seasoned Radio Organization
9. First in Equipment
10. Leads in News Service
11. Complete Merchandising Service
12. Trained Selling Announcers
13. Trained Publicity Personnel
14. Competent Program Department

Leads in Syracuse

—nationally recognized
as a "TEST" MARKET

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

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

Average insofar as its buying power and habits are concerned, Syracuse is *distinctly above average* in its opportunities for radio cultivation. Fewer than 3% of Syracuse radio receivers are tuned to out - of - town stations. WFBL . . . with full Columbia service . . . the favorite of listeners . . . the choice of advertisers . . . gives maximum coverage of this ideal "test" market.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York

Member Basic Network Columbia Broadcasting System
National Representatives, Free & Peters, Inc.
110 East 42d Street 180 North Michigan Ave. 403 New Center Bldg.
NEW YORK CITY CHICAGO DETROIT
111 Sutter Street Chamber of Commerce Bldg.
SAN FRANCISCO LOS ANGELES

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

U

Agency	City	Address Telephone Number	Executives In Charge of Radio
Roland G. E. Ullman Organization	Philadelphia	1520 Locust St. Pennypacker 4522	Nan M. Collins
United States Adv. Corp.	Toledo	240 Huron St. Main 8205	Carl U. Fauster Harold V. Barrett
	Chicago	612 N. Michigan Ave. Delaware 4466	J. C. Ewell
	New York	30 Rockefeller Plaza Columbus 5-2032	Chester H. McCall
	Detroit	Dime Bank Bldg. Randolph 4660	Edward E. Rothman
Universal Adv. Agency	Baltimore	First National Bank Plaza 1700	Kenneth C. Watson
	Malden, Mass.	238 Pleasant St. Malden 2925
Unwin Adv. Agency	Detroit	5144 14th St. Tyler 6-5451	B. V. Unwin B. G. Unwin

V

Van Auken-Ragland Inc.	Chicago	20 N. Wacker Drive Franklin 2911	Kenneth L. Van Auken Chester A. Ragland Leo J. Reynolds B. F. Stevens
Curtis W. Van De Mark Adv. Agency	Cincinnati	800 Broadway Parkway 6660	Curtis W. Van De Mark
Vanden Co.	Chicago	612 N. Michigan Ave. Superior 9609	Geo. W. Vanden
Vanderbie & Rubens Inc.	Chicago	540 N. Michigan Ave. Superior 8436	H. S. Vanderbie Walter L. Rubens
Van Sant, Dugdale & Co. Inc.	Baltimore	Court Square Bldg. Plaza 5280	C. M. Buchanan Wilbur Van Sant H. K. Dugdale Alan E. Turner J. P. Daiger R. E. Daiger
Clyde Varney Adv. Agency	Detroit	Penobscot Bldg. Cherry 5010	Clyde Varney

V—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Addison Vars Inc.	Buffalo	Vars Bldg. Cleveland 2351	Henry W. Comsto
Chas. E. Vautrain Associates Inc.	Holyoke, Mass.	560 Dwight St. 2-3884	Chas. E. Vautrain
Vox Co. of Adv. Inc.	New York	22 West 48th St. Bryant 9-9729	S. S. Baker J. J. Ranch Fred Kugel

W			
Agency	City	Address Telephone Number	Executives In Charge of Radio
Rhodes Waddell Agency	Kansas City	420 Lathrop Bldg. Victor 5012	Milford K. (Waddell)
Wade Adv. Agency	Chicago	208 W. Washington St. State 7373	W. A. Wade E. N. Nelson
Wadsworth & Walker Inc.	New York	369 Lexington Ave. Caledonia 5-6100	Ralph K. Wadsworth Robert M. S. Walker Frank Best D. C. Casimir
Hugo Wagneseil & Associates	Dayton	Third National Bank Hemlock 1151	R. C. Kircher
L. H. Waldron Adv. Agency	New York	19 W. 44th St. Vanderbilt 3-8342	L. H. Waldron
Wales Adv. Co. Inc.	New York	230 Park Ave. Vanderbilt 3-4000	James A. Wales
Walker & Downing	Pittsburgh	Oliver Bldg. Randolph 7393	William W. Rose
Tom Wallace Agency	Hollywood	1558 N. Vine St. Gladstone 7842	Tom Wallace
I. F. Wallin & Associates	Los Angeles	3815 Beverly Blvd. Normandy 7208	I. F. Wallin, Jr.
Wank & Wank	San Francisco	580 Market St. Garfield 2921	Mel Wank
F. M. Wardle Inc.	Detroit	Stevenson Bldg. Main 7992	F. M. Wardle
Mason Warner Co. Inc.	Chicago	360 N. Michigan Ave. State 7550	D. D. Warner
W. S. Warner Co.	San Francisco	369 Pine St. Exbrook 3050	W. S. Warner
Waxelbaum Jewish Adv. Serv.	New York	110 W. 40th St. Pennsylvania 6-0043	Benjamin Waxelbaum
Luther Weaver & Associates	St. Paul	Globe Bldg. Cedar 3777	Florian J. Schleck Marjorie Peterson
John P. Weidenhamer & Associates	Harrisburg	26 N. 18th St. 4-1808	John P. Weidenhamer
Sidney H. Weiler Adv. Agency	Philadelphia	1420 Chestnut St. Rittenhouse 8674	Sam Taubman Mabel Peoples
Armand S. Weill Co. Inc.	Buffalo	17 Court St. Washington 6250	Robert K. Weill Don N. Trauter
Milton Weinberg Adv. Co.	Los Angeles	325 W 8th St. Trinity 6878	Bernard Weinberg George Laws
Weller Service Inc.	Seattle	Vance Bldg. Seneca 0433	E. M. Izzaro B. V. Todd E. R. Weller
Jack Wemple, Advertising	Portland, Ore.	Pacific Bldg. Beacon 5151	Elwood Enke
	Green Bay, Wis.	310 Pine St. Howard 1498	Jack C. Wemple
Wendland-Gallup Inc.	Los Angeles	2923 W. Sixth St. Federal 1242	Wallace H. Gallup
Wendt Adv. Agency	Toledo	Spitzer Bldg. Main 3750	H. F. Wendt
L. D. Wertheimer Co. Adv. Inc.	New York	230 Park Ave. Murray Hill 2-6860	Mark Mitchell
	Chicago	230 N. Michigan Ave. Franklin 8833	George Enzinger
Wesley Associates	New York	225 W. 34th St. Lackawanna 4-3497	H. Weiner
Wessel Co.	Chicago	458 E. 30th St. Victory 1300	S. L. Wessel T. T. Weidon R. Moore
West & Associates Inc.	Glendale, Cal.	102 N. Brand Blvd. Omaha 3-4832	John R. West
Westco Adv. Agency	San Francisco	206 Sansome St. Sutter 6744	E. E. Sylvestre
Western Adv. Agency Inc.	Racine, Wis.	214 Fifth St. Jackson 974	T. J. Brokaw
	Chicago	35 E. Wacker Drive Central 7565	H. A. Hutchins
Louis E. Westheimer & Co.	St. Louis	317 N. 11th St. Garfield 1515	Louis E. Westheimer

RESULTS COUNT*

● 531 people called at a local furniture store for a radio log mentioned on quarter-hour news periods on Sunday evenings during December.

● A local bank received 931 requests for an atlas merely mentioned during some of their half-hour broadcasts on Monday evenings—AND opened 328 NEW accounts!

● A full hour broadcast on Saturday mornings is producing over 1,000 pieces of mail weekly for a leading dairy company.

● After 10 weeks of broadcasting a half-hour show on Saturday mornings, a baking company has over 15,000 members in a boys' club.

*—Advertisers who count results tell us these are typical examples of the way this station produces.

WRVA

RICHMOND, VA.
5,000 WATTS

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

W—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Weston-Barnett Inc.	Waterloo, Ia.	Arts & Crafts Bldg. 766	Wells H. Barnett Phillips Taylor
	Chicago	520 N. Michigan Ave. Whitehall 7725	A. C. Barnett
Frank E. Whalen Adv. Co.	Kansas City	21 W. 10th St. Victor 7200	James Reese Frank Whalen
White-Lowell Co. Inc.	New York	369 Lexington Ave. Caledonia 5-1285	J. J. Hagan
Edmund S. Whitten Inc.	Boston	216 Tremont St. Liberty 1861	E. S. Whitten
Mac Wilkins & Cole Inc.	Portland, Ore.	Mead Bldg. Broadway 6401	Showalter Lynch
	Seattle	Lloyd Bldg. Elliott 0855	Roy Grandey
Lewis M. Williams	Chicago	6 N. Michigan Ave. Central 1422	Lewis M. Williams
Howard E. Williams Adv.	San Francisco	485 California St. Douglas 2990	Howard E. Williams
Otis Carl Wilhams Inc.	Worcester, Mass.	201 Commercial St. 3-4780	Otis Carl Williams
Williams & Bramen	Chicago	343 S. Dearborn St. Harrison 8342	E. M. Stern
P. P. Wilhs Corp.	Chicago	105 W. Adams St. Central 0177	P. P. Willis
Edwin Bird Wilson Inc.	New York	120 Wall St. Andrews 3-4170
C. C. Winningham Inc.	Detroit	General Motors Bldg. Madison 8970	C. C. Winningham
N. A. Winter Adv. Agency	Des Moines	Register & Tribune 4-0601	N. A. Winter
Roger Wolcott, Inc.	Boston	80 Federal St. Liberty 3864	Stuart D. Paine
Ed. Wolf & Associates	Rochester	Taylor Bldg. Stone 191	Ed. Wolf
Jefferson Kaye Wood	Los Angeles	707 South Hill Michigan 9856	Stuart Buchanan Jefferson K. Wood
Wood, Putnam & Wood Co.	Boston	209 Washington St. Hancock 1530	A. H. Wood Jr., Arthur A. Sisson
Woodman-Stewart Co.	Chicago	520 N. Michigan Ave. Superior 6184	J. L. Stewart
Woolley & Hunter Inc.	Denver	Steel Bldg. Keystone 8194	Cloyd F. Woolley E. M. Hunter
World Wide Adv. Corp.	New York	11 West 42d St. Longacre 5-4509	Emil M. Scholz Ellis J. Finch

W—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Wortman, Barton & Co. Inc.	New York	381 Fourth Ave. Murray Hill 4-2757	W. A. Duffield
George Wilfred Wright	Newark	40 Clinton St. Market 3-0982	George Wilfred Wright
Frank Wright & Associates	San Francisco	Rialto Bldg. Douglas 8487	Frank Wright
W. L. Wright Co.	Rochester	82 St. Paul St. Main 6452	W. L. Wright
C. Ellsworth Wylie Co.	Los Angeles	Beaux Arts Bldg Drexel 3239	C. Ellsworth Wylie

Y

Agency	City	Address Telephone Number	Executives In Charge of Radio
Fred D. Yates, Adv.	New York	150 Nassau St. Beekman 3-3548	Fred Yates
Yeomans & Foote Adv. Agency	San Francisco	1200 Van Ness Ave. Prospect 2086	Lewis H. Yeomans
John Yonker	Syracuse	Foote Bldg 2-6534	John Yonker
Charles E. Yost Adv. Agency	Pittsburgh	Oliver Bldg. Atlantic 5845	L. H. Neiplin
Young & Rubicam Inc.	New York	285 Madison Ave. Ashland 4-8400	Wm. R. Stuhler Donald Stauffer Carlos Franco
	Chicago	333 Michigan Ave. Central 3144
	Detroit	7430 Second Blvd. Trinity 2-1810
	Hollywood	6253 Hollywood Blvd. Hollywood 2734	T. F. Harrington
Yount Co.	Erie, Pa.	12 E. 10th St. 22-816	M. A. Yount

Z

Agency	City	Address Telephone Number	Executives In Charge of Radio
Edward W. Zabel Co.	Chicago	230 N. Michigan Ave. Central 3404	Edward W. Zabel
Zimmer-Keller Inc.	Detroit	2210 Park Ave. Cadillac 9150	H. R. Klein M. A. Neff
Zinn & Meyer Inc.	New York	1819 Broadway Columbus 5-4456	Richard A. Zinn
Frederick W. Ziv Inc.	Cincinnati	Ingalls Bldg. Main 4698	John L. Sinn



FACTS

FINAL FIGURES, just released, for retail sales in Kansas in 1935, presented in detail for each county, city and town in Area report released by Department of Commerce Bureau of the Census, show total retail sales of \$448,261,000 in 27,433 retail stores.

48.2%

OF THE TOTAL RETAIL sales in the State of Kansas, or \$215,984,000, were made in the thirty-seven (37) counties comprising the Kansas Primary Area of Radio Station KFH, in Wichita. This high sales volume was handled through 11,454 retail stores in the KFH Primary Area, or 41.7% of all Kansas retail outlets. These 37 Kansas counties are blanketed by KFH, in Wichita.

KFH SERVES A RICH "READY-TO-BUY" MARKET

Affiliated with
CBS

National Representatives
EDWARD PETRY & CO.

KFH

WICHITA, KANSAS

5,000 Watts- Day

1,000 Watts Night

Directory of Major Canadian Advertising Agencies and Radio Executives

Agency	City	Address Telephone Number	Executives In Charge of Radio	Agency	City	Address Telephone Number	Executives In Charge of Radio
All Canada Broadcasting System	Winnipeg, Man.	171 McDermott Ave. 92481	Dawson Richardson A. L. Garside	F. H. Hayhurst Co. Ltd.	Toronto, Ont.	38 King St. W. Adelaide 7418	W. P. Hayhurst
	Toronto 2, Ont.	Dominion Bank Bldg. Elgin 7936	J. Slatter J. Tregale		Montreal, Que.	1184 St. Catherine St. W. Belair 3988	E. A. Goodeve
	Montreal, Que.	672 Sun Life Bldg. Lancaster 6500	Vic. George Burt Hall	L. J. Heagerty & Assoc. Ltd.	Toronto 2, Ont.	Sterling Tower Adelaide 0366	L. J. Heagerty
	New York, N. Y.	350 Madison Ave.	J. J. Weed	C. A. Allen Heenev Ltd.	Vancouver, B. C.	Province Bldg. Seymour 1788
	Chicago, Ill.	203 N. Wabash Ave.	C. C. Weed	Roy A. Hunter	Vancouver, B. C.	325 Howe St. Trinity 4503
Ardiel Adv. Agency Ltd.	Toronto 2, Ont.	137 Wellington St., West Adelaide 4994	Clark Wright	J. E. Huot Publicite Enregistre	Montreal, Que.	34 Rue Notre-Dame E. Lancaster 0581
Atlantic Adv. Agency	Sackville, N. B. 131	C. C. Avar	Industrial Adv. Agency Ltd.	Toronto, Ont.	59 Spadina Ave. Waverley 4555	G. M. Smith
	St. John, N. B.	Ritchie Bldg. 3-9224	B. P. McCafferty	Russell T. Kelley Ltd.	Hamilton, Ont.	150 Main St. E. Baker 1155	R. T. Kelley
N. W. Ayer & Son of Canada Ltd.	Montreal, Que.	Sun Life Bldg. Plateau 6886	J. F. Graydon	Clark E. Locke Ltd.	Toronto	Harbour Commission Elgin 1802	Crawford U. Hall
Baker Adv. Agency Ltd.	Toronto, Ont.	199 Bay St. Adelaide 2171	R. D. Albertini	Lord & Thomas of Canada Ltd.	Toronto 2, Ont.	67 Yonge St. Waverley 1151	W. M. Mills
Benison Adv. Agency	Montreal, Que.	Canada Cement Bldg. Lancaster 1936	Lionel Benison		Montreal, Que.	Dominion Square Bldg. Plateau 7924	C. D. Dennis
	Toronto 2, Ont.	Imperial Bank Bldg. Adelaide 2301	E. V. Hammond	Harold C. Lowrey	Toronto 2, Ont.	323-25 Yonge St. Adelaide 1505	F. R. Lowrey
	Vancouver, B. C.	317 Royal Bank Bldg.	S. W. Benwell	McCann-Erickson Inc	Vancouver, B. C.	675 W. Hastings Trinity 2588
Bison Adv. Agency	Oakville, Ont.	1015	W. A. Chant	McConnell, Baxter & Eastman, Ltd.	London, Ont.	Huron & Erie Bldg. Metcalfe 544	T. H. Yull
Duncan S. Blaikie Adv. Agency Ltd.	Montreal, Que.	1411 Crescent Marquette 9356	A. M. Blaikie		Toronto 2, Ont.	254 Bay St. Adelaide 7004	Miss J. Hedley
Canadian Adv. Agency Ltd.	Montreal, Que.	1135 Beaver Hall Hill Lancaster 7274	L. E. Schofield		Montreal, Que.	1010 St. Catherine St. W. Plateau 1146	W. D. Moffatt
	Toronto 2, Ont.	85 Richmond St., W. Waverly 3261	McCrae Cooper		Vancouver	789 West Pender Seymour 1788	C. A. Allen Heenev
	Paris, France	13 de Marivaux St.		Winnipeg, Man.	Confederation Life Bldg. 95-757	D. C. Coutts
Clark Adv. Service	Victoria B. C.	Pemberton Bldg. Empire 9613		London, S.W.1, England	2, 3 & 4 Cockspur St.	Miss P. Hammond
Cockfield-Brown & Co. Ltd.	Montreal, Que.	Canada Cement Bldg. Harbour 4171	H. R. Conway	A. McKimm Ltd.	Montreal, Que.	Confederation Bldg. Lancaster 5192	E. W. Brodie
	Toronto 2, Ont.	Metropolitan Bldg. Elgin 9201	C. W. McQuillin		Toronto, Ont.	320 Bay St. Elgin 5351	Miss Jean McKee
	Vancouver, B. C.	Royal Bank Bldg. Trinity 2588	Colin Harris		London, W.C. 2, England	376 Strand	D. E. Longmore
	Winnipeg, Man.	Electric Railway Chambers 97-068	H. Lavender		Winnipeg, Man.	Royal Bank Bldg. 97-627	R. F. Griffiths
Consolidated Adv. Service Ltd.	Toronto 2, Ont.	71 Richmond St., W. Adelaide 6218	Mrs. E. MacDonald		Vancouver, B. C.	Province Bldg. Seymour 3435	R. A. Hutchinson
	Montreal, Que.	376 Craig St., W. Harbour 1245	C. S. Richardson		Halifax N. S.	Dennis Bldg. B-6917	W. J. McKay
A. J. Denne & Co. Ltd.	Toronto 2, Ont.	80 King St., W. Elgin 3444	Miss F. M. Wright	MacLaren Adv. Co. Ltd.	Toronto 2, Ont.	372 Bay St. Elgin 0321	C. M. Pasmore
Desharats Adv. Agency Ltd.	Montreal, Que.	1184 Catherine St., W. Plateau 5025		Vancouver, B. C.	Province Bldg.	G. W. Stevenson
Ferres Adv. Service	Hamilton, Ont.	Piggott Bldg. Regent 1884		Winnipeg, Man.	Cufry Bldg.	Walter Henderson
Financial Adv. Co. of Canada Ltd.	Montreal, Que.	651 Craig St. W. Lancaster 2139	Sam Ghent		Calgary, Alb.	Union Bldg. M 4560	Martin H. MacKay
	Toronto 2, Ont.	226 Bay St. Elgin 7204	Hal. Watson		Montreal, Que.	Dominion Square Bldg. Lancaster 5064	Walter P. Downs
James Fisher Co. Ltd.	Toronto, Ont.	204 Richmond St. W. Adelaide 4426	W. R. Johnston	Neal & Reed Adv. Agency	Toronto, Ont.	31 Willcocks St. Kingsdale 3115
	Montreal, Que.	Confederation Bldg. Lancaster 1205	Norris-Patterson Ltd.	Toronto, Ont.	105 Bond St. Elgin 8461	C. A. Mayo
Fletcher & Ellis Ltd.	Toronto, Ont.	C. P. R. Bldg. Adelaide 3051	R. W. Ashcroft		Montreal, Que.	University Tower Bldg. Harbour 3256	C. W. Davis
J. J. Gibbons Ltd.	Toronto 2, Ont.	159 Bay St. Elgin 2111	Don Copeland		Ottawa, Ont.	Journal Bldg. Queen 1095	H. B. Williams
	Montreal, Que.	Dominion Square Bldg. Harbour 6207	H. M. Reid		Edmonton, Alb.	Richardson Bldg. 25326	E. H. Stutchbury
	Vancouver, B. C.	Province Bldg. Seymour 6324	Leander Manley		St. John, N. B.	Bank of Montreal Bldg. 3-3478	P. N. Woodley
	Calgary, Alb.	Lancaster Bldg. R 2031	R. G. Smith		Vancouver, B. C.	Province Bldg. Trinity 931	R. A. Diespecker W. D. M. Patterson
	Regina, Sask.	Leader-Post Bldg. 6-141	E. G. Macpherson		Winnipeg, Man.	Curry Bldg. 93-833	H. C. Skinner
	Winnipeg, Man.	Scott Bldg. 97-373	G. Hunter				
Grow & Pitcher Agencies	Calgary, Alb.	127 Seventh Ave. E. M 5204				

(Continued on page 265)

Canadian Advertising Agencies

(Continued from page 264)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Margaret Pennell	Toronto 2, Ont.	Harbour Commission Bldg. Elgin 2079	Miss Margaret Pennell
Thornton Purkis	Toronto 2, Ont.	Northern Ontario Bldg. Adelaide 6221	T. Purkis
	Montreal, Que.	231 St. James St. W. Harbour 6988	C. P. Sutcliffe
Edward W. Reynolds & Co. Ltd.	Toronto 2, Ont.	Yardley House Waverley 6157	T. D. Rimmer
Ronalds Adv. Agency Ltd.	Montreal, Que.	Keefer Bldg. Plateau 4803	Mrs. E. Wainwright
	Toronto, Ont.	210 Dundas St. W. Adelaide 0237	R. J. Avery
R. C. Smith & Son Ltd.	Toronto 2, Ont.	80 King St. W. Elgin 9396	G. A. Phare
Stevenson & Scott Ltd.	Montreal, Que.	University Tower Harbour 4131	H. E. Scott
Stewart-McIntosh Ltd.	Vancouver, B. C.	Province Bldg. Trinity 5437
	Seattle, Wash.	Securities Bldg. Eliot 6690
Tandy Adv. Agency Ltd.	Toronto 2, Ont.	204 Richmond St. W. Adelaide 6362	J. P. Hamilton
J. Walter Thompson Co. Ltd.	Montreal, Que.	Dominion Square Bldg. Marquette 7794	W. Telford
	Toronto 2, Ont.	320 Bay St. Waverley 2648	A. F. Head
United Broadcast Sales	Toronto 2, Ont.	200 Bay St. Adelaide 1646	P. H. Gaynor
	Calgary, Alb.	Southam Bldg.	F. W. Cannon
	Winnipeg, Man.	Telephone Bldg.	G. F. Herbert
	Vancouver, B. C.	541 W. Georgia St.	John E. Baldwin
United Radio Service of America	Montreal	1434 St. Catherine Plateau 1788	R. Vineberg S. Vineberg
Vickers & Benson Ltd.	Montreal, Que.	Keefer Bldg. Plateau 5051	H. G. Gonthier
	Toronto, Ont.	Reford Bldg. Waverley 1603	D. F. Brown
Wallace Adv. Ltd.	Halifax, N. S.	Roy Bldg. B 7557	F. R. Wallace
Walsh Adv. Co. Ltd.	Windsor, Ont.	310 Guaranty Trust Bldg. 3-2416	W. A. McGuire
Young & Rubicam Ltd.	Montreal, Que.	702 University Tower Plateau 1328	L. Arbuthnot
	Toronto 2, Ont.	80 King St. W. Elgin 0397	L. Arbuthnot

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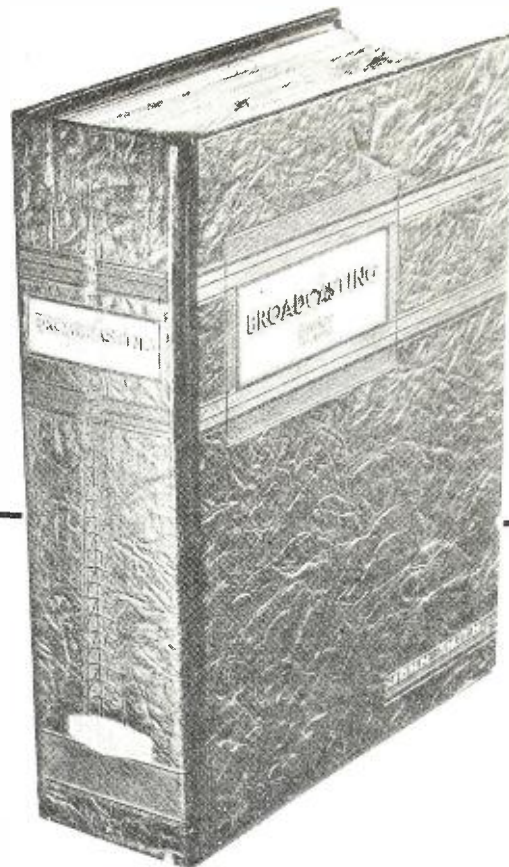
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Directory of NATIONAL AND REGIONAL RADIO ADVERTISERS And Their Agencies

n. Network programs
sp. Local studio programs

rn. Regional network programs
Cumulative for 1934, 1935 and 1936. Compiled and

t. Transcriptions
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A

A-C SPARK PLUG Co., Flint, Mich. Agency: D. P. Brother & Co. Inc., Detroit. n t sa ta
SIMON ACKERMAN CLOTHES Inc., New York. Agency: Hirshon-Garfield Inc., N. Y. sp
ACME FEEDS Inc., Forest Park, Ill. (hog feed). Agency: Shepard Adv. Agency, Chicago. sa
ACME WHITE LEAD & COLOR WORKS, Detroit (paint). Agency: Henri, Hurst & McDonald Inc., Chicago. n rn sa
ACQUIN PRODUCTS Co., St. Louis. Agency: Kelly-Stuhlman Adv. Co., St. Louis.
ADAMS HAT STORES, New York (chain hat stores). Agency: Glicksman Adv. Co. Inc., N. Y. sp n
ADELL CHEMICAL Co., Holyoke, Mass. (stain remover). sp
ADLERIKA Co., St. Paul (Adlerika). Agency: St. Paul Adv. Co., St. Paul. n sa t ta
AETNA CASUALTY & SURETY Co., Aetna Life Insurance Co., Hartford, Conn. t
AFFILIATED PRODUCTS Inc., Chicago (Kissproof, Louis Philippe, Edna Wallace Hopper, etc., cosmetics). Agency: Blackett-Sample-Hummert Inc., Chicago. n sp t
AGFA-ANSO Corp., Binghamton N. Y. (cameras, films). Agency: Young & Rubicam Inc., N. Y.
JAMES A. AICARDI & SON Co., Boston (I-Car-De mayonnaise). Agency: Mitchell Co., Boston.
AIR-WAY ELECTRIC APPLIANCE Corp., Toledo (vacuum cleaners). Agency: Campbell-Ewald Co. Inc., Detroit. t
AIRY FAIRY FOODS Inc., Minneapolis (cake flour). Agency: Mitchell-Faust Adv. Agency, Chicago. sa
AJAX HOSIERY MILLS Inc., Phoenixville, Pa. Agency: Blaker Adv. Agency Inc., N. Y. sp
AKRON LAMP Co., Akron, O. (reading lamps). Agency: Guenther-Bradford & Co. Inc., Chicago. sp
ALABAMA-GEORGIA SYRUP Co., Montgomery, Ala. (Sunnygold syrups). Agency: Fitzgerald Adv. Agency Inc., New Orleans.
ALASKA PACIFIC SALMON Corp., Seattle (canned salmon). Agency: J. William Sheets, Seattle. sp sa
ALASKA PACKERS ASSOCIATION, San Francisco (salmon). Agency: McCann-Erickson Inc., San Francisco. t
ALASKA STEAMSHIP Co., Seattle. Agency: Beaumont & Hohman Inc., Seattle. sp
ALBERS BROS. MILLING Co., Seattle (Albers Flapjack flour). Agency: Erwin, Wasey & Co., Inc., Seattle. t
ALCO LABORATORIES, Oakland, Cal. (liquor cure). Agency: Allied Adv. Agency, Los Angeles. t
ALEMITE Corp., Chicago (lubricants). Agency: Blackett - Sample - Hummert Inc., Chicago. n
ALLEGANY REFINERS Inc., Bolivar, N. Y. (Bolivar gasoline, oil). Agency: Stewart, Hanford & Frohman Inc., Rochester, N. Y.
ALEGHANY STEEL Co., Pittsburgh. Agency: Walker & Downing, Pittsburgh. ta sa
ALLEN-A COMPANY, Kenosha, Wis. (hosiery) Agency: J. P. Muller & Co., N. Y.
ALLEN-EDMUNDS SHOE Corp., Belgium, Wis. (Osteo-path-k shoes). Agency: Frances Muller Adv. Agency, Milwaukee.
MARK W. ALLEN & Co., Detroit (2 Drop hand lotion). Agency: Holmes Inc., Detroit. sa
ALLEN CHEMICAL Co., Toledo (H. E. G. X. sinus remedy). Agency: C. E. Rickard Adv. Agency, Detroit, rn
ALLES & FISHER, Boston (JA, 63 cigars). Agency: Lester B. Hawes, Boston. rn
ALLIED MILLS, Inc., Chicago (O-Brand flour). Agency: Morris-Schenker-Roth Inc., Chicago.
ALLIED QUALITY PAINT GROUP, Chicago (Acme, Lowe Brothers paints). Agency: Henri, Hurst & McDonald Inc., Chicago. n
ALLIGATOR Co., St. Louis (clothing). Agency: Critchfield & Co., Chicago.

ALLIS-CHALMERS MFG. Co., Milwaukee (agricultural machinery). Agency: Bert S. Gittins, Milwaukee, t
ALL STATE INSURANCE Co., Chicago. sp
ALTORFER BROS. Co., Peoria, Ill. (ABC appliances). Agency: Hanff-Metzger of Illinois, Chicago.
ALUMINUM COMPANY OF AMERICA, Pittsburgh. Agency: Fuller & Smith & Ross Inc., Cleveland. sa
A'LURE TOILET GOODS Co., St. Louis (cosmetics). Agency: Kelly & Stuhlman Inc., St. Louis. sa
AM-BRO Co., Lawton, Okla. (Brown's lotion). sa
AMERICAN AGRICULTURAL CHEMICAL Co., New York (Agrico fertilizer). Agency: Cowan & Dengler, N. Y. sp
AMERICAN AIRWAYS, Chicago (air travel). Agency: P. P. Willis Corp., Chicago. sp
AMERICAN AUTOMOBILE ASSN., Washington. Agency: Henry J. Kaufman, Washington. sa
AMERICAN BAKERIES Co., Atlanta (Merita bread). Agency: James A. Green & Co., Atlanta. ta
AMERICAN BIRD PRODUCTS Inc., Chicago (bird food). Agency: Weston-Barnett Inc., Chicago. sp
AMERICAN BOOK MART, Chicago (catalogs). Agency: E. H. Brown Adv. Agency, Chicago. sp
AMERICAN CAN Co., New York. Agency: Fuller & Smith & Ross Inc., N. Y. n
AMERICAN CHAIN Co., Bridgeport, Conn. (Weed auto chains). Agency: Reincke - Ellis - Younggreen & Finn Inc., Chicago. sp
AMERICAN CHICLE Co., Long Island City, N. Y. (chewing gum). Agency: Badger & Browning Inc., N. Y. ta
AMERICAN CIGAR Co., New York (Chancellor & Cremo cigars). Agency: Lord & Thomas, N. Y.
AMERICAN CLINICAL LABS, New York (Retardo reducing tablets). Agency: White & Lowell Inc., N. Y.
AMERICAN CRANBERRY EXCHANGE, New York (Eatmor cranberries). Agency: Gotham Adv. Co., N. Y. sa
AMERICAN DRUG Corp., St. Louis (Sinaptic). Agency: Redfield-Johnstone Inc., N. Y.
AMERICAN DRUGGISTS SYNDICATE, New York (milk of magnesia). Agency: Rogers & Smith Adv. Agency, Chicago. sp
AMERICAN EXPRESS Co., Chicago. Agency: Caples Co., Chicago. sa
AMERICAN FRUIT GROWERS Inc., Pittsburgh (Blue Goose fruits). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.
AMERICAN GAS MACHINE Co. Inc., Minneapolis. Agency: Greve Adv. Agency, St. Paul. sa t
AMERICAN GOLD BUYING COMPANY, New York. t
AMERICAN HOME PRODUCTS Corp., New York (Remedies). Agency: Blackett-Sample-Hummert Inc., N. Y. n t
AMERICAN HOUSEHOLD INSTITUTE, Chicago. sp
AMERICAN LICORICE Co., Chicago (Wins confection).
AMERICAN MAIZE PRODUCTS Co., New York (Amazo). Agency: Geare-Marston Inc., Philadelphia. sa
AMERICAN MEAT PACKERS, Chicago. sp
AMERICAN MOLASSES Co., New York (Grandma's molasses). Agency: Charles W. Hoyt Co., Inc., N. Y. sp sa
AMERICAN OAK LEATHER Co., Cincinnati (Shoe leather). sp
AMERICAN OIL CO., Baltimore (Amoco gas). Agency: Joseph Katz Co., Baltimore. n rn sa
AMERICAN PACKING Co., St. Louis (Sunrise meats). sp
AMERICAN PERFUME Co., Seattle, (Lady Blondell perfume). sa
AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn). Agency: Coolidge Adv. Co., Des Moines. sp
AMERICAN POTASH INSTITUTE, Lafayette, Ind. (fertilizer). sa

AMERICAN PROTESTANT DEFENSE LEAGUE, New York. sp ta
AMERICAN RADIATOR & STANDARD SANITARY Corp., New York (heating apparatus, etc.). Agency: Blaker Adv. Agency Inc., N. Y. n t sa ta
AMERICAN RESEARCH CHEMICAL Co., Columbus, O. (Rug Nu) sp
AMERICAN ROLLING MILLS Co., Middletown, O. Agency: N. W. Ayer & Son Inc., N. Y. n
AMERICAN SAFETY RAZOR Corp., Brooklyn (Ever Ready & Gem razors). Agency: Federal Adv. Agency Inc., N. Y.
AMERICAN STORES Co., Philadelphia (chain grocers). sa
AMERICAN SUGAR REFINING Co., New York (Domino sugar). Agency: N. W. Ayer & Son Inc., Philadelphia.
AMERICAN TELEPHONE & TELEGRAPH Co., New York. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. n t
AMERICAN TOBACCO Co., New York. Agencies: Lord & Thomas, N. Y. (Lucky Strike cigarettes); N. W. Ayer & Son (Half & Half smoking tobacco); Lawrence C. Gumbinner Adv. Agency, N. Y. (Herbert Tareyton cigarettes, Roitan cigars); Blackman Adv. Inc., N. Y. (Pall Mall cigarettes). n t ta
AMERICAN WASHING MACHINE MFRS. ASS'N., Chicago. Agency: Meldrum & Fewsmith Inc., Cleveland. t
AMERICAN WEEKLY MAGAZINE, New York (publication). t
AMODEC Inc., New York (modern furniture). Agency: J. M. Mathes Inc., N. Y.
ANACIN Co., Chicago (headache tablets). Agency: Blackett - Sample - Hummert Inc., Chicago. n t
ANCHOR LINE, New York (transportation). sp
ANDERSON Co., Gary, Ind. (Sleet Master). Agency: Schwab & Beatty Inc., N. Y. sp sa
ANDRESEN-RYAN COFFEE Co., Duluth (Arco coffee). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.
ANGELUS - CAMPFIRE Co., Chicago (marshmallows). Agencies: Gen. J. Kirk-gasser & Co., Chicago; John H. Dunham Co., Chicago. sp
ANGLO CALIFORNIA NATIONAL BANK of San Francisco, San Francisco. Agency: Doremus & Co. Ltd., San Francisco. sa
ANGOSTURA - WUPPERMANN Corp., New York (bitters). Agency: Donahue & Coe Inc., N. Y. sp
BENJAMIN ANSEHL, St. Louis (tooth powder). Agency: O'Callaghan Adv. Agency, Memphis. sp
ANTROL LABORATORIES Inc., Los Angeles (Antrol, Snarol insecticides). Agency: J. Walter Thompson Co., Los Angeles. sp
A-PENN OIL Co., Butler, Pa. (dry cleaner, motor oil). Agency: Paris & Peart, N. Y.
APPEN-D-FORM SALES Co., Garrett, Ind. (cold remedy). Agency: Ross Adv. Inc., Fort Wayne, Ind.
K. ARAKALIAN, Inc. New York (Madera wines). Agency: Hudson Adv. Co., N. Y. sp ta
ARCTURUS RADIO TUBE Co., Newark (AC radio tubes). Agency: Samuel C. Croot Co., N. Y.
ELIZABETH ARDEN, New York (cosmetics). Agency: Kimball, Hubbard & Powel Inc., N. Y. n sp
ARGOTANE LABORATORIES, Memphis (proprietary). rn
ARMAND Co., Des Moines (cosmetics). Agencies: Coolidge Adv. Co., Des Moines; H. W. Kastor & Sons Adv. Co. Inc., Chicago. ta t sp sa
ARMCO CULVERT MFG. ASSOCIATION, Middletown, O.
ARMIN VARADY Inc., Chicago (cosmetics). Agency: Baggaley, Horton & Hoyt Inc., Chicago. n sp
ARMOUR & Co., Chicago (Star hams, etc.). Agency: Lord & Thomas, Chicago. n sp
ARMOUR SOAP WORKS, Chicago (soaps). Agency: Lord & Thomas, Chicago.

ARMSTRONG CORK Co., Lancaster, Pa. (Armstrong linoleum). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.
ARMSTRONG PAINT & VARNISH Co., Chicago. Agency: Morenus Adv. Agency, Chicago. sp sa
CHARLES ARNACO Co., Minneapolis (Arno scalp treatment). Agency: Campbell-Mithum Inc., Minneapolis.
ARNOLD DRUG Co., Los Angeles (Arnolax capsules). Agency: Evans Adv. Co., Los Angeles.
ARRIES BROKERAGE Co., Los Angeles (fish loaf). Agency: Charles H. Mayne Co., Los Angeles. t
ARTCRAFT INDUSTRIES, Fort Worth (Won't Run). sp
ASSOCIATED OIL Co., San Francisco (Cycol motor oil). Agency: Lord & Thomas, San Francisco. sp sa t
ASSOCIATED PHARMACISTS OF MASSACHUSETTS, Salem, Mass. (Chaulmex ointment). rn
ASSOCIATED SALMON PACKERS, Seattle. Agency: J. Walter Thompson Co., Seattle.
ASSOCIATED SERUM PRODUCERS Inc., Omaha (hog serum). Agency: R. J. Potts & Co., Kansas City. sa
ASSOCIATION OF AMERICAN SOAP & GLYCERINE PRODUCERS, New York (GFA glycerine). Agency: Newell-Emmett Co., Inc., N. Y. sa
ATLANTIC ICE & COAL Co., Atlanta (beer). Agency: Rawson-Morrill Inc., Atlanta. sa sp
ATLANTIC PHARMACAL Co., Boston (Apo fly killer). Agency: David Malkiel Adv. Agency, Boston.
ATLANTIC REFINING Co., Philadelphia (White Flash gasoline, oil). Agency: N. W. Ayer & Son Inc., Philadelphia. n sa sp
ATLANTIS SALES Corp., Rochester, N. Y. (Coleman's mustard). Agency: J. Walter Thompson Co., N. Y. sp sa
ATLAS BREWING Co., Chicago (Atlas Special brew). Agency: Henri, Hurst & McDonald Inc., Chicago. n
ATMORE & SON, Inc., Philadelphia (mincemeat). Agency: John L. Butler Co., Philadelphia.
ATWATER-KENT MFG. Co., Philadelphia (radios) Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. n
AUBURN AUTOMOBILE Co., Auburn, Ind. Agency: P. P. Willis Inc., Chicago. sp
AURORA LABORATORIES, Chicago (Auror Again remedy). Agency: Aubrey, Moore & Wallace Inc., Chicago. sa sp
AUTOMATIC BURNER Corp., Chicago (ABC oil burners).
AUTOMATIC VOTING MACHINE Corp., Jamestown, N. Y. Agency: Leighton & Nelson, Schenectady. sp
AVACADO COAP Co., Omaha (soaps). t
AXTON-FISHER TOBACCO Co., Louisville. Agencies: Young & Rubicam Inc., N. Y. (Spud); McCann-Erickson Inc., N. Y. (Twenty Grand). n t
AYER Co., Lowell, Mass. (Cherry Pectoral). Agency: Hanff-Metzger Inc., N. Y. sa

B

B & T SOCIETY, Brooklyn (religious). rn
B. T. BABBITT Inc., New York (Bab-O cleanser). Agency: Blackett-Sample-Hummert Inc., N. Y. n
BAILEN Inc., Chicago (canned lobster). Agency: Charles Silver & Co., Chicago. sa
BAKON YEAST Inc., New York (seasoning). Agency: Wortman, Barton & Co., N. Y.
ALEXANDER BALART Co., San Francisco (Million Dollar coffee) sp
BALBOA BREWING Co., Los Angeles (Balboa beer). rn
BALDWIN LABORATORIES, Sagertown, Pa. (Insecticide). Agency: Yount Co., Erie, Pa. sp
BALDWIN PERFUMERY Co., Chicago (perfume). Agency: M. Glen Miller, Chicago.
BALDWIN PIANO Co., Cincinnati. Agency: Stockton - West - Burkhart Inc., Cincinnati. sp sa
BALL BROTHERS Co., Muncie, Ind. (fruit jars). Agency: Applegate Adv. Agency, Muncie, Ind. sp

DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

BALLARD GOLDEN OIL Co., Old Towne, Me. Agency: Vox Co. of Advertising Inc., N. Y.

L. BAMBERGER & CO., Newark (department store). Agency: Gans Adv. Agency, Newark.

BANFI PRODUCTS Corp., New York (Montecanti mineral crystals). Agency: Commercial Radio Adv. Service, N. Y. *sp*

BANK OF AMERICA NATIONAL TRUST & SAVINGS Assn., San Francisco. Agency: Charles R. Stuart Inc., San Francisco. *rn*

BARBASOL Co., Indianapolis (shaving cream). Agency: Erwin, Wasey & Co., Inc., N. Y. *n*

BARBEY'S Inc., Reading, Pa. (Sunshine beer). Agency: Jerome B. Gray & Co., Philadelphia. *t*

BARNSDALL REFINERIES Inc., Tulsa (petroleum products). Agency: Cooperative Adv. Co., Tulsa. *rn sp*

F. E. BARR & Co., Chicago (Boracetine remedy). Agency: Gale & Pietsch Inc., Chicago. *sp*

BARIE LABORATORIES, Newton, Mass. (plant food). Agency: Wood, Putnam & Wood Co., Boston.

BARTLES-SHEPHERD Co., Waterloo, Ia. (Northland motor oil). Agency: Weston-Barnett Inc., Waterloo, Ia.

BASIC FOODS Inc., Chicago (health foods). *sp*

BATHASWEET Corp., New York (Bathasweet). Agency: H. M. Kiesewetter Adv. Agency Inc., N. Y. *sp*

BATTLE CREEK DRUGS Inc., Battle Creek, Mich. (Bonkora, Perikol etc.). Agency: Benson & Dall Inc., Chicago.

BATTLE CREEK FOOD Co., Battle Creek, Mich. (Zo & Pep). Agency: John L. Wierengo & Staff, Battle Creek, Mich.

BAUER & BLACK, Chicago (Blue Jay corn plaster, Velure hand lotion). Agencies: Needham, Louis & Brorby, Chicago; Ruthrauff & Ryan Inc., Chicago (Velure hand lotion). *n ta*

BAY STATE FISHING CO., Boston (40 fathom fish). Agency: Street & Finney Inc., N. Y. *sa, t, ta*

BAYER Co. Inc., New York (Bayer's aspirin). Agency: Blackett-Sample-Hummert Inc., N. Y. *n, sp, t*

BAYER-SEMESAN Co., Wilmington, Del. (seed inoculator). Agency: Thompson-Koch Co., Cincinnati. *sa*

BAYUK CIGARS Inc., Philadelphia (Havana Ribbon cigars). Agency: McKee & Albright Inc., Philadelphia.

B. C. REMEDY Co., Durham, N. C. (proprietary). Agencies: Harvey-Massengale Co., Atlanta; Chas. W. Hoyt Co. Inc., N. Y. *sp, sa*

BEACON LABORATORIES, Athol, Mass. Agency: Earl C. Noyes Adv. Agency, Rutland, Vt. *sa*

J. W. BEARDSLEY'S SONS, Newark (codfish). Agency: Frank Presbrey Co. Inc., N. Y.

BEATTY STEVENS Co., San Francisco (Calodine mineral food). Agency: Fred W. Rea Adv. Agency, San Francisco. *rn, sp*

BEAUMONT LABORATORIES, St. Louis (4-Way cold tablets). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *ta*

DR. BEAUMONT Co., Los Angeles (depilator). *sp*

BEAUTICIANS Inc., Boston (beauty parlors). *rn*

A. S. BECK SHOE Corp., New York. Agency: Blaker Adv. Agency Inc., N. Y. *sp*

N. D. BEE SUPPLY Co., Moorhead, Minn. (baby chicks). *sp*

BEECH-NUT PACKING Co., Canajoharie, N. Y. (Beech-Nut foods). Agencies: Fletcher & Ellis Inc., N. Y.; McCann-Erickson Inc., N. Y.; Newell-Emmett Co., N. Y. *n, sp, sa, t*

BEEMAN'S LABORATORY, Atlanta (BGO, BQR remedies). Agency: Groves-Keen Inc., Atlanta. *sp*

P. BEIERSDORF & Co., Long Island City (Niva face cream). Agency: Federal Adv. Agency Inc., N. Y.

BELL BAKERIES Inc., Chicago (bread). Agency: D. T. Campbell Inc., Chicago. *sp*

BELL Co. Inc., Chicago (chemical products). Agency: Rogers & Smith Adv. Agency, Chicago.

WM. G. BELL Co., Boston (seasoning). Agency: Churchill-Hall Inc., N. Y.

BELLEMEADE SHOE Co., Nashville (shoes). Agency: Badger, Brownink & Hersey Inc., N. Y.

BENEFICIAL MANAGEMENT CORP., Newark (financial). Agencies: Birmingham, Castleman & Pierce Inc., N. Y.; Albert Frank-Guenther Law Inc., N. Y.; Neff-Rogow Inc., N. Y. *sp n rn*

BENRUS WATCH Co., New York. Agency: Brown & Tarcher Inc., N. Y.

BENTLEY - BEALE Inc., Montgomery, Ala. (Air-O-Mixer).

BERNARD PERFUMERS, St. Louis (Love Charm). Agency: Hilmer V. Swenson Co., St. Louis. *sa sp*

BERRIEN SPRINGS CHAMBER OF COMMERCE, Berrien Springs, Mich. (peaches). *sa*

BERRY BROTHERS Inc., Detroit (varnishes). Agency: Maxon Inc., Detroit. *t*

BERST, FOSTER & DIXFIELD Co., New York (Diamond wax paper). *rn*

BEST FOODS Inc., New York (Hellman's mayonnaise, Nucoa, etc.). Agency: Benton & Bowles Inc., N. Y. *n sa t rn*

BETTER HOMES & GARDENS MAGAZINE, Des Moines (publication). Agency: Homer McKee Inc., Chicago. *sp*

BETTER SPEECH INSTITUTE OF AMERICA, Chicago (instruction). Agency: Auspitz & Lee, Chicago. *n sp*

BEVERWYCK BREWERY, Albany. Agency: Peck Adv. Agency, N. Y. *sp*

BEWLEY MILLS, Fort Worth (flour). *rn*

W. L. BEYER, New York (Manking dog food). *sp*

BIGELOW-SANFORD CARPET & RUG Co., New York. Agency: Newell-Emmett Co. Inc., N. Y. *sp rn*

BINKLEY COAL Co., Kansas City. Agency: Potts-Turnbull Co. Inc., Kansas City. *ta*

BINNEY & SMITH Co., New York (Crayola, paints). Agency: McLain Organization Inc., Philadelphia.

BIOVEGETIN PRODUCTS Inc., Chicago (medicine). Agency: Mitchell-Faust Adv. Co., Chicago.

BIRDSEYE PACKING Co., New York (frozen foods). Agency: Wolcott & Holcomb, Boston. *rn*

BIRELEY'S Inc., Hollywood (Bireley's orangeade). Agency: Philip J. Meany Co., Los Angeles. *t*

BIRTMAN ELECTRIC Co., Chicago (Bee-Vac cleaners). Agency: Roche, Williams & Cunningham Inc., Chicago.

BISCEGLIA BROS., St. Helena, Cal. (Greystone wine). Agency: Erwin, Wasey & Co. Inc., Philadelphia. *sp*

A. BISHOP & Co., Chicago (furs). Agency: Schwimmer & Scott, Chicago.

BISMARCK HOTEL, Chicago. Agency: Brandt Adv. Co., Chicago.

BI-SO-DOL Co., New Haven, Conn. (Bi-So-Dol). Agency: Blackett-Sample-Hummert Inc., Chicago. *n*

BISSELL CARPET SWEEPER Co., Grand Rapids, Mich. (sweepers). Agency: Young & Rubicam Inc., Chicago.

BLACK FLAG Co., Baltimore (insecticide). Agency: Al Paul Lefton Co. Inc., Philadelphia. *sa, t*

BLACK HAWK COFFEE & SPICE Co., Waterloo, Ia. *t*

BLACK SEED Co., Racine, Wis. (seeds). *sa*

BLACKSTONE PRODUCTS Co. Inc., New York (Tasty-Lax). Agencies: Redfield-Coupe Inc., N. Y.; Rose-Martin Inc., N. Y. *sp*

BLAIR MILLING Co., Atchison, Kan. (flour). *sa sp*

C. F. BLANKE TEA & COFFEE Co., St. Louis (Faust coffee). Agency: Ross-Gould Adv. Agency, St. Louis. *sa*

BLATZ BREWING Co., Milwaukee (Blatz Old Heidelberg beer). Agency: Klau-Van Pierson-Dunlap Associates Inc., Milwaukee. *n sp sa*

BLOCK DRUG Co., Brooklyn (Omega oil). Agency: Husband & Thomas Inc., N. Y. *rn t sp*

BLODGETT-BECKLEY Co., Toledo (Old Master coffee). Agency: Powers-House Co., Cleveland.

BLUE GING-AM STUDIOS, Minneapolis (cosmetics). *sp*

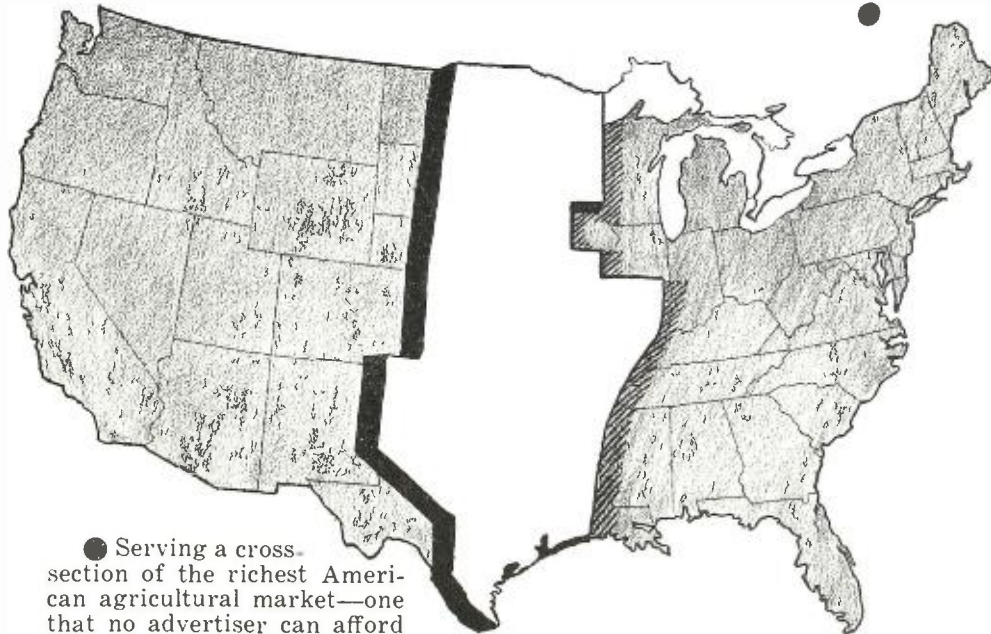
BLUE MOON CHEESE PRODUCTS Inc., Minneapolis. Agency: Batten, Barton, Durstine & Osborn Inc., Minneapolis. *sa*

BLUE SEAL Co., Cambridge, Mass. (liquors). *rn*

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BLUE VALLEY CREAMERY Co., Chicago (Blue Valley butter). Agency: John H. Dunham Co., Chicago.

BOEING SCHOOL OF AERONAUTICS, Oakland, Cal. Agency: J. Walter Thompson Co., San Francisco. *sa rn*

BOKAY TALCUM Co., New York. Agency: Small & Seiffer Inc., N. Y. *sa*

BONAT & BONAT Inc., New York (permanent wave). Agency: Vox Co. of Adv. Inc., N. Y. *sp*

BONCILLA LABORATORIES Inc., Indianapolis (cosmetics, etc.). Agency: Brandt Adv. Co., Chicago.

BOND CLOTHING Co., New York. *sp*

BOND ELECTRIC Corp., Jersey City, N. J. (flashlights). Agency: O. S. Tyson & Co. Inc., N. Y. *t*

BONDED CRYSTAL Co., Milwaukee (mineral water). *sa*

BOOKHOUSE FOR CHILDREN, Chicago (publication).

BOOS BROS., Los Angeles (restaurants). Agency: W. Austin Campbell Co., Los Angeles. *sa sp*

BOOTH FISHERIES Co., Chicago (fish). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sp ta*

BORDEN'S FARM PRODUCTS Co. Inc., New York (dairy products). Agencies: Brocke, Smith & French Inc., N. Y.; McCann-Erickson Inc., N. Y.; H. E. Lesan Adv. Agency, N. Y. *sp*

BORDEN Co., New York (ice cream). Agency: Pedlar & Ryan Inc., N. Y. *sp*

BORDEN'S ICE CREAM Co., New York. Agency: Young & Rubicam Inc., N. Y. *sp*

BORDEN SALES Co., New York (cheese & condensed milk). Agencies: Young & Rubicam Inc., N. Y.; Tracy-Locke-Dawson Inc., N. Y. *n rn sp*

BORDEN-WIELAND Co., Chicago (milk). Agency: Hanff-Metzger of Ill., Chicago. *sp*

BOST TOOTH PASTE Corp., New York (tooth paste). Agency: Erwin, Wasey & Co. Inc., N. Y. *sa*

BOSTON & MAINE RR, Boston (transportation). Agency: Doremus & Co., Boston. *sa*

BOSTON ADVERTISER, Boston (American weekly). *rn*

BOSTON GLOBE, Boston (newspaper). *rn*

BOSTON MOLASSES Co., Boston (Grandma's molasses). Agency: F. P. Shumway Co., Boston. *rn sp*

BOSTON VARNISH Co., Everett, Mass. (Kyanize varnish). Agency: Redmond Co., Boston. *sa*

BOURJOIS SALES Co., New York (face powders & perfumes). Agencies: Lord & Thomas, N. Y.; Redfield-Coupe Inc., N. Y. *n*

BOWEN AIR LINES, Fort Worth (air travel). *sa*

BOWERS HEALTH LABS., Los Angeles (Nomalettes). Agency: Logan & Stebbins, Los Angeles. *t*

BOWEY'S Inc., Chicago (Dari-Rich chocolate drink). Agency: Russell C. Comer Adv. Co., Chicago. *sp sa t n*

FRANK BOWNES & Co., Lynn, Mass. (Modine paints). Agency: Harry M. Frost Co. Inc., Boston. *sa rn*

BOYER INTERNATIONAL LABORATORIES, Chicago (toilet preparations). Agency: Weston-Barnett Inc., Chicago. *n*

A. S. BOYLE Co., Cincinnati (Old English floor wax). Agency: Blackett-Sample-Hummert Inc., Chicago. *n*

E. J. BRACH & SONS, Chicago (Zoto nut bar). Agency: Needham, Louis & Brorby Inc., Chicago. *sa*

BRADFORD OIL REFINING Co., Bradford, Pa. (All Penn products). Agency: Moss-Chase Co., Buffalo.

MILTON BRADLEY Co., Springfield, Mass. (games). Agency: Blackstone Co., N. Y. *sa*

BRANIFF AIRWAYS Inc., Oklahoma City (air transport). Agency: Hays MacFarland & Co., Chicago. *sa*

BRAZILIAN HERB TEA Co., Atlanta (reducing tea). *sa*

BREESE GRAIN Co., Breese, Ill. (Sentry pancake mix). Agency: Shafer-Brennan Adv. Co., St. Louis.

M. J. BREITENBACH Co., New York (Pepto Mangan). Agency: Brooke, Smith & French Inc., N. Y. *n sa ta*

BREWER & Co. Inc., Worcester, Mass. (Sun Glow tablets). Agency: De Forest Merchandising Bureau, Springfield, Mass. *rn sp*

BREWING CORP. OF AMERICA, Cleveland (Carling's beer). Agency: Meldrum & Fewsmith Inc., Cleveland.

BREYER ICE CREAM Co., Philadelphia (Breyer's ice cream). Agency: McKee & Albright Inc., Philadelphia.

H. C. BRILL Inc., New York (E-Zee Freez dessert). Agency: Franklin Bruck Adv. Corp., N. Y. *n sp*

BRILLO MFG. Co. Inc., Brooklyn (Brillo cleaner). Agency: Frank Presbrey Co. Inc., N. Y. *n*

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana toothpaste, etc.). Agencies: Young & Rubicam Inc., N. Y. (Mint Rub. Sal Hepatica); Pedlar & Ryan Inc., N. Y. (Rubbersept products, Ingram's shaving cream, Vitalis hair tonic); Thompson-Koch Co., Cincinnati (Peterman's insecticide, Mum). *n sp t*

BROADCAST FOODS Co. Inc., Chicago (Broadcast corned beef hash). Agency: Neisser-Meyerhoff Inc., Chicago. *n*

GEORGE T. BRODNAX Inc., Memphis (jewelry mfgs.). Agency: Merrill Kremer Inc., Memphis.

BROOK HILL FARMS, Genesee Depot, Wis. (milk).

BROSIS LABORATORIES, Chicago (turbulent facial cream). Agency: Earle Ludgen Inc., Chicago.

BROWN SHOE Co., St. Louis (Buster Brown shoes). Agency: Gardner Adv. Co., St. Louis. *ta*

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh, Kool, Avalon, Bugler cigarette tobacco). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *t sp n*

E. L. BRUCE Co., Memphis (Terminex). Agency: Raymond Powell Co., Memphis. *n*

BRUTON BREWING Co., Baltimore (Bruton beer). Agency: Emery Adv. Co. Inc., Baltimore.

LANE BRYANT Inc., New York (clothing). Agency: Cramer-Tobias Co. Inc., N. Y. *sp*

BUCKEYE BREWING Co., Toledo. Agency: U. S. Adv. Agency, Toledo.

BUICK MOTOR Co., Flint, Mich. (autos). Agency: Arthur H. Kudner Inc., N. Y. *n sa ta*

BUILDERS LIFE INSURANCE Co., Chicago. *sp*

BULOVA WATCH Co., New York (Bulova timepieces). Agency: Biow Co. Inc., N. Y. *sa*

BUNTE BROTHERS, Chicago (Tango Bars and Maltesers). Agency: Fred A. Robbins Inc., Chicago. *sp sa t ta*

BURBANK Corp., Burbank, Cal. (vegetable concentrates).

BUREAU OF MILK PUBLICITY, Albany, N. Y. (milk health drive). Agency: N. W. Ayer & Son, Inc., N. Y. *n, rn*

BURNHAM & MORRILL Co., Portland, Me. (B & M canned foods). Agency: Lavin & Co. Inc., Boston.

BURLINGTON DRUG Co., Burlington, Vt. (Greene's syrup of tar). Agency: Dow & Peterson, Inc., Burlington, Vt.

JOSEPH BURNETT Co., Boston (vanilla ice cream mix). Agency: Batten, Barton, Durstine & Osborn, Inc., N. Y. *sp, sa, t, ta*

BURNHAM PRODUCTS Co., Inc., Chicago (toilet preparations). Agency: Blackett-Sample-Hummert, Inc., Chicago.

BURRUS MILL & ELEVATOR Co., Fort Worth (flour). *t rn sp*

CALIFORNIA DENTAL SUPPLY Co., Los Angeles (Vita-Cell). Agency: W. Austin Campbell Co., Los Angeles. *sp sa*

CALIFORNIA FERTILIZER WORKS, Oakland. Agency: Tomaschke-Elliott Inc., Oakland. *ta*

CALIFORNIA FIGCO Co., Los Angeles (beverage). Agency: John F. Roberts & Associates, Los Angeles. *sp*

CALIFORNIA FIG SYRUP Co., Wheeling, W. Va. (proprietary). Agency: Thompson-Koch Co., Cincinnati; Stack-Goble Adv. Agency, Chicago. *n t*

CALIFORNIA-FLORIDA Co., Los Angeles (orangeade). Agency: Dan B. Miner Co., Los Angeles. *sa*

CALIFORNIA FRUIT EXCHANGE, Sacramento (Blue Anchor fruits). Agency: Lord & Thomas, San Francisco.

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges). Agency: Lord & Thomas, Los Angeles.

CALIFORNIA PACKING Corp., San Francisco (Del Monte canned fruits). Agency: McCann-Erickson, Inc., San Francisco. *n rn sp t*

CALIFORNIA PERFUME Co., Suffern, N. Y. (Ambrosia cosmetics). Agency: Luckey-Bowman Inc., N. Y. *t sp*

CALIFORNIA PRUNE & APRICOT GROWERS ASSN., San Jose, Cal. *sp*

CALIFORNIA REDWOOD ASSN., San Francisco (building material). Agency: Gerth-Knollin Adv. Agency, San Francisco. *sp*

CALIFORNIA SPRAY CHEMICAL Corp., Berkeley, Cal. (fertilizer). Agency: Long Adv. Service, San Jose, Cal. *sp*

CALIFORNIA TAXPAYERS ASSOCIATION, Los Angeles (political). Agency: Lockwood-Shackelford Co., Los Angeles. *rn*

CALIFORNIA WALNUT GROWERS ASSN., Los Angeles (walnuts). Agency: McCann-Erickson, Inc., Los Angeles.

CALODINE DISTRIBUTORS, San Francisco (mineral water). Agency: Marc Bowman Agency, San Francisco. *sp*

CALONITE Co., New York (Chiropodine). *t*

CAL-SO-DENT Co. Inc., New York (mouth wash). Agency: J. Walter Thompson Co., N. Y. *n sp*

CALWHEY Co., San Francisco. Agency: Chas. M. Stuart, San Francisco. *sp*

CAMEL PEN Co., Orange, N. J. (fountain pens). Agency: Mackay-Spaulling Co. Inc., N. Y. *sp*

WM. CAMERON & Co., Waco, Tex. (furniture). Agency: Erle Racey Adv. Agency, Dallas. *rn*

CAMPANA Corp., Batavia, Ill. (Italian balm). Agency: Aubrey, Moore & Wallace, Inc., Chicago. *n*

CAMPBELL CEREAL Co., Northfield, Minn. (Malt-O-Meal). Agency: Mitchell-Faust Adv. Co., Chicago. *sp t sa*

CAMPBELL SOUP Co., Camden, N. J. (Campbell soups). Agencies: F. Wallis Armstrong Co., Philadelphia; Ruthrauff & Ryan Inc., N. Y. (Franco-American division). *n sp*

CANADA DRY GINGER ALE, Inc., New York (Canada Dry). Agency: J. M. Mathes, Inc., N. Y. *ta*

CANADA STARCH Co., Montreal (Mazola, etc.). Agency: Vickers & Benson, Montreal. *sp*

CANDY COD LABS, Inc., New York (Candy Cod). Agency: Mackay-Spaulling Co. Inc., N. Y. *sa*

JOHN B. CANEPA Co., Chicago (Red Cross macaroni). Agency: J. Edward Long, Chicago.

CANFIELD OIL Co., Cleveland (home dry cleaning machine). Agency: Frank Wulf Adv. Agency, Cleveland.

CANNED SALMON INDUSTRY, Seattle. Agency: Northwest Radio Adv. Co. Inc., Seattle. *sp*

CANTON BEVERAGES, Canton, Conn. (ginger ale). *rn*

CAPITAL CITY PRODUCTS Co., Columbus (Dixie mayonnaise). Agency: J. Horace Lytle Co., Columbus, O. *sa*

CAPE COD SHIRT Co., Fall River, Mass. (men's shirts). Agency: Lampher & Schonfarber, Inc., Providence, R. I. *sp*

CAPITAL DRUG Co., Augusta, Me. (Dr. Kinsman's asthmatic remedy). Agency: Wade Adv. Agency, Chicago. *sp*

CAPPER'S HOUSEHOLD MAGAZINE, Topeka. Agency: Presba, Fellers & Presba Inc., Chicago. *sp*

CAPUDINE CHEMICAL Co., Raleigh, N. C. (medicinals). Agency: Dillard Jacobs Agency Inc., Atlanta, Ga. *t*

CARBOLA CHEMICAL Co., Natural Bridge, N. Y. (insecticide). *sa*

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* Figures from SALES MANAGEMENT.



Offices and Studios: Olean, N. Y., Bradford, Pa.

C

C & D LABORATORIES, New York (Chocolatone). *sp*

CADILLAC MOTOR CAR Co., Detroit. Agency: MacManus, John & Adams Inc., Detroit. *n sa*

M. R. CADY & CO. Inc., Grand Rapids, Mich. (chemists). Agency: Matteson-Forgarty-Jordan Co. Inc., Chicago.

JOHN E. CAIN Co., Cambridge, Mass. (mayonnaise). Agency: Chambers & Wiswell, Inc., Boston. *sa*

CAL-ASPIRIN Corp., Chicago (aspirin). Agency: Thompson-Koch Co., Cincinnati. *n sp*

CALCIUM CHLORIDE ASSN. OF NEW YORK, New York (disinfectant). Agency: N. W. Ayer & Son, Inc., N. Y. *sp sa*

DR. W. B. CALDWELL Inc., Monticello, Ill. (proprietary). Agency: Cramer-Kraselt Co., Milwaukee. *t*

CALIFORNIA ANIMAL PRODUCTS Co., Oakland (Calo dog food). Agency: Emil Brisacher & Staff, San Francisco. *rn*

CALIFORNIA BREWING ASSOCIATION, San Francisco (Acme beer). Agency: Emil Brisacher & Staff, San Francisco. *sa*

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- CARBONA PRODUCTS Co., New York (Carbana cleaning fluid). Agency: E. T. Howard Co. Inc., N. Y. *sp*
- CARBORUNDUM Co., Niagara Falls, N. Y. (carborundum abrasives). Agency: Balfen, Barton, Durstine & Osborn, Inc., N. Y. *n*
- CARDINAL LABORATORIES, Chicago (shoe polish). Agency: Brackett-Sumple-Hummert Inc., Chicago. *sa*
- CARDINET CANDY Co. Inc., Oakland, Cal. Agency: Tommschke-Elliott Inc., Oakland. *rn*
- CAREY MAPLE SYRUP Co., New York (Highland maple syrup). *sp*
- CAREY SALT Co., Hutchinson, Kans. (toothpaste). Agency: Ruthrauff & Ryan Inc., Chicago. *sa*
- HAMILTON CARHARTT COTTON MILLS Inc., Detroit (work garments). Agency: Aaron, Sill & Co., Detroit. *rn*
- CARLETON & HOVEY Co., Lowell, Mass. (Father Johns medicine). Agencies: John W. Queen, Boston; P. F. O'Keefe Adv. Agency Inc., Boston. *n sa sp*
- A. CARLISLE & Co., San Francisco (stationery supplies). Agency: Charles R. Stuart Inc., San Francisco. *rn*
- CARLSBAD CRYSTAL SALES Co., New York (Carlsbad crystals). Agency: H. M. Kiesewetter Adv. Agency Inc., N. Y. *n sp*
- CARLYLE LABORATORIES Inc., New York (Phantom Red lipstick). Agency: Charles J. Cutajar Adv., N. Y.
- CARNATION Co., Milwaukee (canned milk). Agency: Erwin, Wasey & Co. Inc., Chicago. *n sp sa*
- CAROLINA BAKING Co., Columbia, Greenville, S. C. (O'Boy bread). Agency: Freitag Adv. Agency, Atlanta. *sp*
- CARPENTER-MORTON Co., Boston (Carmote paints). Agency: Edmund S. Whitten Inc., Boston. *sp sa rn*
- CARSON, PIRIE SCOTT & Co., Chicago (dry goods). Agency: Gale & Pietsch Inc., Chicago.
- CARSTEN PACKING Co., Seattle (meat packers). *sp*
- CARTER MEDICINE Co., New York (Carter's little liver pills). Agencies: Street & Finney Inc., N. Y.; H. H. Good Adv. Co., N. Y. *sa t ta*
- CARTER'S INK Co., Cambridge, Mass. (ink). Agency: J. Walter Thompson Co., N. Y.
- CASCO Co., Canton, O. (food). Agency: R. W. Clark Adv. Service, Akron. *t*
- CASNATI DERM-ESTHETIC INSTITUTE Inc., New York (Lola Casnati skin products). Agency: Edwin M. Phillips Co., N. Y.
- GEO. W. CASWELL & Co., San Francisco (coffee & tea). Agency: Emil Brisacher & Staff, San Francisco. *n*
- CATERPILLAR TRACTOR Co., Peoria, Ill. (tractors). Agency: N. W. Ayer & Son Inc., Philadelphia.
- CENTAUR Co., New York (Fletcher's Castoria). Agencies: Young & Rubicam Inc., N. Y.; Thompson-Koch Co., Cincinnati; Hanff-Metzger Inc., N. Y. (radio for ZBT line). *n*
- CENTENNIAL FLOURING MILLS Co., Seattle. Agency: Botsford, Constantine & Gardner Inc., Seattle. *rn sp*
- CENTRAL BREWERIES Inc., E. St. Louis, Ill. Agency: Beecher Adv. Co., St. Louis.
- CENTRAL SHOE Co., St. Louis (Robin Hood shoes). Agency: Jimm Daugherty Inc., St. Louis; Morenus Adv. Agency, Chicago. *t*
- CENTURY LABORATORIES, New York (Foot powder). *t*
- CEREAL PRODUCTS REFINING Corp., San Francisco (Acme beer). Agency: Emil Brisacher & Staff, San Francisco. *sp*
- CHAMBERLAIN & Co. Inc., Boston (meat products). Agency: Chas. W. Hoyt Co., N. Y. *rn*
- CHAMBERLAIN LABORATORIES Inc., Des Moines (hand lotion). Agencies: Coolidge Adv. Co., Des Moines; Ruthrauff & Ryan Inc., N. Y. *n sa t ta*
- CHAPMAN HEALTH PRODUCTS Co., Cleveland. Agency: Alfred Rooney Co. Inc., Cleveland.
- CHAPPEL BROS. Inc., Rockford, Ill. (Ken-L-Ration dog food). Agency: C. Wendel Muench & Co., Chicago. *n sp*
- CHARIS Corp., Allentown, Pa. (foundation garments). Agency: John L. Butler Co., Philadelphia. *n*
- CHASE CANDY Co., St. Joseph, Mo. (candy). Agency: Russell C. Comer Adv. Co., Kansas City, Mo.
- CHATHAM MFG. Co., Winston-Salem, N. C. (blankets). *sp*
- CHATTANOOGA MEDICINE Co., Chattanooga (proprietary). Agencies: Aubrey, Moore & Wallace Inc., Chicago; Nelson Chesman & Co., Chattanooga; Nelson-Meyerhoff Inc., Chicago. *ta*
- CHEF BOLIARD FOOD PRODUCTS Co., Cleveland (Spaghetti dinner). Agency: Frank Presbrey Co., Chicago.
- CHEMICAL CONTROL EASTERN DIVISION Inc., New York (Moth-Suramex). Agency: Neisser-Meyerhoff Inc., Chicago. *sa*
- CHERAMY Inc., New York (cosmetics). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y. *n*
- CHESAPEAKE & OHIO RAILROAD, Washington. Agency: Campbell-Ewald Co. Inc., Washington. *sp t sa n*
- CHESSBROUGH MFG. Co., New York (Vaseline petroleum jelly). Agency: McCann-Erickson Inc., N. Y.
- CHESTNUT HATCHERY, Chestnut, Ill. (baby chicks). *sa*
- CHEVROLET MOTOR Co., Detroit (motor cars). Agency: Campbell-Ewald Co. Inc., Detroit. *n sp sa t ta*
- CHICAGO BOARD OF TRADE, Chicago (Grain reports). *n*
- CHICAGO COUNCIL FISH & SEA FOOD, Chicago. Agency: Bagdaley, Horton & Hoyt Inc., Chicago. *sa*
- CHICAGO, LILLETTE & GEORGIAN BAY TRANSIT Co., Chicago. Agency: Campbell-Ewald Co. Inc., Detroit. *t*
- CHICAGO ENGINEERING WORKS, Chicago (television apparatus). Agency: Grubb-Heald & Co., Chicago. *t*
- CHICAGO FLEXIBLE SHAFT Co., Chicago (Suberna mixer). Agency: Ferrin-Pann Co., Chicago. *sp na*
- CHICAGO GOLD SMELTING & REFINING Co., Chicago (gold jewelry). Agency: Chicago Union Adv. Agency, Chicago.
- CHICAGO MAIL ORDER Co., Chicago. Agency: Gale & Pietsch Inc., Chicago. *na*
- CHICAGO MAIL ORDER ECONOMY OUTLET, Chicago (dry goods). Agency: H. W. Kusler & Sons Adv. Co. Inc., Chicago. *sp*
- CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RAILWAY, Chicago. Agency: Roche, Williams & Cunningham Inc., Chicago. *sa*
- CHICAGO & NORTH WESTERN R. R., St. Paul (transportation). Agency: Caples Co., Chicago. *na sp*
- CHICAGO OIL HEAT COMMITTEE, Chicago. Agency: McCann-Erickson Inc., Chicago. *sa*
- CHICAGO SCHOOL OF MUSIC, Chicago (instruction). Agency: Heath-Seehof Inc., Chicago. *sa*
- CHICAGO & SOUTHERN AIR LINES Inc., Chicago. Agency: D'Arcey Adv. Co. Inc., B. Louis.
- CHIEFTAIN MFG. Co., Baltimore (Color Shine shoe polish). Agency: Van Sant, Ingible & Co. Inc., Baltimore. *sp sa t ta*
- CHILEAN NITRATE EDUCATIONAL BUREAU, New York (fertilizer). Agency: O'Don, Sheldon & Co. Inc., N. Y. *t*
- CHINA RICE IMPORTING Co., San Francisco (rice). Agency: Hixon-O'Donnell Inc., San Francisco. *na*
- CHOCOC YEAST Inc., Springfield, Mass. (Chococo yeast).
- CHOCOLATE PRODUCTS Co., Chicago (Kazo bottled drink). Agency: George H. Hartman Co. Adv., Chicago. *sp na*
- CHRISTIAN SCIENCE PUBLICATION COMMITTEE, Boston. *sp*
- CHRISTY PHARMACAL Co., Los Angeles (cold tablets). Agency: Walter Bid-dick Co., Los Angeles. *na*
- CHRYSLER Corp., Detroit (Chrysler, Dodge, Plymouth, Fargo autos & trucks). Agencies: Ruthrauff & Ryan Inc., N. Y.; J. Sterling Getchell Inc., N. Y.; Lee Anderson Adv. Co., Detroit. *n rn sp sa t G. CINELLI Co., Tacoma, Wash. (olive oil). sp*
- CITIES SERVICE Co., New York (petroleum products). Agency: Lord & Thomas, N. Y. *n*

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CITRUS SOAP Co., San Diego, Calif. Agency: Norman W. Tolle. San Diego, Calif. *sp t*

CLAIROL Inc., New York (hair rinse). Agency: Milton Weinberg Adv. Agency, Los Angeles. *sp*

DR. GEORGE W. CLAPP (Dentists Supply Co.), New York. Agency: E. C. VanDyke Inc., N. Y. *sp rn*

CLARA BELLE ATKINS Co., Minneapolis (hair restorer). Agency: Kraff Adv. Agency, Minneapolis.

CLARK BROTHERS CHEWING GUM Co., Pittsburgh (teaberry gum). Agency: Edward M. Power Co. Inc., Pittsburgh. *t sp sa ta*

CLASS & NACHOD BREWING Co., Philadelphia. Agency: Fehling & Jourdet Inc., Phila.

CLEAR-AGAIN Inc., Chicago (cold remedy). Agencies: Schwimmer & Scott, Chicago; Aubrey, Moore & Wallace Inc., Chicago. *sa*

H. P. CLEARWATER, Hallowell, Me. (proprietary). Agency: Stoneton Adv. Agency, Hallowell.

M. L. CLEIN & Co., Atlanta (Menthomulsion). Agency: Mabel Loeb Adv. Agency, Atlanta. *sp sa t*

F. W. CLEMENTS PRODUCTS Co., Rochester, N. Y. (Dare's Mentha Pensin). Agency: Wylie B. Jones Adv. Agency Inc., N. Y. *t*

CLEVELAND STEEL PRODUCTS Corp., Cleveland (Torridheat burners, air conditioning). Agency: Foster & Davis Inc., Cleveland. *sa*

CLIQUEOT CLUB Co., Millis, Mass. (ginger ale). Agency: N. W. Ayer & Son Inc., Philadelphia. *t*

CLIMALENE Co., Canton, O. (water softener). Agency: W. S. Hill Co. Inc., Pittsburgh. *n sp t*

CLIMAX CLEANER MFG Co., Cleveland (wall paper cleaner). Agency: Krichbaum-Liggett Co., Cleveland.

CLINE & JOHNSTON Inc., Port Huron, Mich. (C & J Beans). Agency: Advertisers Inc., Madison, Wis. *rn*

CLINTON CARPET Co., Chicago (Ozite carpet cushions). Agency: Earle Ludgin Inc., Chicago. *t*

CLINTON DISTILLING Co., Boston (McBride's gin). Agency: Harry M. Frost Co., Boston. *rn*

CLOSSET & DEVERS, Portland, Ore. (Golden West coffee). Agency: MacWilkins & Cole Inc., Portland, Ore.

CLOVERDALE CREAMERIES Inc., Houston. Agency: Steele Adv. Agency Inc., Houston. *sa*

CLUB ALUMINUM Co., Chicago (cooking utensils). Agency: Willard E. Stevens Adv. Agency, Chicago.

COAST FISHING Co., Wilmington, Cal. (Balto dog food). Agency: J. Walter Thompson Co., Los Angeles.

COCA COLA Co., Atlanta (beverage). Agency: D'Arcy Adv. Co., St. Louis. *n sp*

COCO COD Corp., Evanston, Ill. (Coco cod liver oil). Agency: Frank Presbrey Co., Chicago. *ta*

COFFEE—ALL, Jersey City (individual coffee). Agency: Wortman, Barton & Co., N. Y.

COFFEE PRODUCTS OF AMERICA Inc., Ltd., Los Angeles (coffee). Agency: T. C. Creamer Adv. Agency, Los Angeles.

COLE MILLING Co., Chester, Ill. (Omega flour). Agency: D'Arcy Adv. Co., St. Louis. *t*

COLEMAN LAMP & STOVE Co., Wichita, Kan. (house appliances). Agencies: Potts-Turnbull Co. Inc., Kansas City; Campbell-Kellogg Co., Los Angeles. *sa t ta*

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (soaps, etc.). Agency: Benton & Bowles Inc., N. Y. *n sp t*

COLLEGE INN FOOD PRODUCTS Co., Chicago (College Inn canned foods). Agency: Blackett-Sample-Hummert Inc., Chicago. *sp sa*

COLLINGBOURNE MILLS, Elgin, Ill. (threads & silks). Agency: Rogers & Smith Adv. Agency, Chicago. *sp sa*

COLONIAL BEACON OIL Co., Boston (Esso and Colonial gasoline). Agency: McCann-Erickson Inc., N. Y.

COLONIAL BISCUIT Co., Pittsburgh. Agency: Walker & Downing, Pittsburgh. *ta*

COLONIAL DAMES Co., Los Angeles (cosmetics). Agency: Glasser Adv. Agency, Los Angeles. *sp rn*

COLUMBIA ALKALI Corp., Barberton, O. (dustless coal treatment). *sa*

COLUMBIA BAKING Co., Atlanta (O Boy Vitex Vitamin bread, Southern cakes, Stones cakes, Seybolds cakes). Agency: Freitag Adv. Agency Inc., Atlanta. *sp*

COLUMBIA CONSERVE Co., Indianapolis (foods). Agency: Gundlach Adv. Agency, Chicago. *rn sp sa*

COLUMBIA LIFE INSURANCE Co., Cincinnati. Agency: Keeler & Stites Co., Cincinnati.

COLUMBIA PICTURES Corp., New York (motion picture). Agency: Biow Co. Inc., N. Y. *sa t*

COLUMBIA ROPE Co., New York (tire chains). *sa*

COLUMBIA STEEL Co., San Francisco. Agency: Walker Adv. Agency, San Francisco. *sp*

COMFORT MFG. Co., New York (Milk of Magnesia toothpaste). Agency: Street & Finney Inc., N. Y. *sa t ta*

COMFORT PAPER Corp., San Francisco (Zalo toilet tissue). Agency: Emil Brisacher & Staff, San Francisco.

COMMANDER LARABEE Corp., Minneapolis (Sunfed flour, Sunfed 5-Vitamin Bread). Agencies: Hays MacFarland & Co., Chicago; Mitchell-Faust Adv. Co., Chicago; Chappelov Adv. Co., St. Louis; Cramer-Krassel Co., Milwaukee (Sunfed flour). *sp*

COMMERCIAL BREWING Co., Charlestown, Mass. (Millionaires Club beer). Agency: L. B. Haves Adv. Agency, Boston.

COMMERCIAL MILLING Co., Detroit (Henkel's cake flour). Agency: Karl G. Behr Agency, Detroit. *sp sa*

COMMERCIAL SOLVENTS Corp., New York (anti-freeze). Agency: Maxon Inc., Detroit. *sp*

COMMONWEALTH LOAN Co., Indianapolis, Ind. (loans). *t*

COMPAGNIE PARISIENNE Inc., San Antonio (perfume). Agency: Northwest Radio Adv. Co. Inc., Seattle. *t ta*

CONGOIN Co., Los Angeles (health beverages). Agency: Lockwood-Schackelford Co., Los Angeles. *sp t*

CONGRESS CIGAR Co., Newark (La Paline cigars, etc.). Agency: Gotham Adv. Co., N. Y. *sp sa*

G. E. CONKEY Co., Cleveland (poultry feed). Agency: Rogers & Smith Adv. Agency, Chicago. *sp*

CONSOLIDATED BY-PRODUCTS Co., Philadelphia (dog food). Agency: McLain Organization, Philadelphia. *t*

CONSOLIDATED CIGAR Corp., New York (Dutch Masters, etc.). Agency: Erwin, Wasey & Co. Inc., N. Y. *n*

CONSOLIDATED GAS Co., New York (utility). Agency: McCann-Erickson Inc., N. Y. *sp*

CONSTITUTION SOCIETY OF THE UNITED STATES, Los Angeles (political). *rn*

CONSUMERS BREWING Co., Providence, R. I. (Hollenbräu Ale). Agency: Broadcast Adv. Inc., Boston. *rn*

CONSUMERS CREDIT CO. OF CAL., Los Angeles (loan service). Agency: Erwin, Wasey & Co. Inc., Los Angeles. *t*

CONTI PRODUCTS Corp., New York (castile soap). Agency: Birmingham, Castleman & Pierce Inc., N. Y. *t sp*

CONTINENTAL BAKING Corp., New York (Wonder bread & Hostess cake). Agency: Benton & Bowles Inc., N. Y. *n sp sa t*

CONTINENTAL MILLS Inc., Seattle (Krusteaz). *sa*

CONTINENTAL OIL Co., Ponca City, Okla. Agency: Tracy-Locke-Dawson Inc., N. Y. *n t*

COOK PAINT & VARNISH Co., Kansas City (paints). Agency: Ferry-Hanly Adv. Co., Kansas City. *sp*

THOMAS COOK & SON-WAGON LITS Inc., New York (tourist agents). Agency: L. D. Wertheimer Adv. Co. Inc., N. Y. *n*

W. B. COON Co., Rochester, N. Y. (shoes). *t*

COPELAND PRODUCTS Inc., Mt. Clemens, Mich. (Copeland refrigerators). Agency: Halliday-Mason, Detroit.

COPINOL Co., Los Angeles (hay fever remedy). Agency: General Adv. Agency, Los Angeles. *sa*

DR. CORLEY'S SO-KLEEN TOOTH POWDER Co., San Francisco. Agency: Kelso Norman Organization, San Francisco. *sp*

CORN BELT HATCHERY, Gibson City, Ill. Agency: Campbell-Sanford Adv. Agency, Cleveland. *sa*

CORN PRODUCTS REFINING Co., New York (Karo, Mazola, Linit, etc.). Agency: E. W. Hellwig Co., N. Y. *n*

CORTLAND BAKING Co., Cortland, N. Y. (Cobaka bread). *t*

CORYELL OIL Co., New York. *sa*

COSMETIC DISTRIBUTORS Inc., Los Angeles (Doralina Cosmetics). Agency: Adv. Arts Agency, Los Angeles. *sa*

COTTON BAKING Co., Alexandria, La. *sp*

COTY Inc., New York (perfume, cosmetics). Agency: Biow Co. Inc., N. Y. *n*

COUNTRY CLUB SODA Co., Springfield, Mass. (Country Club beverage). Agency: Wm. B. Remington Inc., Springfield, Mass. *sp*

COUNTRY LIFE INSURANCE Co., Chicago. Agency: Critchfield & Co., Chicago. *sa sp*

COWAN & COWAN Inc., Buffalo (Co-Lo-No salts). Agency: Baldwin & Strachan Inc., Buffalo.

COWARD SHOES Inc., New York (ladies' shoes). Agency: Pettingell-Fenton Agency, N. Y. *sa t*

COYNE ELECTRICAL SCHOOL, Chicago. Agency: McJunkin Adv. Co., Chicago.

CRACKER JACK Co., Chicago (candy). Agency: John H. Dunham Co., Chicago.

CRADDOCK TERRY Co., Lynchburg, Va. (Lion Brand shoes). Agency: Hanft-Metzger Inc., N. Y.

CRANBERRY CANNERS Inc., South Hanson, Mass. (Ocean Spray sauce). Agency: Harry M. Frost Co. Inc., Boston. *sp*

CRANE & CRANE CLOTHES Inc., New York. *sa*

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (Crazy Water Crystals). Agencies: Cowan & Dangler Inc., N. Y.; Luckey Bowman Inc., N. Y. *n rn sp sa t*

CREAM OF WHEAT Corp., Minneapolis (Cream of Wheat). Agency: J. Walter Thompson Co., Chicago. *n*

CREAMETTE Co., Minneapolis (noodles). Agency: Addison Lewis & Associates, Minneapolis.

CREOMULSION Co. Inc., Atlanta (Creomulsion). *sp*

CREOSOTED PINE POST ASSN., Kansas City. Agency: Ferry-Hanly Adv. Co., Kansas City. *t*

CRESCENT MACARONI & CRACKER Co., Davenport, Ia. (food products).

CRESCENT MFG. Co., Seattle (condiments). Agency: Erwin, Wasey & Co. Inc., Seattle. *sp*

CRETE MILLS, Crete, Neb. (Victor flour). Agency: R. A. Moritz Co., Davenport, Ia.

CRIBBEN & SEXTON Co., Chicago (Universal stoves). Agency: Henri, Hurst & McDonald Inc., Chicago. *sa*

CROFT BREWING Co., Boston (Croft ale). Agency: C. Brewer Smith Adv. Agency, Boston. *rn*

CROSLY RADIO Corp., Cincinnati (radios and refrigerators). Agency: Douglas, Allen & Leland Davis, Cincinnati.

CROSSE & BLACKWELL Co., Baltimore (canned foods and soup). Agency: Van Sant, Dugdale & Co. Inc., Baltimore. *sa t ta*

CROWELL PUBLISHING Co., New York (American, Womens Home Companion, Colliers). Agencies: Wm. Esty & Co. Inc., N. Y.; Geyer, Cornell & Newell Inc., N. Y.; Ralph H. Jones Co., N. Y. (Colliers). *sp*

CROWN OVERALL MFG. Co., Cincinnati. Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sp n*

CRUSADERS, New York (political). Agency: Marschalk & Pratt Inc., N. Y. *n rn*

CRUSADER Co., Detroit (insecticides).

CRYSTALAC PRODUCTS Corp., Chicago (auto finish). Agency: Woodman-Stewart Co., Chicago. *sa*

CUBBISON CRACKER Co., Los Angeles. Agency: Emil Brisacher & Staff, San Francisco. *sp*

CUDAHY PACKING Co., Chicago (Puritan ham, Old Dutch cleanser). Agency: Roche, Williams & Cunningham Inc., Chicago. *t sp n*

CUHN & LUBOW, New York (Dundee Smart clothes). *sa*

CURRIER'S TABLETS Inc., Los Angeles (proprietary). Agency: General Adv. Agency, Los Angeles. *t sa*

CURTICE BROTHERS Co., Rochester (Blue Label canned foods). Agency: N. W. Ayer & Son Inc., N. Y.

CURTIS PUBLISHING Co., Philadelphia (Saturday Evening Post). Agency: Arthur Kudner Inc., Philadelphia, *sa*

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CURTISS CANDY Co., Chicago (Baby Ruth, etc.). Agency: E. W. Hellwig Co., N. Y. *t sa*

CURTISS WRIGHT INSTITUTE OF AERONAUTICS, Los Angeles Agency: R. H. Alber Co., Los Angeles. *ta*

CUTLER SHOE Co., Chicago (chain stores). Agency: Morenus Adv. Agency, Chicago. *sp sa*

CYCLE TRADES OF AMERICA, New York (Bicycles). Agency: Greenleaf Co., Boston. *sa sp*

D

DAIRY ASSOCIATION Co. Inc., Lyndonville, Vt. Agency: Hays Adv. Agency Inc., Burlington, Vt. *sa*

DAIRYLAND ICE CREAM Co., Houston. Agency: John L. DeBrueys Agency, Houston. *rn*

DALTON'S Inc., Los Angeles (auto loans). *sa*

DANDEE PRETZEL & POTATO CHIP Co., Cleveland. Agency: Howard & Gymer, Cleveland. *sp*

D'ARRIGO BROS. Co., Boston (Andy Boy broccoli). Agency: Harold F. Lewis Adv. Service, Boston. *sp sa*

DAVIDSON BISCUIT Co., Mt. Vernon, Ill. (crackers). Agency: Bakers Consulting Bureau, Chicago. *sp*

R. B. DAVIS Co., Hoboken, N. J. (Davis baking powder, Cocomalt). Agency: Ruthrauff & Ryan Inc., N. Y. *n sp t*

DAWSON'S BREWERY Inc., New Bedford, Mass. Agency: Dowd & Ostreicher, Boston. *rn*

DAYTON RACQUET Co., Dayton, O. (steel tennis racquets). Agency: J. Horace Lytle Co., Columbus, O.

DAYTON SPICE MILLS Co., Dayton, O. (Old Reliable coffee). Agency: Hugo Wagenseil & Associates, Dayton, O.

DAYTONA BEACH, Fla. *sa*

DEAN MILK Co., Chicago (Vitamin D milk). Agency: Mitchell-Faust Adv. Co., Chicago.

DEARBORN CHEMICAL Co., Chicago (Plumite water softener). Agency: Ruthrauff & Ryan Inc., Chicago. *sa*

DECKER, ALFRED & COHN, Chicago (Society Brand clothes). Agency: Henri Hurst & McDonald Inc., Chicago.

JACOB E. DECKER & SONS, Mason City, Ia. (bacon and ham). Agency: Critchfield-Graves Co., Minneapolis.

DEEP ROCK OIL Co., Chicago. *t*

DEERFOOT FARMS Co., Southborough, Mass. (dairy products). Agency: N. W. Ayer & Son Inc., Boston. *sp*

DEISEL-WEMMER-GILBERT Corp., Detroit (El Verso, San Felice, Donalda cigars). Agencies: Simons-Michelson Co., Detroit; Williams & Bramen, Chicago (Donalda); S. M. Epstein Co., Detroit. *sp*

DEJAY STORES, New York (clothing). *sp*

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal). Agency: Ruthrauff & Ryan Inc., N. Y. *n t*

DELCO APPLIANCE Corp., Rochester, N. Y. (electrical appliances). Agency: Lord & Thomas, N. Y. *n*

DEL RAY Corp., San Francisco (mushroom sauce). Agency: J. Walter Thompson Co., San Francisco.

DELL PUBLISHING Co., New York (Modern Magazines). Agency: Lennen & Mitchell Inc., N. Y. *n*

DENTISTS SUPPLY Co., New York. Agency: A-W Adv. Inc., N. Y. *rn*

DENVER CONVENTION & TOURIST BUREAU, Denver (travel information). Agency: Conner Adv. Agency, Denver. *sa*

DEO Corp., Berkeley, Calif. (Dennis ointment). Agency: Atlee F. Hunt Co., Oakland, Cal.

DE ROOS-STERNHEIM Co. Inc., Chicago (Normandie cosmetics). Agency: Gundlach Adv. Agency, Chicago.

DERRIS Inc., New York (insecticides, floor polish). Agency: Paris & Peart, N. Y. *sp*

DE SOTA CHEMICAL Co., Arcadia, Fla. (Gator roach exterminator). Agency: Raymond Powell Co., Memphis.

DE SOTO MOTOR Corp., Detroit (motor cars). Agency: J. Stirling Getchell Inc., Detroit. *rn sa*

DETHOL MFG Co., Washington (insect powder). Agency: Aitkin-Kynett Co., Philadelphia. *sa*

DETROIT & CLEVELAND NAVIGATION Co., Detroit (lake transportation). Agency: N. W. Ayer & Son Inc., Detroit. *sa*

DETROIT CREAMERY Co., Detroit (Arctic dairy products). Agency: N. W. Ayer & Son Inc., Detroit. *rn*

DETROIT-MICHIGAN STOVE Co., Detroit. Agency: Chas. A. Mason Adv. Agency, Detroit.

DETROIT NEWS, Detroit (newspaper). Agency: Bass-Luckoff Inc., Detroit. *sa*

DETROIT SUNDAY TIMES, Detroit. *t*

DETROIT WHITE LEAD WORKS, Detroit (Rogers brushing lacquer). Agency: Simons-Michelson Co., Detroit. *sp t sa*

DEVOE & RAYNOLDS Inc., New York (paint). Agency: J. Stirling Getchell Inc., N. Y.

H. T. DEWEY & SONS Co., New York (wine, liquor). Agency: H. W. Fairfax Adv. Agency, N. Y. *sp*

DEXDALE HOSIERY MILLS Inc., New York. Agency: Lord & Thomas, N. Y. *sp*

DIAMOND BEVERAGE Corp., Waterbury, Conn. (beverages). Agency: Chas. W. Hoyt Co. Inc., N. Y.

E. E. DICKINSON Co., New Haven, Conn. (face cream and witch hazel). Agency: Wilson H. Lee Adv. Agency, New Haven, Conn. *sp t*

DICTOGRAPH PRODUCTS Corp., New York (Acousticon heating pads). Agency: Lambert & Feasley Inc., N. Y. *t*

DIETARY FOODS Co., Minneapolis (Dietene). *sa*

DILL PUBLISHING Co., New York (Radio Stars magazine). *sa*

DIPLOMAT PRODUCTS Inc., New York (canned chicken). Agency: H. B. LeQuatte Inc., N. Y.

DIXIE DISTRIBUTORS Inc., Hillsdale, Mich. (oil marketers). Agency: Potts-Turnbull Adv. Co., Kansas City. *t*

DIXIE RUB Co., Concord, N. C. Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C.

D & M FINANCE Co., Chicago (silverware). Agency: First United Broadcasters, Chicago. *sa*

DOBBS Co., New York (Tomex). *sa*

DODGE BROTHERS Corp., Detroit (motor cars). Agency: Ruthrauff & Ryan Inc., N. Y. *rn sp sa t ta*

DOG GLOW PRODUCTS Co., New York (dog cleaning powder). Agency: Loewy Adv. Agency, N. Y. *sp*

J. G. DODSON PROPRIETARIES, Atlanta (Mentodene, etc.). *sa sp*

DOLLAR CRYSTAL Co., Omaha (Texas crystals). Agency: Earl Allen Adv. Agency, Omaha. *sp*

DOMESTIC SEWING MACHINE Co., Cleveland. *t*

DOMINIQUE Inc., Detroit (perfume). Agency: Campbell-Ewald Co. Inc., Detroit. *sa*

DON LEON COFFEE Co., Lincoln, Neb. (coffee & spices). *sa*

DON PARMALÉE, Des Moines (Buick contest). *t*

D'OR PRODUCTS Co., Cleveland (egg shampoo). Agency: Ralph W. Sharp, Cleveland.

DORALDINA Inc., Hollywood (cosmetics). Agency: Adv. Arts Agency, Los Angeles. *sa*

DORLO Co., Chicago (beauty products). Agency: Phelps-Engel-Phelps Inc., Chicago.

DRACKETT Co., Cincinnati (Drano cleanser). Agency: Ralph H. Jones Co., Cincinnati. *t*

DRENN & MCCARTHY Inc., Auburn, N. Y. (Enna Jettick shoes).

DREWRY & SONS Co., St. Paul (Red Cross beverages).

DREZMA Inc., New York (cosmetics). Agency: Neff-Kogow Inc., N. Y. *t*

DRI BRITE Inc., St. Louis (self-polishing wax). Agency: Gardner Adv. Co., St. Louis.

DRUG TRADE PRODUCTS, Chicago (proprietary). Agency: Benson & Dall Inc., Chicago. *sp t*

DRUMS Inc., Detroit (chemicals). Agency: C. C. Wingham Inc., Detroit. *ta*

DRYDEN & PALMER Inc., Long Island City (Gravy Master). Agency: Samuel C. Croot Co. Inc., N. Y. *sp sa rn*

DUART MFG. Co., San Francisco (cosmetics). Agency: Howard E. Williams Adv. Agency, San Francisco. *sp rn*

DUFF & SONS Inc., Pittsburgh (ginger bread mix). Agency: Batten, Barton, Durstine & Osborn Inc., Pittsburgh. *sp t*

DUFF-NORTON MFG Co., Pittsburgh (industrial jacks). Agency: Walker & Downing, Pittsburgh. *t*

DUNCAN COFFEE Co., Houston (Admiration coffee). Agency: Steele Adv. Agency Inc., Houston. *sa sp*

DUNN & MCCARTHY Inc., Auburn, New York (Enna Jettick shoes). Agencies: Grey Adv. Service Inc., N. Y.; Amos Parish & Co., N. Y.

ADELE DUPONT Co., Boston (Adele Dupont facial cream). *sp*

E. I. DU PONT de NEMOURS & Co., Wilmington, Del. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sa sp n t*

DUQUESNE BREWING Co., Pittsburgh (Silvertop beer). *sp*

DURKEE ATWOOD Co., Minneapolis (auto accessories).

DURKEE FAMOUS FOODS Inc., Elmhurst, N. Y. (salad dressing, etc.). Agencies: Federal Adv. Agency Inc., N. Y.; C. Wendell Muench & Co, Chicago. *rn sa*

DURKEE-MOWER Inc., Lynn, Mass. (marshmallow fluff dessert). Agency: Harry M. Frost Co., Boston. *rn t sa sp*

DWARFUES Corp., Council Bluffs, Ia. (breakfast cereal). Agency: Bozell & Jacobs Inc., Omaha. *sp*

DWINNELL-WRIGHT Co., Boston (White House coffee). Agency: Badger & Brown Inc., Boston. *rn*

E

EARLY & DANIEL, Cincinnati (Tuxedo feed). Agency: Keeler & Stites Co., Cincinnati. *sp*

EARNSHAW KNITTING Co., Newton, Mass. (Vanta baby garments). Agency: H. B. Humphrey Co., Boston.

EASTERN MICHIGAN TOURIST ASSN., Detroit. Agency: Campbell-Ewald Co. Inc., Detroit. *rn*

EASTERN NU-ENAMEL Co., New York (paint). Agency: H. L. Steinfeld Co. Inc., N. Y. *sp sa*

EASTMAN KODAK Co., Rochester (Kodaks). Agency: J. Walter Thompson Co., N. Y. *t*

EASY-SHIFT MFG. Co., Des Moines, Ia. (anti-freeze). Agency: Battenfeld & Ball, Des Moines. *ta*

EASY WASHING MACHINE Corp., Syracuse. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sp sa rn*

EATON PAIRER Corp., Pittsfield, Mass. (stationery). Agency: Cecil, Warwick & Cecil Inc., N. Y. *t sa*

EATON PRODUCTS Inc., Cleveland (auto heaters). Agency: Meldrum & Fewsmith Inc., Cleveland. *ta*

EDISON GENERAL ELECTRIC & APPLIANCES Co., Chicago (Hot Point). Agency: Maxon Inc., Chicago.

THOMAS A. EDISON Inc., Orange, N. J. (radios, etc.). Agencies: Hanff-Metzger Inc., N. Y.; Federal Adv. Agency Inc., N. Y.

EDROS NATURAL PRODUCTS Inc., New York (Edrolax laxative). Agency: J. M. Mathes Inc., N. Y.

EDUCATOR BISCUIT Co. Inc., Chicago. Agency: Henri, Hurst & McDonald Inc., Chicago. *sa n*

EDUCATOR MFG. Co., Oakland City, Ind. (Educator fountain pens).

EDWARD TAILORING Co. Inc., Philadelphia (Men's clothing). Agency: Al Paul Letton Co. Inc., Philadelphia.

EDWARDS IRON WORKS, South Bend, Ind. (trailers). Agency: Carter, Jones & Taylor, South Bend.

EKHARDT & BECKER BREWING Co., Detroit (beer). Agency: C. F. McIntyre & Associates, Detroit. *rn*

ELA SINGER ICE PACK Co., Chicago (cosmetics). *sp*

ELECTROLUX Co., New York (refrigerators). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sa*

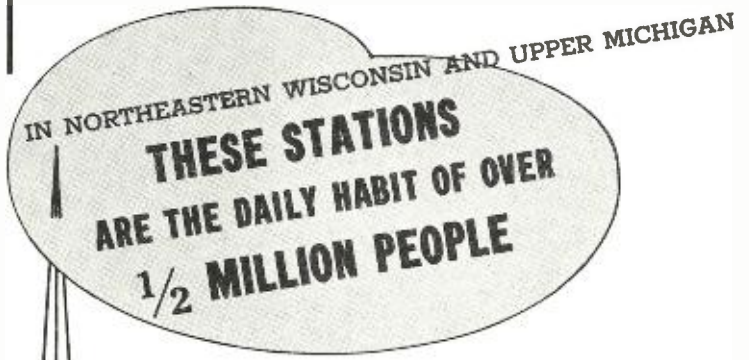
ELGIN AMERICAN Co., Elgin, Ill. (Elgin razors). *sa*

ELGIN NATIONAL WATCH Co., Chicago (Elgin watches). Agency: J. Walter Thompson Co., Chicago. *n*

ELIN Inc., Newark (refrigerators). Agency: Schillin Adv. Corp., N. Y. *rn*

DR. ELLIS SALES Co. Inc., Pittsburgh (cosmetics). Agency: Elsie Lichtenstul, Pittsburgh. *sp*

ELMO SALES Corp., San Francisco (cosmetics). Agency: Emil Brisacher & Staff, San Francisco. *rn sp*



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ELMWOOD FARMS Co., Boston (Chicken Shortcake). *sa*
 EMERSON DRUG Co., Baltimore (Bromo-Seltzer). Agency: J. Walter Thompson Co., N. Y. *n sp sa*
 THOMAS W. EMERSON Co., Boston (seeds) *sa*
 EMM-AN-CEE Co., Chicago (soups, spaghetti, sauces). Agency: Chas. Silver & Co., Chicago. *sp*
 EMPIRE GOLD BUYING SERVICE, New York. Agency: Friend Adv. Agency, N. Y. *sp*
 EMPLOYERS CASUALTY Co., Dallas (insurance). Agency: Ira E. DeJernette, Dallas. *rn*
 ENCYCLOPAEDIA BRITANNICA, Inc., New York (publishers). Agency: N. W. Ayer & Son Inc., Chicago. *t*
 ENDURA Corp., Los Angeles (permanent wave set). Agency: Allied Adv. Agencies, Los Angeles. *sp rn*
 ENGLANDER SPRING BED Co., New York (Englander day beds). Agency: Peck Adv. Agency Inc., N. Y.
 J. C. ENO Ltd. Inc., Buffalo (Eno's salts). Agency: Benton & Bowles Inc., N. Y. *n sp t*
 ENOZ CHEMICAL Co., Chicago (moth liquid). Agency: McJunkin Adv. Co., Chicago. *n sp*
 EOPA Co., San Francisco (home remedies). Agency: Doremus & Co., San Francisco.
 EPPENS-SMITH Co., New York (Holland Home coffee). Agency: Blackett-Sample-Hummert Inc., N. Y. *sp*
 EQUITABLE LIFE INSURANCE Co., San Francisco. *sa*
 ESBENSCOTT LABORATORIES, Portland, Ore. (Santiseptic). Agency: W. S. Kirkpatrick Adv. Service, Portland, Ore. *sp t*
 ESSLINGERS Inc., Philadelphia (brewers). Agency: Clements Co., Philadelphia.
 ESTATE STOVE Co., Cincinnati. Agency: Stuckton - West - Burkhart Inc., Cincinnati. *sp rn*
 EUCLID CANDY CO. OF CAL., San Francisco (Red Cap candy). Agency: Emil Brisacher & Staff, San Francisco.
 EUCLID CRYSTALLAC Co., Cincinnati (auto polish). *sa*
 DAVID G. EVANS COFFEE Co., St. Louis (Old Judge coffee). Agency: Gardner Adv. Co., St. Louis. *sp*
 GEORGE B. EVANS LABORATORIES Inc., Philadelphia (Elderflower eye lotion). Agency: E. A. Clarke Co., Philadelphia.
 EVER-DRY LABORATORIES Inc., Los Angeles (deodorant). Agency: Production Service Co., Los Angeles.
 EXCEL ELECTRIC Co., Muncie, Ind. (electric cookers). Agency: Root-Mandabach Adv. Agency, Chicago. *sp*
 EXCELSIOR SPRINGS CHAMBER OF COMMERCE, Excelsior Springs, Mo. Agency: Ferry-Hanly Co., Kansas City. *sa*
 EX-LAX MFG. Co., Brooklyn (laxative). Agency: Joseph Katz Co., Baltimore. *n sa ta t*
 EY TEB Inc., New York (eyelash treatment). Agency: Monroe F. Dreher Inc., Newark. *sp*
 EY TINE DISTRIBUTING Corp., New York (eyelash dye).
 EYZ-2-TAN Co., Los Angeles (sunburn cream). Agency: Barnes-Chase Co., Los Angeles; Emil Brisacher & Staff, San Francisco. *sa*

F

MAX FACTOR Corp., Hollywood (cosmetics). *sp*
 FALSTAFF BREWING Corp., St. Louis (Falstaff beer). Agency: Gardner Adv. Co., St. Louis. *sp sa*
 FANCIER FOODS Inc., Chicago (Prest-O-Meat). Agency: Stack-Goble Adv. Agency, Chicago. *sa*
 FANT MILLING Co., Sherman, Tex. (Gladiola flour). Crook Adv. Agency, Dallas. *rn*
 FARMERS' SEED & NURSERY Co., Fariabult, Minn. (seeds). Agency: Klau-Van Pieteron-Dunlap Associates, Milwaukee.
 FARMERS' WHOLESALE Co., Minneapolis (flour and feed products). Agency: Addison Lewis & Associates, Minneapolis.
 FASHION FROCKS Inc., Cincinnati (women's dresses). Agency: Keelor & Stites Co., Cincinnati. *sp*
 FASTEETH Inc., Binghamton, N. Y. (Denture Powder). Agency: Wylie B. Jones Agency Inc., Binghamton, N. Y. *sp*
 FAULTLESS STARCH Co., Kansas City (Faultless starch). Agency: Ferry-Hanly Adv. Co., Kansas City. *sp t*
 FAVORITE STOVE & RANGE Co., Piqua, O.

FAWCETT PUBLICATIONS, Minneapolis (*True Confession* magazine, etc.). Agency: J. M. Mathes Inc., N. Y. *sa t sp*
 FRED FEAR & Co., Brooklyn (Chick Chick and Magic Wand Easter egg dye). Agency: Menkin Adv. Inc., N. Y. *sa t*
 FEATURE FOODS Inc., Chicago (food products). Agency: Mitchell-Faust Adv. Agency, Chicago. *sp*
 FEDERAL CLOTHING STORES, New York (chain clothiers). *sp*
 FEDERAL ENAMELING & STAMPING Co., Pittsburgh (kitchenware). Agency: Albert P. Hill Co. Inc., Pittsburgh. *t*
 FEDERAL SAVINGS & LOAN ASSN., Cleveland (branch). *sp*
 FEDERAL TOBACCO Co., Pittsburgh (Gold Flower stogies). Agency: W. S. Hill Co. Inc., Pittsburgh.
 FEHR BAKING Co., Houston, Tex. (cookies and cakes). *sa*
 F. & F. LABORATORIES, Omaha (F. & F. cough drops).
 CHRISTIAN FEIGENSPAN BREWING Co., Newark. Agency: Scheck Adv. Agency, N. Y. *sp rn sa*
 FELBER BISCUIT Co., Columbus (Malt-o-milk crackers). Agency: Harry M. Miller Inc., Columbus. *rn*
 JOHN J. FELIN & Co. Inc., Philadelphia (pork packers). Agency: Al Paul Lefton Co. Inc., Philadelphia.
 FELLOWS MEDICAL MFG. Co., New York (hypophosphates). Agency: Redfield-Johnstone Inc., N. Y. *rn*
 FELS & Co., Philadelphia (Fels Naptha soap). Agency: Young & Rubicam Inc., N. Y. *n sp t*
 FELTMAN & CURME SHOE STORES, Chicago. *sp sa*
 H. FENDRICH Inc., Evansville, Ind. Agency: Ruthrauff & Ryan Inc., Chicago. *sp n*
 FENLEY'S MODEL DAIRY Co., Chicago. *t*
 EARL FERRIS NURSERY Co., Hampton, Ia. (nurseries). Agency: Lessing Adv. Co. Inc., Des Moines. *sp*
 FERRY-MORSE SEED Co., Philadelphia (packaged seeds). Agency: N. W. Ayer & Son Inc., N. Y. *sp*
 FERRY-MORSE SEED Co., San Francisco (seeds, fertilizer). Agency: Gerth-Knollin Adv. Agency, San Francisco. *sp*
 ARTHUR FERTZ Co., Atlanta (fertilizer). Agency: Gottschaldt-Humphrey Inc., Atlanta.
 FIDELIO BREWERY, New York. Agency: Street & Finney Inc., N. Y.
 MARSHALL FIELD & Co., Chicago (dry goods). Agency: Aubrey, Moore & Wallace Inc., Chicago. *t*
 FIGARO Co., Dallas (meat cure). Agency: Rogers & Smith Adv. Agency, Dallas. *sa*
 FINTEX Inc., Cleveland (suits and overcoats). *t*
 FIRESTONE TIRE & RUBBER Co., Akron (tires & tubes). Agency: Sweeney & James Co., Cleveland. *n rn*
 FIRST NATIONAL STORES, Somerville, Mass. (chain retailers). Agency: Richardson, Alley & Richards, Boston. *sa sp*
 B. FISCHER & Co., New York (Astor coffee, spices, etc.). Agency: Tracy-Locke-Dawson Inc., N. Y. *sp*
 FISH & SEA FOOD INSTITUTE of the U. S., Chicago office. Agency: Baggaley, Horton & Hoyt Inc., Chicago. *sa*
 FISHER BODY Corp., Detroit (auto bodies). Agency: Arthur Kudner Inc., N. Y. *n*
 NATHANIEL FISHER & Co., New York (Polly Preston shoes).
 FITCH PUBLISHING Co., New York. Agency: E. C. Van Dyke Inc., N. Y. *ra*
 F. W. FITCH Co., Des Moines (shampoo). Agency: L. W. Ramsey Co., Davenport. *n sa t ta*
 FITZGERALD MFG. Co., Torrington, Conn. (Star-Rite electrical appliances). Agency: John O. Powers Co., N. Y.
 FITZPATRICK BROS., Inc., Chicago (Kitchen Kleanser, etc.). Agency: Neisser-Meyerhoff Inc., Chicago. *sp*
 FATHER FLANAGAN'S SCHOOL FOR BOYS, Boys Town, Neb. (magazine). Agency: Bozell & Jacobs Inc., Chicago. *sa rn*
 FLA-TEX PRODUCTS Co., Houston (solvents). Agency: Rogers-Gano Adv. Agency Inc., Houston.
 FRANK H. FLEER Corp., Philadelphia (chewing gum). Agency: Aitken-Kynett Co., Philadelphia. *sa*
 FLEET WING OIL Corp., Cleveland. Agency: McCann-Erickson Inc., Cleveland. *sp*

ERNST FLENTJE, Cambridge, Mass. (shock absorbers).
 FLEX-O-GLASS Co., Chicago (window material). Agency: Presba, Fellers & Presba Inc., Chicago. *rn*
 FLORENCE STOVE Co., Florence, Mass. Agency: Wm. B. Remington Inc., Springfield, Mass. *sp t*
 FLORET PRODUCTS Co., New York (Italina laxative salts). *sp*
 FLORIDA CITRUS ADVERTISERS ASS'N., Winterhaven, Fla. (grapefruit). *sa*
 FLORIDA CITRUS COMMISSION, Tampa, Fla. (fruit). Agency: Ruthrauff & Ryan Inc., N. Y. *t*
 FLORIDA CITRUS EXCHANGE, Tampa, Fla. (Sealdsweet). Agency: J. Walter Thompson Co., N. Y. *sa*
 FLORIDA FRUIT CANNERS Inc., Frost-proof, Fla. Agency: James A. Greene & Co., Atlanta. *sa*
 FOLEY & Co., Chicago (Honey & Tar compound). Agency: Lauson & Salomon, Chicago. *sp*
 J. A. FOLGER & Co., San Francisco (food). Agency: Raymond R. Morgan Co. Inc., Hollywood. *rn*
 FOLGER COFFEE Co., Kansas City. Agency: Blackett-Sample-Hummert Inc., Chicago. *t*
 FONTANA FOOD PRODUCTS, San Francisco (macaroni and noodles). Agency: Brewer-Weeks Co., San Francisco. *sa*
 FONTENELLE BREWERY Co., Omaha (Robin Hood beer). Agency: Bozell & Jacobs Inc., Omaha. *sp*
 FOOD DISPLAY MACHINE Corp., Chicago (Brown Bobby doughnut machine). Agency: Matteson-Fogarty-Jordan Co. Inc., Chicago.
 J. B. FORD SALES Co., Wyandotte, Mich. (Wyandotte cleanser). Agency: N. W. Ayer & Son Inc., Philadelphia.
 FORD DEALERS OF AMERICA, Detroit. Agency: N. W. Ayer & Son Inc., Philadelphia; McCann-Erickson Inc., N. Y. *n t ta*
 FORD MOTOR Co., Detroit (motor cars). Agency: N. W. Ayer & Son Inc., Philadelphia and N. Y. *n sp sa t*
 FORTHANS Co., New York (toothpaste). Agency: McCann-Erickson Inc., N. Y. *n*
 FORMFIT CORSET Co., Chicago (Thrill brassieres and corsets). Agency: Morris, Windmuller & Enzinger, Chicago. *t*
 FORSON LABORATORIES Inc., New York (N-u-m-y-s-t vaporizer, inhalant). Agency: Kimball, Hubbard & Powel Inc., N. Y. *sp*
 FORTY-SECOND ST. SALES Co., Chicago (cosmetics). Agency: Beaumont & Hohman Inc., Chicago. *sp*
 H. D. FOSS & Co., Cambridge, Mass. (confectionery). Agency: Louis Glasser Inc., Boston.
 FOSTER-MILBURN Co., Buffalo (Doan's pills). Agency: Street & Finney Inc., N. Y. *sa t ta*
 E. FOUGERA & Co., New York (Vapex, etc.). Agency: Small, Kleppner & Seiffer Inc., N. Y. *sa t ta*
 FOUKE FUR Co., St. Louis (sealskins). Agency: Ehlinger & Higgs Inc., Tulsa.
 FOWNES BROS. & Co., New York (gloves). Agency: Sterling Adv. Agency Inc., N. Y.
 I. J. FOX Inc., New York (furs). Agency: Peck Adv. Agency Inc., N. Y. *n ta*
 PETER FOX BREWING Co., Chicago (Fox De Luxe beer). Agency: Schwimmer & Scott Adv. Agency, Chicago. *sp*
 FRANCO-AMERICAN BAKING Co., Los Angeles (bread). *n*
 FRANKEMUTH BREWING Co., Frankemuth, Mich. *rn*
 FREE STATE BREWING Corp., Baltimore. Agency: Harry J. Patz Co., Baltimore. *sa*
 FREEDOM OIL WORKS Co., Freedom, Pa. (gas and oil). Agency: Albert P. Hill Co., Pittsburgh. *sa t sp*
 FREEMAN SHOE Corp., Beloit, Wis. Agency: Erwin, Wasey & Co., Chicago.
 FREEMONT CANNING Co., Fremont, Mich. (Miss Michigan foods). Agency: Stevens Inc., Grand Rapids. *t*
 FRENCH LICK SPRINGS HOTEL Co., French Lick, Ind. (Pluto water). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sp t ta*
 FRENCH SARDINE Co. Inc., Terminal Island, Calif. (Belle Isle sardines). Agency: Dan B. Miner Co., Los Angeles.
 FRIEND BROTHERS Inc., Boston (Brick Oven baked beans). Agency: Ingalls-Adv., Boston. *sa*
 FRIGIDAIRE SALES Corp., Dayton, O. (electrical refrigeration). Agencies: Lord & Thomas, Chicago (refrigerators); Geyer, Cornell & Newell Inc., Rochester, N. Y. (oil burners, fans, etc.). *n*

FRIGID-MIX Co., Kansas City (ice cream powder). *sa*
 FRITO Co., San Antonio (Fritos confection). Agency: Grant Adv. Agency, Dallas. *sa*
 FRONTIER FUEL OIL Corp., Buffalo (oil burners, oil). Agency: Baldwin & Strachan Inc., N. Y.
 FROZEN DESSERTS Inc., Chicago (Ice-Cre-Mix). Agency: Roche, Williams & Cunningham Inc., Chicago. *sa t ta*
 FRUIT BELT PRESERVING Co., East Williamson, N. Y. (Pixie baby food). *t*
 FRUIT DISPATCH Co., New York (bananas). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sa t*
 FRUIT INDUSTRIES Ltd., Los Angeles (fruit, Guasti wines). Agencies: Emil Brisacher & Staff, Los Angeles (West Coast); Fletcher & Ellis Inc., N. Y. (grape products). *t*
 GEORGE C. FRYE Co., Watertown, Mass. (Pancreo-Bismuth). Agency: Lawrence M. O'Connell, Springfield, Mass. *sa*
 FULLER BRUSH Co., Hartford, Conn. (brushes). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.
 W. P. FULLER & Co., San Francisco (paints). Agency: McCann-Erickson Inc., San Francisco. *sa*
 FUNK & WAGNALLS Co., New York (*Literary Digest*). *n sa*

G

GABY Inc., Philadelphia (sun tan lotion). Agency: Harry Feigenbaum Adv. Service, Philadelphia.
 GALENKAMP STORES Co., San Francisco (shoes). Agency: Long Adv. Service, San Francisco. *sa*
 GALVESTON-HOUSTON BREWERS Inc., Galveston, Tex. Agency: Jay H. Skinner Adv. Agency, Houston. *sp rn*
 GAMBLE STORES, Minneapolis. *t*
 GARCIA GRANDE CIGARS Inc., New York. Agency: Peck Adv. Agency, N. Y.
 GARDEX Inc., Michigan City, Ind. (garden tools). Agency: J. L. Sugden Agency Co., Chicago. *sa*
 GARDINER MFG. Co., Buffalo (101 for Baby Clothes). Agency: Warman & Hall Inc., Buffalo.
 GARDNER NURSERY Co., Osage, Iowa (plants). Agency: Northwest Radio Adv. Co., Seattle. *sp t ta sa*
 GARFIELD & WILLIAMSON Co., New York (fertilizer). Agency: Metropolitan Adv. Co., N. Y. *t*
 GARFIELD TEA Co., Brooklyn (proprietary remedy). Agency: H. W. Kastor & Sons Adv. Co. Inc., N. Y. *sp*
 GARRET & Co., Brooklyn (Virginia Dare wine). Agency: U. S. Adv. Corp., N. Y. H. C. GARROTT Inc., St. Paul (candy). Agency: Mid-West Recordings, Minneapolis. *t*
 GAS APPLIANCE SOCIETY of California, San Francisco. Agency: Jean Scott Frickeon, San Francisco. *sp sa*
 GEBHARDT CHILI POWDER Co., San Antonio (Chili). Agency: Tracy-Locke-Dawson, Inc. San Antonio. *sp rn*
 GEM PRODUCTS SALES Co., Camden, N. J. (laundry soap). Robert M. Clutch Co., Philadelphia. *sp sa t*
 GENERAL BAKING Co., New York (Bond bread). Agency: Batten, Barton, Durstine & Osborn, Inc., N. Y. *n sp sa t ta*
 GENERAL CIGAR Co., New York (William Penn cigar). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *n sa ta*
 GENERAL COAL Co., Philadelphia (Jeddo Highland coal). *sa n*
 GENERAL ELECTRIC Co., Schenectady, N. Y. (Cleveland electrical devices). Agencies: Maxon Inc., Cleveland; Batten, Barton, Durstine & Osborn Inc., N. Y.; Foster & Davies Inc., Cleveland. *n sa t*
 GENERAL FOODS Corp., New York (Maxwell House coffee, Grape Nuts, etc.). Agencies: Young & Rubicam, Inc., N. Y. (Grape Nuts, Jell-O, Calumet Baking Powder, La France, Postum); Benton & Bowles Inc., N. Y. (Certo, Maxwell House Coffee); Advertisers Broadcasting Co., N. Y. (Diamond Crystal Salt). *n t*
 GENERAL HOUSEHOLD UTILITIES, Chicago (Grunow radios, refrigerators). Agency: Ruthrauff & Ryan Inc., N. Y. *n sp t*
 GENERAL ICE CREAM Co., Schenectady (Fro-Joy ice cream). Agency: N. W. Ayer & Son Inc., Philadelphia. *sp*
 GENERAL MILLS Inc., Minneapolis (Gold Medal flour etc.). Agencies: McCord Co., Minneapolis; Blackett-Sample-Hummert Inc., Chicago; Knox Reeves Adv. Inc., Minneapolis; Merrill Adv. Co., N. Y.; Simons-Michelson Co., Detroit. *n t sp sa*

DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

GENERAL MILLS Inc., San Francisco (Bisquick). Agency: Westco Adv. Agency, San Francisco. *rn t*

GENERAL MOTORS Corp., Detroit (motor cars). Agencies: Campbell-Ewald Co. Inc., Detroit; Arthur Kudner Inc., N. Y. *n sp sa t*

GENERAL OFFICE EQUIPMENT Corp., New York (Elliott-Fisher bookkeeping machines). Agency: Marschalk & Pratt, Inc., N. Y.

GENERAL PAINT Corp., San Francisco. Agency: N. W. Ayer & Son, Inc., San Francisco. *rn*

GENERAL PETROLEUM Corp. of Calif., Los Angeles. Agency: Smith & Drum, Inc., Los Angeles. *n sp sa*

GENERAL REFINING Co., Baltimore (General gasoline). Agency: Courtland D. Ferguson Inc., Baltimore. *sa*

GENERAL SHOE Corp., Nashville (Jerman shoes). Tracy-Locke-Dawson Inc., N. Y. *t n*

GENERAL TIRE & RUBBER Co., Akron (General tires). Agency: D'Arcy Adv. Co., Inc., St. Louis. *n*

GENERAL UTILITY PRODUCT Co., Chicago (Breakfast Club toaster). Agency: Reincke-Ellis-Younggreen & Finn, Inc., Chicago.

GEORGIE PORGIE Co., Council Bluffs, Ia. (Cereals). Agency: Haynes Adv. Co., Omaha.

GEPPERT STUDIOS, Des Moines (enlargements). Agency: Lesing Adv. Agency, Des Moines. *sp t sa*

GERBER PRODUCTS Co., Fremont, Mich. (strained vegetables). Agency: Federal Adv. Agency, N. Y. *n*

GERMANIA TEA Co., Minneapolis (Germania herb tea). Agency: Heath-Seehof, Inc., Chicago. *sp*

GERMICIDE PRODUCTS Corp., Buffalo (D. A. G., Dak-N-Sol). Agency: Addison Vars, Inc., Buffalo.

GEST BEAUMOUNT, Milwaukee (Medi-Spra). *sa*

D. GHIRARDELLI Co., San Francisco (chocolates). Agency: Erwin, Wasey & Co., Inc., San Francisco. *n*

GIBBS & Co., Chicago (Grabrieelen Permanent Wave). Agency: Bertram Reibel Adv., Chicago. *n*

A. C. GILBERT Co., New Haven, Conn. (Erector toys). Agency: Charles W. Hoyt Co., Inc., N. Y. *n sp t*

GILBERT & BARKER Mfg. Co., Springfield, Mass. (Flexible Flame oil burners). Agency: McCann-Erickson, Inc., N. Y. *sa*

MARTIN GILLET & Co., Baltimore (House of Lords, He-No tea). Agency: Newhoff-Kaufman Adv. Agency, Baltimore.

GILLETTE RUBBER Co., Eau Claire, Wis. (Gillette tires). Agency: Cramer-Krasselt Co., Milwaukee. *sp sa t*

GILLETTE SAFETY RAZOR Co., Boston (razor blades). Agency: Ruthrauff & Ryan, Inc., N. Y. *n rn sp sa t*

GILMORE OIL Co., Los Angeles (Red Lion, Record Breaker gasoline). Agency: Raymond R. Morgan Co., Inc., Hollywood. *rn sa t sp*

GLAME Co., Hoboken, N. J. (nail polish). Agency: Franklin Bruck Adv. Corp., N. Y. *sp rn*

GLASER-CRANDELL Co., Chicago (Derby mustard). Agency: Russell C. Comer Adv. Co., Chicago. *sa*

HENRY GLASS & CO., New York (Peter Pan fabrics). Agency: Biow Co., Inc., N. Y.

GLEMBY Co., Inc., New York (Regina & Jean hair nets). Agency: Biow Co., Inc., N. Y. *sa*

GLESSNER Co., Findlay, O. (Turpo cold remedy). Agencies: Benson & Dall Inc., Chicago; Merrill Adv. Co., Cincinnati (Sofskin Creme). *sp*

GLIDDEN-HYDE Co., Boston (Triple-Toe hosiery). Agency: Chambers & Wiswell, Inc., Boston.

GLOBE AMERICAN Corp., Kokomo, Ind. (poultry supplies). Agency: Adv. Service Inc., Kokomo. *sa*

GLOBE BREWING Co., Baltimore (Arrow Special beer). Agency: Joseph Katz Co., Baltimore. *sp*

GLOBE-UNION MFG Co., Milwaukee (storage batteries). Agency: Klu-Yan Pictersom-Dunlap Associates, Inc., Milwaukee.

GLUEK BREWING Co., Minneapolis (beer). Agency: Hutchinson Adv. Co., Minneapolis.

ADOLF GOBEL, Inc., New York (sauces). Agency: Lester A. Loeb Inc., N. Y.

GODCHAUX SUGARS Inc., New Orleans (Golden Star syrup). Agency: Fitzgerald Adv. Agency, Inc., New Orleans.

GODISSARTS' PARFUM CLASSIQUE FRANCAIS Inc., Hollywood. Agency: Gasser Adv. Agency, Los Angeles. *sp*

GOEBEL BREWING Co., Detroit. Agency: Maxon Inc., Detroit. *rn sp*

GOETZ BREWING Co., St. Joseph, Mo. Agency: Potts-Turnbull Co., Kansas City. *sp*

GOLDBAN PHARMACAL Co., Camden, N. J. (cough syrup). Agency: Harry Feigenbaum Adv. Service, Philadelphia.

GOLDEN PEACOCK Inc., Paris, Tenn. (toilet goods). Agency: Ruthrauff & Ryan, Inc., Chicago. *sp*

GOLDEN SPECIFIC Co., Cincinnati (medicine). Agency: H. W. Kastor & Sons Adv. Co., Inc., Chicago. *sa*

GOLDEN STATE Co., Ltd., San Francisco (powdered milk). Agency: N. W. Ayer & Son Inc., San Francisco. *sp sa rn*

GOLDEN WEST BREWING Co., Oakland, Cal. *ta*

WILLIAM P. GOLDMAN & BROS., New York (clothing). Agency: Bachheimer-Dundes Inc., N. Y. *sp rn*

GOOCH FOOD PRODUCTS Co., Lincoln, Neb. (flour). Agency: Potts-Turnbull Adv. Co., Kansas City. *t*

GOODAL WORSTED Co., Sanford, Me. (Palm Beach cloth). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y.

GOOD-HUMOR ICE CREAM Co., Brooklyn-Chicago (ice cream bars). *sp sa t*

GOOD LUCK FOOD Co., Inc., Rochester, N. Y. (prepared desserts). Agency: Hughes, Wolff & Co. Inc., Rochester. *sp*

GOODRICH-GAMBLE Co., St. Paul (Mist-Tox, Hoff's liniment). Agency: McCord Co., Minneapolis. *sa*

B. F. GOODRICH RUBBER Co., Akron (tires). Agencies: Ruthrauff & Ryan Inc., N. Y.; Fuller & Smith & Ross Inc., Cleveland. *n sp sa*

GOODYEAR TIRE & RUBBER Co., Inc., Akron. Agency: Arthur Kudner Inc., N. Y. *n*

GOPHER GRANITE Co., St. Cloud, Minn. (granite). *sp*

GORDON-ALLEN Ltd., Oakland, Cal. (par soap). Agency: Tomaschke-Elliott Inc., Oakland. *rn*

GORDON BAKING Co., Detroit (Silver Cup bread). Agency: Sehl Adv. Agency Inc., Chicago. *sp n*

GORDON Mfg. Co., Framingham, Mass. (clothing) *sp*

GORDSHELL CHEMICAL Co., Baltimore (salve). Agency: Reibetanz & Co. Inc., Baltimore. *sa*

GOSPEL BROADCASTING Assn., Los Angeles (religious). Agency: R. H. Alber Co., Los Angeles. *sp*

GRAEF-COWAN Corp., Allentown, Pa. (Aeroxon fly ribbon). Agency: John L. Butler Co., Philadelphia. *sa*

GRAHAM-PAIGE MOTORS Corp., Detroit (motor cars). Agency: U. S. Adv. Corp., Toledo. *sp sa*

GRANADA VINEYARDS Inc., Cambridge, Mass. (Bear Creek wine). Agency: Stoddard Sampson Co., Boston. *sa*

I. J. GRASS NOODLE Co., Chicago (egg noodles). Agencies: Fred A. Robbins, Inc., Chicago; Chas. A. Silver & Co., Chicago. *sp*

R. H. GRAUPNER & Co., Harrisburg, Pa. (Jolly Scot ale). Agency: Foltz-Wessinger, Inc., Lancaster, Pa. *sa*

DOROTHY GRAY, New York (cosmetics). Agency: J. Walter Thompson Co., N. Y.

MARION R. GRAY Co., Los Angeles (shirts). Agency: Lockwood-Shackelford Co., Los Angeles. *sp t*

GRAYBAN Inc., New York (toilet preparations). Agency: H. E. Lesan Adv. Agency Inc., N. Y.

GRAYBAR ELECTRIC Co., New York (appliances). Agency: Newell-Emmett Co., N. Y. *sa*

GREAT ATLANTIC & PACIFIC TEA Co., New York (A & P stores). Agency: Paris & Pearl, N. Y. *n rn sp sa t*

GREAT NORTHERN RAILWAY Co., St. Paul (rail transportation). Agencies: Reincke-Ellis-Younggreen & Finn, Inc., Chicago; David, Inc., St. Paul. *sa*

GREAT SEAL PRODUCTS Co., Newark, O. (Great Seal vanilla). *sa*

GREENBAUM, WEIL & MICHELS, San Francisco (Crown Middy pajamas). Agency: Emil Brisacher & Staff, San Francisco. *sa*

GREENBRIAR MILITARY SCHOOL, Lewisburg, W. Va. (General Brdsg. Co., Philadelphia). *sa*

GREYHOUND MANAGEMENT, Inc., Cleveland (bus transportation). Agency: Beaumont & Hohman Inc., Cleveland. *sa t*

GRIESEDECK-WESTERN BREWERY Co., Belleville, Ill. (Stak beer). Agency: J. Walter Thompson Co., St. Louis. *sp sa*

GRIFFIN GROCERY Co., Muskogee, Okla. (Wonder baking powder). Agency: Rogers-Gano Adv. Agency, Tulsa. *sp sa*

GRIFFIN MFG. Co., Brooklyn (shoe polish). Agencies: Batten, Barton, Durstine & Osborn Inc., N. Y.; Birmingham, Castleman & Pierce Inc., N. Y. *sa*

GRIGSBY-GRUNOW Co., Chicago (Majestic radios). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sp*

GROCERY STORE PRODUCTS, Inc., New York (Fould's macaroni, etc). Agency: Gotham Adv. Co., N. Y.

JULIUS GROSSMAN SHOES Corp., New York (Pelemode shoes). Agency: Gussow, Kahn & Co. Inc., N. Y.

GROVE LABORATORIES Inc., St. Louis (proprietary). Agencies: H. W. Kastor & Sons Adv. Co. Inc., N. Y.; Stack-Goble Adv. Agency, N. Y. *n ta t sa*

GRUEN WATCH MAKERS' GUILD, Cincinnati (watches). Agency: McCann-Erickson Inc., Cleveland. *n*

GUARANTY UNION LIFE INSURANCE Co., Beverly Hills, Cal. Agency: Stodel Adv. Co., Los Angeles.

GUILD LABORATORIES, New York (Vita-Col toothpaste). Agency: Monroe F. Dreher Inc., Newark. *sp*

CHARLES GULDEN Inc., New York (mustard). Agency: Chas. W. Hoyt Co. Inc., N. Y.

GULF BREWING Co., Houston (Grand Prize beer). Agency: Rogers-Gano Adv. Agency, Houston. *sa*

GULF REFINING Co., Pittsburgh (oil products). Agency: Young & Rubicam Inc., N. Y. *n sa*

S. GUMPERT Co., Inc., Brooklyn (dessert). Agency: Gardner Adv. Co., N. Y. *sp*

GEO. S. GUNTHER BREWING Co. Inc., Baltimore. Agency: I. A. Goldman & Co., Baltimore. *sp sa*

H

HAAS BROS., San Francisco (Trupak food). Agency: Emil Brisacher & Staff, San Francisco. *rn*

HAAS, BARUCH & Co., Los Angeles (Iris coffee). Agency: Erwin, Wasey & Co., Los Angeles.

DR. J. W. HAINES Co., Cincinnati (Golden treatment). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sa*

HALCO LABORATORIES, Los Angeles (proprietary). Agency: R. L. Rust & Associates, Los Angeles. *sp*

G. P. HALFERTY & Co. Inc., Seattle (Smart Set salmon steak). Agency: Beaumont & Hohman Inc., Seattle.

HALITOSINE Co., St. Louis (Halitosine mouth wash). Agency: Jimm Daugherty Inc., St. Louis. *sp sa*

HAMILTON-BEACH MFG. Co., Racine, Wis. (electric motors). Agency: Western Adv. Agency, Inc., Racine.

HAMILTON WATCH Co., Lancaster, Pa. (watches). Agency: Batten, Barton, Durstine & Osborn, Inc., N. Y.

HAMLIN'S WIZARD OIL Co., Chicago (Wizaroyal). Agency: Vanderbie & Rubens Inc., Chicago. *sp sa t*

HAMM BREWING Co., St. Paul (beer). Agency: McCord Co., Minneapolis. *t sa ta*

HANCOCK OIL Co., Los Angeles. Agency: Emil Brisacher & Staff, Los Angeles. *rn*

RALPH HANCOCK, New York (Gardens of the Nation). *sp*

HAND MEDICINE Co., Philadelphia (Dr. Hand's Elixir). Agency: John L. Butler Co., Philadelphia. *sa*

HANLEY Co., Boston (ale). Agency: Harold Cabot & Co. Inc., Boston. *rn*

CHR. HANSEN'S LABORATORY, Little Falls, N. Y. (Junket dessert). Agency: Mitchell-Faust Adv. Co. Chicago. *sp sa t*

JOHN P. HARDING Inc., Chicago (meat packers). Agency: Russell C. Comer Adv. Co., Chicago.

HARPER'S BAZAAR Inc., New York (magazine). *sp*

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- HARRIS SOAP Co.**, Buffalo. Agency: Armand S. Weill Co. Inc., Buffalo. *sp*
- HART SCHAFFNER & MARX**, Chicago (men's clothing). Agency: Batten, Barton, Durstine & Osborn Inc., Chicago.
- HARTZ MOUNTAIN PRODUCTS Inc.**, New York (bird seed). Agency: Hirschturpen Inc., N. Y. *sa sp*
- HARVARD BREWING Co.**, Lowell, Mass. (Green Label beer). Agency: Charles W. Hoyt Co. Inc., N. Y. *sp*
- HASEROT COFFEE Co.**, Cleveland (Mello Cup). *sa*
- HASKINS BROS. & Co.**, Omaha (soap). Agency: D'Arcy Adv. Co. Inc., St. Louis.
- HASTINGS CLOTHING Co.**, San Francisco (men's clothing). Agency: Sidney Garfunkel Adv. Agency, San Francisco. *rn*
- HATHAWAY BAKERIES Inc.**, Cambridge, Mass. Agency: J. Walter Thompson Co., N. Y. *sa*
- HAWAIIAN AVOCADO MAYONNAISE**, Los Angeles. *t*
- HAWAIIAN PINEAPPLE Co.**, San Francisco (Dole pineapple). Agency: N. W. Ayer & Son, Inc., San Francisco. *t*
- HAWK & BUCK Co.**, Fort Worth (work clothes). *sp*
- JAMES HAWLEY Co.**, Millis, Mass. (cereal). *sp*
- JUSTIN HAYNES & Co. Inc.**, New York (aspirin). Agency: Redfield-Johnstone Inc., N. Y. *sp*
- HAZEL ATLAS GLASS Co.**, Wheeling, W. Va. (Atlas fruit jars). *sa*
- HEADLIGHT OVERALL MFG. Co.**, Cincinnati. Agency: Key Adv. Agency, Cincinnati. *sp*
- HEALTH FOUNDATION OF CALIFORNIA**, Los Angeles (carbohydrated foods). *sa*
- HEALTHAIDS Inc.**, New York (Serutan laxative). Agency: Franklin Bruck Adv. Corp., N. Y.
- HEALTH O'QUALITY PRODUCTS Co.**, Cincinnati (Healtho). Agency: Key Adv. Co., Cincinnati. *t*
- HEALTH PRODUCTS Corp.**, Newark (Feen-A-Mint, Dillard's Aspergum, White's Cod Liver Oil, etc.). Agencies: William Esty & Co. Inc., N. Y.; Harry C. Phipps Adv. Co., Chicago. *n rn sp sa*
- HECKER PRODUCTS Corp.**, New York (Gold Dust, Silver Dust, Shinola, Fairy soap, etc.). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sp t ta*
- HED AID Inc.**, Detroit (proprietary). Agency: McCann-Erickson Inc., N. Y.
- JAMES HEDDON'S SONS**, Dowagiac, Mich. (fishing tackle). Agency: Rogers & Smith Adv. Agency, Chicago. *sa*
- HEGER PRODUCTS Co. Inc.**, St. Paul (Vit-A-Song bird seed). Agency: Gerald S. Beskin Agency, Minneapolis.
- HEIL Co.**, Milwaukee (industrial equipment). Agency: Editorial Service Inc., Milwaukee.
- H. J. HEINZ Co.**, Pittsburgh (food). Agency: Maxon Inc., Detroit. *n t sa*
- WILLIAM HELBEIN & Co.**, New York (Helbrose watches).
- HELWIG & LEITCH Corp.**, Baltimore (Majestic food products). Agency: Emery Adv. Co. Inc., Baltimore. *sa t*
- HEMPHILL DIESEL ENGINEERING SCHOOLS Inc.**, Los Angeles. Agency: West & Associates Inc., Glendale, Cal.
- HEMPHILL DIESEL SCHOOLS of Long Island**, New York. Agency: Equity Adv. Agency, N. Y. *sa*
- HEMPHILL DIESEL SCHOOLS**, Chicago (instruction). Agency: R. H. Alber Co., Los Angeles. *t*
- HENNAFOAM Corp.**, New York (Hennafoam shampoo). *t*
- HERB JUICE-PENOL Co.**, Danville, Va. (Miller's Herb Extract). Agency: Bennett Adv., High Point, N. C.
- DR. HESS & CLARK Inc.**, Ashland, O. (poultry food). Agency: N. W. Ayer & Son Inc., Philadelphia.
- E. E. HESS Co.**, Brook, Ind. (witch hazel cream). Agency: Rogers & Smith Adv. Agency, Chicago. *sp sa*
- L. HEUMANN & Co. Inc.**, New York (proprietary). Agency: Friend Adv. Agency, N. Y.
- HEXIN, Inc.**, Chicago (cold tablets). *sa*
- HEXOL Inc.**, San Francisco (germicide). Agency: Kelso Norman Organization, San Francisco. *sa*
- HICOCK OIL Corp.**, Toledo (Hi-Speed gasoline). Agency: Miller Agency Co., Toledo. *rn*
- HICKOCK OIL Co.**, Toledo. Agency: Russell C. Comer Adv. Co., Kansas City. *t*
- HICKS RUBBER Co.**, Waco, Tex. (Star tires). Agency: Richard Bush Adv. Agency, Dallas. *rn*
- HIGH ROCK GINGER ALE Co.**, Baltimore. Agency: J. A. Helprin Adv. Co., Baltimore. *sp*
- HIGH'S ICE CREAM Co.**, Washington (dairy products). Agency: Courtland D. Ferguson Inc., Washington. *sa*
- HILLS BROS. Co.**, New York (Dromedary food products). Agency: Charles W. Hoyt Co. Inc., N. Y. *sp*
- HILLIS BROTHERS**, San Francisco (Red Can coffee). Agency: N. W. Ayer & Son Inc., San Francisco. *sp t*
- D. HILL NURSERY Co.**, Dundee, Ill. (seeds). Agency: Cramer-Krasselt Co., Milwaukee. *sp*
- HILL FOOD PRODUCTS Co.**, Los Angeles (mayonnaise). Agency: Emil Brisacher & Staff, Los Angeles.
- HILLS LABORATORIES Inc.**, Silver Spring, Md. (proprietary). Agency: Jesse Loeb Adv., Washington, D. C. *sa ta*
- HINCKLEY & SCHMITT**, Chicago (Corrinna water). Agency: Baggaley, Horton & Hoyt Inc., Chicago. *sp*
- HINZE-AMBROSIA Inc.**, New York (Ambrosia preparations). Agency: Luckey Bowman Inc., N. Y. *n sp*
- HIPOHITE Co.**, St. Louis (marshmallow creme). Agency: Ralph Moore, Inc., St. Louis *sp sa*
- HISTEEN Corp.**, Chicago (Histeen hay fever remedy). Agency: Ruthrauff & Ryan, Inc., Chicago. *sa t*
- HOFFMAN BEVERAGE Co. Inc.**, Newark, N. J. (pure fruit beverages). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.
- HOFFMAN-HAYMAN COFFEE Co.**, San Antonio (H & H coffee). Agency: Pitluk Adv. Co., San Antonio.
- M. HOHNER Inc.**, New York (harmonicas, etc.). Agency: Atherton & Currier Inc., Advertisers Broadcasting Co., N. Y. *n sp t*
- HOLFORD INHALER Co.**, Minneapolis (inhalers). Agency: Kraff Adv. Agency, Minneapolis.
- HOLIHAN BROS.**, Lawrence, Mass. (beer). Agency: Chambers & Wiswell Inc., Boston.
- HOLLAND BUTTER Co.**, Boston (Butter & eggs). *rn*
- HOLLAND FURNACE Co.**, Holland, Mich. Agency: Ruthrauff & Ryan Inc., Chicago. *rn*
- R. M. HOLLINGSHEAD Co.**, Camden, N. J. (Whiz auto polish). Agency: Badger, Browning & Hersey Inc., N. Y.
- HOLLYWOOD DRY Corp.**, Los Angeles (beverages). Agency: Hammel Adv. Corp., Los Angeles.
- HOLLYWOOD MASK Inc.**, Chicago (cosmetics). Agency: Kirtland-Engel Co., Chicago. *sp*
- HOLSUM BAKING Co.**, Morgantown, W. Va. (Youth & Holsum baking products). Agency: Bakers Consulting Bureau, South Bend, Ind.
- HOME MAKERS COUNCIL OF THE AIR**, Boston (foods). Agency: Radio Broadcasting Co., Boston. *rn*
- HOMEOPATHIC MEDICINE Co.**, New York (remedies). Agency: Biow Co. Inc., N. Y. *n*
- HOOD RUBBER Co.**, Watertown, Mass. (rubber & canvas footwear). Agency: McCann-Erickson, Inc., N. Y.
- HOOF PRODUCTS Co.**, Chicago (governors). Agency: Critchfield & Co., Chicago.
- HOOVER Co.**, Chicago (vacuum cleaners). Agency: Burnett Co. Inc., Chicago. *n*
- HOOVER LINIMENT Co.**, Carlisle, Ind. (Dr. Cox's liniment). Agency: Wade Adv. Agency, Chicago. *sa*
- EDNA WALLACE HOPPER, Inc.**, Chicago (facial cream). Agency: Blackett-Sample-Hummert Inc., Chicago.
- HORLICK'S MALTED MILK Corp.**, Racine, Wisc. (malted milk). Agency: Lord & Thomas, Chicago. *n sp t*
- GEO. A. HORMEL & Co.**, Austin, Minn. (canned food). Agency: Batten, Barton, Durstine & Osborn Inc., Minneapolis. *sa sp rn n*
- HORN & HARDART BAKING Co.**, Philadelphia (restaurants). Agency: Clements Co., Philadelphia. *sp*
- HORSE & MULE ASSOCIATION OF AMERICA**, Dallas. Agency: Rogers & Smith Adv. Agency, Dallas. *sa*
- ADOLPHUS HOTEL**, Dallas. *rn*
- HOTEL ASTOR**, New York. Agency: Donahue & Coe, N. Y.
- BEDFORD SPRINGS HOTEL**, Bedford, Pa. Agency: Henry J. Kaufman, Washington. *sa*
- CALIFORNIA HOTEL**, San Francisco. *t*
- CLARK HOTEL**, Los Angeles. Agency: Walter Bidick Co., Los Angeles. *t ta*
- CLARK HOTEL**, San Francisco. *t*
- HOTEL GOV. CLINTON**, New York. Agency: Kelly, Nason & Roosevelt Inc., N. Y. *sa*
- DRAKE HOTEL**, Chicago. Agency: Harry Atkinson Inc., Chicago.
- BENJAMIN FRANKLIN HOTEL**, Philadelphia. Agency: Swafford & Koehl Inc., N. Y.
- HARRINGTON HOTEL**, Washington. Agency: Romer Adv. Service, Washington. *sa*
- HOTEL GREAT NORTHERN**, New York. *sp*
- HOTEL JEFFERSON**, St. Louis. Agency: Budke-Connell Adv. Agency, St. Louis. *sa*
- LA SALLE HOTEL**, Chicago. Agency: Gale & Pietsch Inc., Chicago. *sp*
- HOTELS MANAGEMENT & SECURITIES Corp.**, Washington, D. C. (hotel management). Agency: Needham & Grohmann Inc., N. Y.
- NICOLLET HOTEL**, Minneapolis.
- PLAZA HOTEL Co.**, San Antonio. *rn sa*
- RICE HOTEL**, Houston. *rn*
- RONEY PLAZA HOTEL**, Miami, Fla. Agency: Rose-Martin, Inc., N. Y. *sa*
- HOTEL SHERMAN**, Chicago. Agency: Harry Atkinson Inc., Chicago. *sa*
- TANGNEY-MCGINN HOTELS Co.**, Iowa. *sp*
- GEORGE WASHINGTON HOTEL**, New York. Agency: Edwin Bird Wilson, N. Y.
- HOUBIGANT Inc.**, New York (perfumes). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y.
- HOUSEHOLD FINANCE Corp.**, Chicago (family finance service). Agency: Batten, Barton, Durstine & Osborn Inc., Chicago. *n rn sa t*
- HOUSEHOLD MAGAZINE**, Topeka. Agency: Presba, Fellers & Presba Inc., Chicago. *sp*
- HOUSE OF SEAGER Inc.**, Los Angeles (cosmetics). *n*
- HOWELL Co.**, New Orleans (remedies, extracts). *t*
- GEO. W. HOYLAND Inc.**, Kansas City (Smax cereal). Agency: Russell C. Comer Adv. Co., Kansas City.
- HOWARD CLOTHES Inc.**, New York. Agency: Edmund Linn Associates, N. Y. *rn*
- HOWE Co. Inc.**, Los Angeles (cosmetics). Agency: Mac Wilkins & Cole Inc., Seattle. *sp*
- HUBBARD MILLING Co.**, Mankato, Minn. Agency: Addison Lewis & Associates, Minneapolis.
- HUBINGER Co.**, Keokuk, Iowa (Elastic starch). Agency: Ralph Moore Inc., St. Louis. *sp*
- HUDNUT SALES Co. Inc.**, New York (perfumes & powders). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n rn sp*
- HUDSON COAL Co.**, Scranton. Agency: Leighton & Nelson Inc., Schenectady. *n*
- HUDSON MOTOR CAR Co.**, Detroit (motor cars). Agencies: Brooke, Smith & French Inc., Detroit; The Blackman Co., N. Y. *n t*
- E. GRIFFITHS HUGHES Inc.**, Rochester, N. Y. (Kruschen salts). Agency: Redfield-Johnstone Inc., N. Y. *t*
- K. A. HUGHES Co.**, Boston (Thalax, Pyrosan, remedies). Agency: Wylie B. Jones Adv. Agency, N. Y. *sa*
- HULBERT'S FRUIT PRODUCTS Inc.**, New York (citrus juices). Agency: Hirschturpen Inc., N. Y. *sa sp*
- HUMBLE OIL & REFINING Co.**, Houston. Agency: Franke-Wilkinson-Shiwetz Inc., Houston. *n sa sp*
- HUMBOLDT MALT & BREWING Co.**, Eureka, Calif. (Brown Derby beer). Agency: J. Walter Thompson Co., San Francisco.
- HUMPHREY'S HOMEOPATHIC MEDICINE Co.**, New York (dog remedies). Agencies: Biow Co. Inc., N. Y., Phillips, Lennon & Co., N. Y. *n sp*
- HUNTER PACKING Co.**, East St. Louis, Ill. (Hunter's chili, canned meat). Agency: Chappelow Adv. Co., St. Louis.
- HUPP MOTOR Co.**, Detroit (motor cars). Agency: Stack-Goble Adv. Agency, Chicago. *sa*
- HURLEY MACHINE Co.**, Chicago (Thor ironer). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sa ta*
- TOM A. HUTCHINSON Inc.**, New York (cosmetics). Agency: Birmingham, Castleman & Pierce Inc., N. Y. *sa t*
- HYDROX Corp.**, Chicago (Hydrox ice cream). Agency: J. R. Hamilton Adv. Agency, Chicago.
- HYDROX ICE CREAM Co.**, St. Louis. Agency: Jimm Daugherty Inc., St. Louis.
- HYGEIA NURSING BOTTLE Co.**, Buffalo (strained vegetables). Agency: Batten, Barton, Durstine & Osborn, Inc., Buffalo.
- HYGRADE-SYLVANIA Corp.**, Clifton, N. J. (radio tubes). Agency: Richardson, Alley & Richards Co., N. Y. *sa sp*
- HYRAL Co.**, Fort Worth, Tex. (dentrifrice). Agency: Luckey-Bowman Inc., N. Y. *sa rn*
- I**
- IDE PACKING Co.**, Oakland, Cal. (mayonnaise). Agency: Ryder & Ingram Inc., Oakland. *sa*
- IDEAL Co.**, Waco, Tex. (built-in-furniture). *rn*
- ILLINOIS BOTTLED GAS Co.**, Chicago (Dri-Gas). Agency: Wade Adv. Agency, Chicago. *sp sa*
- ILLINOIS CENTRAL RAILROAD**, Chicago. Agency: Caples Co., Chicago. *sa n*
- ILLINOIS MEAT Co.**, Chicago (corn beef hash). Agency: J. L. Sugden Adv. Co., Chicago. *sp*
- IMPERIAL SUGAR Co.**, Sugarland, Texas. Agency: Tracy-Locke-Dawson, Inc., Dallas. *sp*
- IMPERIAL TOBACCO Ltd.**, Montreal (Dominion tobacco). *sp*
- INDEPENDENT GROCERS ALLIANCE DISTRIBUTING Co.**, Chicago (IGA brands). Agency: Charles Daniel Frey Co., Chicago. *sp t*
- INDEPENDENT SILO Co.**, St. Paul (silos).
- INDIANA SAFEWAY BUS LINES**, Indianapolis (transportation). *sp*
- INDIVIDUAL DRINKING CUP Co.**, Easton, Pa. (Dixie cups). Agency: N. W. Ayer & Son, Inc., Philadelphia. *n*
- INDO-VIN Inc.**, Cincinnati (tonic). Agency: Cramer-Krasselt Co., Milwaukee. *t*
- INECTO Inc.**, New York (Inecto-Rapid Notox). Agency: Grey Adv. Service, N. Y. *n t*
- INFANT SUPPLY Co.**, Lynn, Mass. (Pyrless diapers). Agency: Northeastern Adv. Agency, Lynn, Mass.
- INGERSOLL-WATERBURY Co.**, Waterbury, Conn. (watches, clocks). *sa*
- INLAND CONSOLIDATED COAL Corp.**, Chicago (Great Eagle coal). Agency: Jim Duffy Inc., Chicago. *t sa*
- INSTITUTE OF AMERICAN MEAT PACKERS**, Chicago (meat talks). Agency: McCann-Erickson Inc. *n*
- INSTITUTE OF APPLIED SCIENCE**, Chicago (correspondence school). Agency: Matteson-Fogarty-Jordan Co. Inc., Chicago. *t*
- INTERNATIONAL BEDDING Co.**, Baltimore (White Cloud mattresses). *t sa*
- INTERNATIONAL CELLUCOTTON PRODUCTS Co.**, Chicago (Kienex, Quest). Agency: Lord & Thomas, Chicago. *n*
- INTERNATIONAL CORRESPONDENCE SCHOOLS**, Scranton, Pa. Agency: N. W. Ayer & Son Inc., Philadelphia. *sp*
- INTERNATIONAL LABORATORIES**, Omaha (hair remedy). Agency: Buchanan-Thomas Adv. Co., Omaha.
- INTERNATIONAL MATE Co.**, New York (Joyz Yerba Mate tea). Agency: Mears Adv. Inc., N. Y.
- INTERNATIONAL OIL HEATING Co.**, St. Louis (oil burners). Agency: Phil Gordon Agency, Chicago. *sp sa*
- INTERNATIONAL SALT Co.**, Scranton, Pa. (salt). Agency: Paris & Peart, N. Y. *sa*
- INTERNATIONAL SHOE Co.**, St. Louis (Red Goose shoes). Agency: D'Arcy Adv. Co. Inc., St. Louis. *sa*
- INTERNATIONAL SILVER Co.**, Meriden, Conn. (silverware). Agency: N. W. Ayer & Son Inc., N. Y. *n*
- INTERNATIONAL VITAMIN Corp.**, New York (IVC pearls). Agency: Reincke-Ellis-Younggreen & Finn Inc., N. Y. *sp*
- INTERSTATE AID Assn.**, Chicago (life insurance). *rn*
- INTERSTATE COTTON OIL REFINING Co.**, Sherman, Tex. (Mrs. Tucker's shortening). Agency: Crook Adv. Agency, Dallas.
- INTERSTATE DEPARTMENT STORES**, New York (chain stores). *sa*
- INTERSTATE LIFE ASSOCIATION**, Hollywood (insurance). *t*

RADIO ADVERTISERS

INTERSTATE NURSERIES, Hamburg, Ia. (plants). Agency: Coles Inc., Des Moines. *sp*
 INTERWOVEN STOCKING Co., New Brunswick, N. J. (Interwoven hosiery). Agency: United Adv. Inc., Newark. *sp*
 INVESTORS SYNDICATE, Minneapolis. Agency: Young & Rubicam Inc., Chicago.
 I-O PRODUCTS Co. Inc., New York (I-O Tabs). Agency: Stewart, Hanford & Frohman Inc., N. Y.; Klau-Van Pieter-son-Dunlap Associates Inc., Milwaukee. *sp*
 IODENT CHEMICAL Co., Detroit (tooth paste). Agency: Maxon Inc., Detroit. *sp t*
 IOKELP Co., San Diego (health tonic). Agency: Heintz, Pickering & Co. Ltd., Los Angeles. *sp t*
 IOWA PEARL BUTTON Co., Muscatine, Ia. (Blue Bird pearl buttons). Agency: Morenus & Co., Chicago. *sa*
 IOWA SOAP Co., Burlington Ia., Camden, N. J. (Magic Washer etc.). Agency: Critchfield & Co., Chicago. *sp t ta*
 IRON FIREMAN Co., Portland, Ore. (coal feeder). *t*
 IRONIZED YEAST Co., Atlanta, Ga. (yeast tablets). Agency: Ruthrauff & Ryan Inc., N. Y. *n sp sa t*
 IROQUOIS SEED Co., Chicago (seed corn). *sa*
 JOHN IRVING SHOE Co., Hartford, Conn. (shoe retailer). Bresnick & Solomon, Boston. *rn*
 ISOLA LITHOGRAPH Co., New York (Bible pictures). Agency: James R. Flanagan, N. Y. *rn*
 ITALY LABORATORIES, New York (Nordine). Agency: Bess & Schillin Inc., N. Y. *sp*
 ITS Co., Elyria, O. (rubber soles & heels). Agency: Carr Liggitt Inc., Cleveland. *rn sa*
 IVANHOE FOODS Inc., Auburn, N. Y. (Salamaise salad dressing). Agency: Moser & Cotins Inc., Utica, N. Y.
 IVIS Co. Inc., Buffalo (dental powder). Agency: Warman & Hall Inc., Buffalo.

J

JAMES MFG. Co., Fort Atkinson, Wis. (farm equipment). Agency: Wade Adv. Agency, Chicago. *sa*
 WALTER JANVIER Inc., New York (Kallag's ta telous ca-ctor oils). Agencies: Church-Hill Inc., N. Y.; Murray-Breese-Associates Inc., N. Y. (Rohlin, Buffalo mineral water).
 JAPANESE GARMENT ASSOCIATION, New York. Agency: Maxon Inc., Detroit. *sp t*
 JAY BREWING Co., Jacksonville, Fla. Agency: Associated Agency Inc., Jacksonville. *p*
 DR. D. JAYNE & SON Inc., Philadelphia (vitamin water). Agency: Carter-Thompson Co., Philadelphia
 JEAN Inc., Newark (Gingerbread Mix, etc.). Agency: W. I. Tracy Inc., N. Y.
 JEAN JORDEAU Inc., South Orange, N. J. (Zit and baby diaper). Agency: James R. Flanagan Adv. Agency, N. Y.
 JEMBO HIGH AND COAL Co., Judd, Pa. Agency: Harr, G. Lee & Co., Hazle-ton, Pa. *sa*
 JOHN F. JELKE Co., Chicago (Cold Lusk margarine). Agency: Blk. Kett-Samp-le-Hummer Inc., Chicago.
 JELI WHITE DESSERT Co. Inc., Los Angeles. Agency: Lord & Dorn, Los Angeles.
 JELBERT Co., Chicago (Flax rader). Agency: Rogers & Strud. M., Agency, Chicago. *sa*
 JENNY WREN Co., La Grange, Kan. (prepared flax). Agency: Miller, Fair, Adv. Co., Chicago. *sa*
 ANDREW JERGENS Co., Cincinnati (Wine Berry soap). Agency: J. C. Agency, Litten & M. He. In., N. Y.
 J. E. G. JOFFE Co., Kansas City, Mo. (polish). Agency: Fair, Leynes Inc., N. Y. *sa*
 JOHNS MANVILLE Co., N. Y. (asbestos). Agency: J. Walter Thompson Co., N. Y. *sa*
 JOHNSON EDUCATOR FOOD Co., Cambridge, Mass. (Ed. Teacher). Agency: John W. Queen Adv. Agency, Boston. *rn sa t sp*
 JOHNSON MOTOR Co., Waikanae, N. Z. (washing machines). Agency: Lamiert Fox & Co., South Head, Ind. *sp*
 JOHNSON & JOHNSON, New York (Band-Aid). Agency: J. C. Agency, Litten & M. He. In., N. Y.
 JOHNSON & JOHNSON, New York (Band-Aid). Agency: J. C. Agency, Litten & M. He. In., N. Y.
 JOHNSON & JOHNSON, New York (Band-Aid). Agency: J. C. Agency, Litten & M. He. In., N. Y.

OLIVER J. JOHNSON Inc., Chicago (seeds). Agency: McJunkin Adv. Co., Chicago.
 JOHNSON PRODUCTS Co., Boston (oil burners). *sa*
 JOHNSON-STEPHENS & SHINKLE SHOE Co., St. Louis (Fashion Plate shoes). Agency: Ruthrauff & Ryan Inc., St. Louis.
 S. C. JOHNSON & SON Inc., Racine, Wis. (Johnson's floor wax). Agency: Needham, Louis & Brorby Inc., Chicago. *n sp*
 WALTER H. JOHNSON CANDY Co., Chicago (Long John candy bars). Agency: Geo. J. Kirkgasser & Co., Chicago. *sa t*
 ROBT. A. JOHNSON Co., Milwaukee (chocolates). Agencies: N. W. Ayer & Son Inc., Philadelphia; Klau-Van Pieter-son-Dunlap Associates Inc., Milwaukee. *n*
 JOLIE COSMETICS Corp., New York. Agency: Moore & Hamm Inc., N. Y.
 JONES DAIRY FARM, Atkinson, Wis. (sausage). Agency: George H. Hartman Co., Adv., Chicago. *sp*
 JONES & DAHM Inc., New York (Gunga-Din food products). Agency: W. I. Tracy Inc., N. Y. *sa*
 JORDAN & Co., Los Angeles (Arvin radios). *sp*
 JULEP Co., Chicago (Julep-Ade). Agency: Mitchell-Faust Adv. Agency, Chicago. *sp sa*
 JULEP TOBACCO Co., Boston (Julep cigarettes). Agency: O'Dea, Sheldon & Co. Inc., N. Y. *sa*
 JULIAN Inc., Dallas (hand lotion). *sa*
 JULIAN & KOKENGE Co., Columbus, O. (Footsaver shoes). Agency: Aubrey, Moore & Wallace Inc., Chicago. *t n ta*
 JUNG SEED Co., Randolph, Wis. (seeds and bulbs). Agency: Frizzell Adv. Agency, Minneapolis. *sp sa*
 JUSTRITE Co., Milwaukee (bird seed). Agency: Gustav Marx Adv. Agency, Milwaukee. *sp sa*

K

KAEMPFER'S, Chicago (Big Kernel bird food). Agency: Behel & Waldie, Chicago. *t sp*
 KAL PRODUCTS Inc., St. Paul (X-Y-Z ointment). Agency: McCord Co., Minneapolis. *sa*
 KALAMAZOO VEGETABLE PARCHE-MENT Co., Kalamazoo. Agency: N. W. Ayer & Son Inc., Detroit. *rn*
 KALAMAZOO STOVE Co., Kalamazoo, Mich. Agency: Cramer-Krasselt Co., Milwaukee. *sp*
 KARNASCK AMBROSIA Co., Scranton, Pa. (Lekatorin). *sa*
 A. J. KASPER Co., Chicago (Sip of Gold coffee). Agency: Gundlach Adv. Agency, Chicago. *sp*
 KATROLEK LABORATORIES Inc., Dorchester, Mass. (Hormonal). Agency: Chamber & Well Inc., Boston. *rn*
 KATTERMAN & MITCHELL SALES Corp., New York (Gloria Gay silks).
 KAY JEWELRY Co., Boston (Jewelry). Agency: Sattner & Pibbroyer, Boston. *sa*
 KAY JEWELRY Co., Oakland, Cal. (Jewelry). Agency: Schaefer, Garbinkel Adv. Agency, San Francisco. *sa*
 KAYNE Co., Chicago (Lithing). Agency: Mulder & Lyman Int. Chicago. *sa*
 KEEFEY INSTITUTE, Dwight, Ill. (Diplo-ma). Agency: Lord & Dorn, Los Angeles. *t*
 KEEP CHICAGO AHEAD COMMITTEE, Chicago (Chicago radio). Agency: Hay-McLure, L. & Co., Chicago. *sa*
 KEELONG Co., Haver, Mass. (McLure, Baker, Dep. etc.). Agency: N. W. Ayer & Son Inc., New York. *sa*
 KEELY SEEINGFIELD, THE Co., Com-bridge, Mass. (J. Strong, G. G. G. G.).
 KEELINATOR Co., Detroit (Grigora). Agency: J. C. Agency, Litten & M. He. In., N. Y. *sp t*
 KEME FROS LACKING Co., Frank-fort, S. D. (Baked). Agency: J. C. Agency, Litten & M. He. In., N. Y. *sa*
 KENALL MFG. Co., Elmhurst, Ill. (Swiss). Agency: J. C. Agency, Litten & M. He. In., N. Y. *sa*
 KENALL REFINING Co., Bradford, Pa. (Lan). Agency: J. C. Agency, Litten & M. He. In., N. Y. *sa*
 K. E. KENNY Co., Detroit (New). Agency: J. C. Agency, Litten & M. He. In., N. Y. *sa*
 KENRAL Co., New York (K. Kenral). Agency: J. C. Agency, Litten & M. He. In., N. Y. *sa*

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KENTON PHARMACAL Co., Covington, Ky. (Brownstone hair dye). Agency: Roche, Williams & Cunningham Inc., Chicago.

KENWOOD MILLS, Albany, N. Y. (wool blankets). Agency: G. Lynn Sumner Co., N. Y. t

KERR GLASS Co., Sand Springs, Okla. (mason jars). Agencies: Rogers - Gano Adv. Agency, Tulsa; Kingshall Adv. Agency, Pasadena, Calif. sp sa t

KESMET LABORATORIES Inc., New York. Agency: Brooke, Smith & French Inc., New York. n

KESTER SOLDER Co., Chicago (metal mender). Agency: Aubrey, Moore & Wallace Inc., Chicago. sp sa

KEYSTONE STEEL & WIRE Co., Peoria, Ill. (Red Brand wire fences). Agencies: Rogers & Smith Adv. Agency, Chicago; Mace Adv. Agency, Peoria, Ill. (WHO only). sp

KILDALL Co., Minneapolis (cod liver oil). Agency: Greve Adv. Agency, St. Paul.

C. M. KIMBALL Co., Everett, Mass. (Red Cap polishes). Agency: Wood, Putnam & Wood Co., Boston. sp

KING MIDAS MILL Co., Minneapolis (flour). Agency: Editorial Service Co. Inc., Milwaukee.

KINGS BREWING Inc., Brooklyn (King's beer). Agency: L. H. Hartman Inc., N. Y. sp

M. A. KING Co., Somerville, Mass. (Staller tissue). Agency: Louis M. Glaser Inc., Boston. sa t

KING RAZOR Co., Providence, R. I. (safety razor). Agency: Lanpher & Schonfarber Inc., Providence, R. I.

KINOX Co., Rutland, Vt. (Callouse-Ease). Agency: Hays Adv. Agency, Burlington, Vt. sp sa

KIP Corp. Ltd., Los Angeles (Pyrol). Agency: Lockwood-Shackelford Co., Los Angeles.

WALTER R. KIRK Inc., Chicago (soaps). Agency: C. Wendell Muench & Co., Chicago.

KIRSCH Co., Sturgis, Mich. (drapery hardware). Agency: Brooke, Smith & French Inc., Detroit.

KISSPROOF Inc., Chicago (lipstick). Agency: Blackett-Sample-Hummert Inc., Chicago. t

KITCHEN ART FOODS Inc., Chicago (2-Minute Dessert). Agency: Earle Ludwig Inc., Chicago. sp sa

KLEISTONE RUBBER Co. Inc., Warren, R. I. (Lynco arch support). Agency: Lanpher & Schonfarber Inc., Providence, R. I.

E. A. KLINE & Co. Inc., New York (Medalist cigars). Agency: Morton Freund Adv., N. Y.

A. A. KNIGHT Corp., Charleston, Mass. (Kni-cust ice cream mix). rn

E. L. KNOWLES Inc., Springfield, Mass. (Rubine liniment). Agency: DeForest Merchandising Bureau, Springfield, Mass. sa t

KNOX Co., Kansas City (Cystex). Agencies: Dillon & Kirk, Kansas City; Allen C. Smith Adv. Co., Kansas City. sp t

KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling gelatin). Agency: Joseph Katz Co., N. Y. sa t n

WALTER F. KOKEN & Co., St. Louis (cosmetics). Agency: Oakleigh R. French Inc., St. Louis.

KOLYNOS Co. Inc., New Haven, Conn. (toothpaste). Agency: Blackett-Sample-Hummert Inc., Chicago. t n

KONDON MFG. Co., Minneapolis (Kondon's Catarrhal jelly). Agency: Erwin, Wasey & Co. Inc., Minneapolis. sa

KONJOLA Inc., Portchester, N. Y. (Konjola cold compound and laxative). Agency: Silverman Adv. Co., Chicago. t

KOPPERS GAS & COKE Co., New Haven. Agency: Arthur H. Kudner Inc., N. Y. sa

KOPPERS GAS & COKE Co., Kearny, N. J. Agency: N. W. Ayer & Son Inc., Philadelphia. rn

KOPPERS GAS & COKE Co., Brooklyn. Agency: Arthur H. Kudner Inc., N. Y. sp sa

KOPS BROS. Inc., New York (Nemo corsets). Agency: E. T. Howard Co., N. Y. sp

KOSMET LABORATORIES Inc., New York. Agency: Brooke, Smith & French Inc., N. Y. sp rn

KOSTO Co., Chicago (10-cent dessert). Agency: Perrin-Paus Co., Chicago. sa t

KRAFT-PHENIX CHEESE Corp., Chicago (cheese, etc.). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby Inc., Chicago (Magic Test eggs). n sp sa

A. J. KRANK & Co., St. Paul (cosmetics, etc.). Agency: Cramer-Krasselt Co., Milwaukee. sp

KREMENTZ & Co., Newark (jewelry). Agency: Morton Freund Adv., N. Y.

KREMOLA Co., Chicago (cosmetics). Agency: Neisser-Meyerhoff Inc., Chicago.

S. S. KRESGE Co., Detroit (chain stores).

KREY PACKING Co., St. Louis. sp

KROGER GROCERY & BAKING Co., Cincinnati (grocers). Agency: Ralph H. Jones Co., Cincinnati. t sa

KROMETAN Co., Omaha (Home tanning outfits). Agency: Campbell, Kellogg Co., Los Angeles. sa

KRUEGER BREWING Co., Newark (beer). Agency: Biow Co. Inc., N. Y. sa t n

KURLASH Co., Rochester (eyelash beautifiers). Agency: N. W. Ayer & Son Inc., Philadelphia.

B. KUPPENHEIMER & Co., Chicago (men's clothing). t

L

LABLACHE FACE POWDER Co., New York. Agency: Redfield-Johnstone Inc., N. Y. sa

L. B. LABORATORIES, Los Angeles (hair oil).

LA CHOY FOOD PRODUCTS Inc., Detroit (Chinese food products). sa sp

LACO PRODUCTS Inc., Baltimore (soap). Agency: Joseph Katz Co., Baltimore. n

LADY BALTIMORE Co., Baltimore (Lady Baltimore facial cream). sa

LADY ESTHER Co., Evanston, Ill. (powder, etc.). Agency: Stack-Goble Adv. Agency, Chicago. n

LADY MARGARET Co., Fort Worth, Tex. (cosmetics). sa

LA GERARDINE Inc., New York (wave set lotion). Agency: H. E. Lesan Adv. Agency, N. Y. t ta

R. E. LAIDLAW & Co., Edgartown, Mass. (Martha's Vineyard clam chowder). Agency: Doremus & Co. Inc., Boston.

R. H. LAIRD MFG. Co., New York (Rose Laird cosmetics). Agency: Moser & Cotins Inc., N. Y. n

LAKE SHORE ELECTRIC RAILWAY, Sandusky, O. Agency: Campbell-Sanford Adv. Co., Cleveland. sa

LAKESIDE BREWING Co., Port Huron, Mich. Agency: Bass-Luckoff Inc., Detroit.

LA LASINE INTERNATIONAL Inc., New York (antiseptic). Agency: J. M. Mathes Inc., N. Y. sp

LAMBERT PHARMACAL Co., St. Louis (listerine). Agency: Lambert & Feasley Inc., N. Y. n

DR. J. O. LAMBERT Ltd., Montreal (proprietary). sp

LAMONT, CORLISS & Co., New York (Nestle's Pond's). Agency: J. Walter Thompson Co., N. Y. n

LANCASTER COUNTY SEED Co., Paradise, Pa. (seeds). Agency: C. F. Kern Adv. Agency, Philadelphia. sp t

LAND O'LAKES CREAMERIES Inc., Minneapolis (dairy products). Agency: Campbell-Mithum Inc., Minneapolis. sp

LAND O'NOD Co., Minneapolis (mattresses). sa

LANE Co., Altavista, Va. (cedar chests). Agency: Henri, Hurst & McDonald Inc., Chicago.

LANGENDORF UNITED BAKERIES Inc., San Francisco. Agency: McCann-Erickson Inc., San Francisco. rn

PAUL LANTIVE, New York (perfume). t

LA PEPTONINE Co., Montreal (infant's food). sp

LARNED Co., New York (Hill's nose drops). Agency: Blackett-Sample-Hummert Inc., N. Y. n

V. LAROSA, Brooklyn (macaroni). Agency: Commercial Radio, N. Y. t

LARROWS MILLING Co., Detroit (stock feed). Agency: Zimmer-Keller Inc., Detroit. sp

LARSEN Co., Green Bay, Wisc. (strained vegetables for babies). Agency: Neisser-Meyerhoff Inc., Chicago. sp

LARUS & BROS. Co., Richmond, Va. (Edgeworth tobacco). Agencies: Batten, Barton, Durstine & Osborn Inc., N. Y.; Marshalk & Pratt Inc., N. Y. n rn sp t

LASALLE WINES & CHAMPAGNE Inc., Farmington, Mich. Agency: MacManus, John & Adams Inc., Detroit. rn

LAVERNA Corp., Chicago (bath powder). Agency: Lord & Thomas, Chicago. sp t sa

LAVORIS CHEMICAL Co., Minneapolis (mouth wash). Agencies: Blackett-Sample-Hummert Inc., Chicago; Hutchinson Adv. Co., Minneapolis. n

LEATH & Co., Chicago (furniture chain). sp sa

LEA & PERRINS Inc., New York (Worcestershire sauce). Agency: Schwimmer & Scott Inc., Chicago. sa

H. D. LEE MERCANTILE Co., Kansas City. Agency: J. Stirling Getchell Inc., Kansas City.

LEE & SCHIFFER Inc., New York (Rolls Razor). Agency: Kimball, Hubbard & Powell Inc., N. Y. sp t sa

WM. W. LEE & Co., Troy, N. Y. (Save-the-Baby remedy). Agency: Leighton & Nelson, Schenectady, N. Y. sa

THOMAS LEEMING & Co. Inc., New York (Baume Bengue). Agency: Wm. Esty & Co. Inc., N. Y. n

LEES JAMES & SONS Co., Bridgeport, Pa. (Minerva yarns). Agency: Wm. Jenkins Adv. Agency, Philadelphia.

A. C. LEGG PACKING Co., Birmingham (sausage seasoning). Agency: Silver & Douce Inc., Birmingham. sa

LEHN & FINK PRODUCTS Co., New York. Agencies: Kenyon & Eckhardt Inc., N. Y.; Lennen & Mitchell Inc., N. Y. (Lysol, Pebecco); Kimball, Hubbard & Powell Inc., N. Y. (Lesquendieu & Tussy cosmetics); Merrill Adv. Co., N. Y. (special Pebecco program); Wm. Esty & Co. Inc., N. Y. (Hinds cosmetics). n sp t ta

LEHON Co., Chicago (Mule-Hide roofing). Agency: Matteson-Fogarty-Jordan Co., Chicago. sa

LEISY BREWING Co., Cleveland. Agency: Fuller & Smith & Ross Inc., Cleveland.

LEM-LUR BOTTLING Co., San Francisco. Agency: Emil Brisacher & Staff, San Francisco.

LENTHERIC Inc., New York (perfumes). sp

LEN-ZOL PRODUCTS Inc., Syracuse, N. Y.

LEONARD REFRIGERATOR Co., Detroit. Agency: Geyer, Cornell & Newell Inc., Detroit.

LEVER BROS. Co., Cambridge, Mass. (Lux, Rinso, Lifebuoy). Agencies: Ruthrauff & Ryan Inc., N. Y.; J. Walter Thompson Co., N. Y. n sp t

LEVER BROS. Co., Toronto (Comfort soap). Agency: R. C. Smith & Son Ltd., Toronto. ta

A. H. LEWIS MEDICINE Co., St. Louis (Tums). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. sa t sp

EDGAR P. LEWIS Inc., Malden, Mass. (Viva candy bar). Agency: Louis Glaser Inc., Boston. rn sa sp

I. LEWIS CIGAR MFG. Co., Newark. Agencies: Sheck Adv. Agency, Newark; Milton L. Lewis Adv. Agency, N. Y. (Flor de Melba). sa

LEWIS HOTEL TRAINING SCHOOL, Washington, D. C. Agency: Rose-Martin Inc., N. Y. t

LEWIS KNITTING Co., Janesville, Wisc. (underwear). Agency: Schwimmer & Scott, Chicago.

LIBBEY-OWENS-FORD GLASS Co., Toledo (safety glass). Agency: U. S. Adv. Corp., Toledo. sp sa

LIBBY, MCNEILL & LIBBY, Chicago (food products). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby Inc., Chicago. n

LIBERTY FOODS Co., Covington, Ky. (Redi-Spread). Agency: Jesse M. Joseph Adv. Agency, Cincinnati. sp

LIBERTY MAGAZINE, New York. Agency: Lord & Thomas, N. Y. sa

LIBERTY MUTUAL INSURANCE Co., Boston. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. sa

LIEBEMANN BREWERIES Inc., Brooklyn (Rheingold beer). Agency: Nevell-Emmett Co. Inc., N. Y.

LIFE SAVERS Inc., Port Chester, N. Y. (candy). Agency: Young & Rubicam Inc., N. Y. n

LOUIS K. LIGGETT & Co., New York (stores). Agency: Street & Finney Inc., N. Y. sa

LIGGETT & MYERS TOBACCO Co., New York (Chestersfield). Agency: Newell-Emmett Co. Inc., N. Y. n

LINCE PRODUCTS, Chicago (Linco wash). sa

LINCOLN AID ASSOCIATION, Chicago (insurance). Agency: Guenther-Bradford & Co. Inc., Chicago. sa

LINCOLN & ULMER Inc., New York (O-Nic-O cigars). Agency: Milton Weinberg Adv. Co., Los Angeles. rn

VICTOR H. LINDLAHR, New York (Serutan health builder). sp

LION BREWERY, New York. sa

LIONEL Corp., New York (miniature trains). Agency: L. H. Waldron Adv. Agency, N. Y.

THOMAS J. LIPTON Inc., Hoboken, N. J. (teas). Agency: Frank Presbrey Co. Inc., N. Y. rn sp sa

LITE SOAP Co., Aurora, Ill. Agency: Schwimmer & Scott, Chicago. sa t

LITTLE CROW MILLING Co., Warsaw, Ind. (pancake flour). Agency: Rogers & Smith Adv. Agency, Chicago. sp

LITTLE TREES FARMS, Framingham, Mass. (shrubs and trees). Agency: Harry M. Frost Co., Boston.

LOCKWOOD BRACKETT Co., Boston (castile products). rn

LOFT Inc., New York (candy stores). sp

LONE WOLF MFG. Co., Fort Worth, Tex. (hair tonic). sa

LONGINES-WITTMANER Co. Inc., New York (clocks, watches). Agency: J. Lewis Associates, N. Y. sa

LONGINO & COLLINS, New Orleans (Tasty preserves). Agency: Stone, Stevens & Lill, New Orleans.

LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (Krispy Krackers, etc.). Agency: Newell-Emmett Co. Inc., N. Y. rn sa t ta n

FRANK LOPEZ, Brooklyn, N. Y. (cosmetics). rn

P. LORILLARD Co., New York (Old Gold cigarettes). Agency: Lennen & Mitchell Inc., N. Y. n t

LOS ANGELES SOAP Co., Los Angeles (White King soap). Agency: Raymond R. Morgan Co., Los Angeles. sa sp

LOUDEM PACKING Co., Terre Haute, Ind. (Doggie Dinner). Agency: Matteson-Fogarty-Jordan Co. Inc., Chicago.

LOUISVILLE & NASHVILLE RAILROAD, Louisville, Ky. Agency: Gardner Adv. Co., Louisville. sp

LOVE CHARM Inc., St. Louis (perfumes). Agency: Hilmer V. Swenson Co., Chicago. sp

LOVELY LADY Inc., Chicago (cosmetics). Agency: Kirtland-Engel Co., Chicago. rn

LUBRITE REFINING Corp., St. Louis (Mobiloil & Mobilgas). Agency: J. Stirling Getchell Inc., N. Y. sp t

JOHN LUCAS & Co. Inc., Philadelphia (Paint). Agency: McKee & Albright Inc., Philadelphia. sp

LUCKY TIGER MFG. Co., Kansas City (hair tonic). Agency: Midland Adv. Agency, Kansas City. sp rn

LUDENS Inc., Reading, Pa. (cough drops). Agency: J. M. Mathes Inc., N. Y. n sa

GEO. W. LUFT Co., Long Island City, N. Y. (Tangee cosmetics). Agency: Cecil, Warwick & Cecil Inc., N. Y.

LUMBERMEN'S ASSN. OF TEXAS, Houston (lumber). Agency: Erle Racey Adv. Agency, Dallas. rn

LUMBERMAN'S MUTUAL CASUALTY Co., Chicago (auto insurance). Agency: Charles Daniel Frey Co., Chicago. sp

LUTHERAN LAYMEN'S LEAGUE, St. Louis. Agency: Kelly-Stuhlman Adv. Co., St. Louis. n

LUXITE SILK PRODUCTS Co., Milwaukee (hosiery and lingerie). Agency: Neisser-Meyerhoff Inc., Milwaukee. t

LUXOR Ltd., Chicago (cosmetics). Agency: Lord & Thomas, Chicago. n

LYNN PRODUCTS Co., Lynn, Mass. (oil burners). Agency: Church-Green Co., Boston. sa

LYKOLENE MEDICINE Co., Kansas City (dental cream). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. ta

LYON VAN & STORAGE Co., Los Angeles. Agency: Charles H. Mayne Co., Los Angeles. rn sp t

M

MACDONALD MEDICINE Co., Kitchener, Ont. (proprietary). sp

MACDONALD TOBACCO Co., Toronto (Highland Lassie). Agency: Consolidated Adv. Service, Toronto. ta

MACFADDEN PUBLICATIONS Inc., New York. Agencies: Lord & Thomas, N. Y.; Stack-Goble Adv. Agency, N. Y.; Arthur Kudner Inc., N. Y. n sa sp rn

MACMILLAN PETROLEUM Co., Los Angeles (Ring Free motor oil). Agency: Erwin, Wasey & Co. Inc., Los Angeles.

R. H. MACY & Co., New York (department store).

MADOR Inc., Chicago (cosmetics). Agency: McJunkin Adv. Co., Chicago.

DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

MAGAZINE REPEATING RAZOR Co., New York (Shick razor). Agency: J. M. Mathes Inc., N. Y. *sa*

MAGGI Co. Inc., New York (seasoning), (bullion cubes). Agency: Marschalk & Pratt Inc., N. Y.

MAGNESIA PRODUCTS Co., Milwaukee (West's bird foods). Agency: Klau-Van Pietersom Dunlap Associates, Milwaukee.

MAGNOLIA PETROLEUM Co., Dallas (Mobiloil & Mobilgas). Agency: Johnston Adv. Co. *sa*

MAGNOLIA SEED Co., Dallas (Chigger Chaser, seeds, flowers). Agency: Dicklow Adv. Agency, Dallas. *sp*

MAINE DEVELOPMENT COMMISSION, Augusta (Potato Campaign). Agency: Dorrance, Sullivan & Co., N. Y. *t*

MALLORY HAT Co., Danbury, Conn. (men's hats). Agency: Trades Adv. Agency, N. Y.

MALTEX CEREAL Co., Burlington, Vt. (Maltex). Agency: J. M. Mathes Inc., N. Y. *n*

MALTYNE Co., New York (cod liver oil). Agency: N. W. Ayer & Son Inc., Philadelphia.

MALVA MEDICINE Co., Cincinnati (remedy). Agency: Chester C. Moreland Co., Cincinnati.

MANDEVILLE & KING Co., Rochester, N. Y. (nursery). Agency: Stewart, Hanford & Frohman Inc., Rochester. *sp*

MANGELS, HEROLD Co., Baltimore (King's Syrup). Agency: Emery Adv. Co. Inc., Baltimore. *sp t*

MANHATTAN SOAP Co. Inc., New York Agency: U. S. Adv. Corp., N. Y. *sa*

MANISCHWITZ Co., Cincinnati (Matzos). *sp*

MANITOU WATER Co., Denver (mineral water). Agency: Shaw-Betts Inc., Denver. *sa*

MANKIND DOG & CAT FOOD Co., Philadelphia. *sa*

MANTHO-KREOAMO Co. Inc., Chicago (M-K remedy). Agency: Beaumont & Hohman Inc., Chicago. *sp*

MANTLE LAMP CO. OF AMERICA, Chicago (Aladdin lamps). Agency: Presba, Fellers & Presba Inc., Chicago. *sp sa t*

CHARLES MARCHAND Co., New York (Golden hair wash). Agency: Biow Co. Inc., N. Y. *t*

MARCUS-LE SOINE Inc., San Francisco (Lovalon hair rinsers). Agency: Small, Kleppner & Seiffer Inc., N. Y.

MARINE TRADING Co., Oakland, Cal. (fish). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

MARINESIA LABORATORIES, South San Francisco, Calif. (Marine Magnesia toothpaste). Agency: Long Adv. Service, San Jose, Calif. *sa*

MARION PRODUCTS Co., Marion, O. (beverages). *sp*

MARLENE Co., Washington, D. C. (cosmetics). Agency: Henry J. Kaufman, Washington.

MARLIN FIREARMS Co. Inc., New Haven (razor blades). Agency: Franklin Bruck Adv. Corp., N. Y. *t*

MARLIN MINERAL WATER Co., Marlin, Tex. (Marlin crystals). Agency: Rogers-Gano Adv. Agency, Houston, Tex. *sp sa*

MARLY DISTRIBUTORS Inc., New York (Marly beauty preparations). Agency: John Thomas Miller Agency, N. Y.

J. W. MARROW Co., Los Angeles & Chicago (Mar-O-Oil shampoo). Agency: Bagdaley, Horton & Hoyt Inc., Chicago. *n sa t ta*

MARS Inc., Chicago (candy). Agency: George Willard Davis Adv. Co., Chicago. *sp*

MARSHALL CANNING Co., Marshalltown, Ia. (Brown Beauty beans). Agency: Stack-Goble Adv. Agency, Chicago. *sp*

ELEANOR MARTIN, Chicago (knitting equipment). Agency: Morenus Adv. Agency, Chicago. *sa*

MARTIN-SFYMOUR Co., Chicago (varnish, paint). Agency: Lambin & Curver Inc., Chicago.

JOSEPH MARTINSON Inc., New York (Jomar coffee & chocolate malted). Agency: Albert Frank-Guenther Law Inc., N. Y. *sp*

MARX BREWING Co., Wyandotte, Mich. Agency: Martin Inc., Detroit.

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem. Rel). Agency: Joseph Katz Co., Baltimore. *sa ta*

MASON, AU & MAGENHEIMER CONFECTIONERY MFG. Co., New York (candy). *t*

MASSACHUSETTS FEDERATION OF TAXPAYERS, Boston (political). Agency: Doremus & Co. Inc., Boston. *ra*

MASSACHUSETTS MUTUAL LIFE INSURANCE Co., Springfield, Mass. Agency: R. J. Potts & Co., Kansas City. *t*

COMMONWEALTH OF MASSACHUSETTS, Boston. Agency: P. F. O'Keefe Adv. Agency, Boston.

MASTER BUILDERS Co., Cleveland (flooring). Agency: Meldrum & Fewsmith Inc., Cleveland. *sa*

MASTER DRUGS Inc., Omaha (proprietary). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp t*

MAUMEE COLLIERIES, Terre Haute, Ind. (coal). *sp*

MAURY-COLE Co., Memphis (Canova coffee). Agency: Gottschaldt-Humphrey Inc., Atlanta.

MAXINE PRODUCTS Inc., Detroit (cosmetics). Agency: Charles A. Mason Adv. Agency, Detroit. *sa*

EARL E. MAY SEED Co., Shenandoah, Ia. (seeds). Agency: L. W. Ramsey Co., Davenport, Ia.

MAY OIL BURNER Corp., Baltimore. Agency: U. S. Adv. Corp., N. Y. *sa*

MAYBELLINE Co., Chicago (eyelash dye). Agencies: Cramer-Krasselt Co., Milwaukee; Kirtland-Engel Co., Milwaukee. *n rn sa t*

OSCAR MAYER & Co. Inc., Chicago. Agency: Howard H. Monk Adv., Rockford, Ill. *sp*

DR. W. B. MAYO LABORATORIES, Los Angeles (medical products). Agency: Tom Wallace Agency, Los Angeles.

MAYTAG Co., Newton, Ia. (washing machines). Agency: Cramer-Krasselt Co., Milwaukee.

MAZER CRESSMAN CIGAR Co., Detroit (Mannel cigars). Agency: Harold Aarons Inc., Detroit. *sa*

MCALEER MFG. Co., Detroit (auto polish). Agency: Holden, Graham & Clark Inc., Detroit. *sa*

ALFRED W. McCANN LABORATORIES Inc., New York (special foods). *sp*

MCCLEARY SANITARIUM, Excelsior Springs, Mo. Agency: R. J. Potts Co., Kansas City. *t*

MCCLOSKEY VARNISH Co., Los Angeles & Philadelphia (Kwik-on paint). Agency: Bert Butterworth Agency, Los Angeles. *sp sa*

MCCOLL FRONTENAC OIL Co. Ltd., Montreal. Agency: McConnell & Ferguson Ltd., Toronto. *sp*

MCCONNON & Co., Winona, Minn. (remedies). Agency: McCord Co., Minneapolis. *sa*

WALTER MCCOOK, Philadelphia (yarn products). Agency: Northwest Radio Adv. Co., Seattle. *t*

MCCORMICK & Co., Baltimore (Bee brand spices & Banquet tea). Agency: Van Sant, Dugdale & Co., Baltimore. *sa t*

MCCOYS PRODUCTS Inc., New York (cod liver oil tablets, etc.). Agencies: Benson & Dall Inc., Chicago (cod liver oil tablets); Wylie B. Jones Adv. Agency, N. Y. (reducing tablets). *sa sp t*

THOMAS MCELROY Co., Chicago (furs). Agency: Schimmer & Scott Inc., Chicago. *t*

MCKENZIE MILLING Co., Quincy, Mich. (pancake flour). Agency: Rogers & Smith Adv. Agency, Chicago. *sp*

MCKESSON & ROBBINS Inc., Bridgeport, Conn. (Calox, Abolene, etc.). Agency: Brown & Tarcher Inc., N. Y. *sa sp ta*

MCKESSON - WESTERN WHOLESALE DRUG Co., Los Angeles (Carrier's tablets). Agency: Hixson-O'Donnel Inc., Los Angeles. *ta*

W. F. McLAUGHLIN & Co., Chicago (Manor House coffee). Agency: Earle Ludkin Inc., Milwaukee.

McLAUGHLIN - GORMLEY - KING Co., Minneapolis (insecticide). Agency: Campbell-Mithun Inc., Minneapolis. *t*

DR. J. H. McLEAN MEDICINE Co., St. Louis (stock, poultry remedies). Agency: Budke-Connell Adv. Agency, St. Louis.

MEDICAL PRODUCTS DISTRIBUTING Co., Los Angeles (Iocide, Iotabs). Agency: Hughes & Morton, Los Angeles. *sp*

B. MEIER & SON Inc., New York (Redi-Spread). Agency: Jesse M. Joseph Adv. Agency, Cincinnati.

MELLO-GLO Co., Boston (cosmetics). Agency: Harry M. Frost Co., Boston. *sp sa t rn*

MELVILLE SHOE Corp., New York (John Ward shoes). Agency: Friend Adv. Agency, N. Y.

MENDERTH Inc., Boston (fertilizer). *rn t*

MENNEN Co., Newark (cosmetics, etc.). Agency: H. M. Kiese-wetter Adv. Agency Inc., N. Y. *sp n*

MENTHO-KREAMO Co., Clinton, Ill. (proprietary). Agency: Beaumont & Hohman Inc., Chicago. *sa*

MERCIREX Co., Milford, Del. (skin cream, soap). Agency: Redfield-Johnstone Inc., N. Y. *sa*

MERCKENS CHOCOLATE Co. Inc., Buffalo (cocoa). Agency: L. H. Waldron Adv. Agency, N. Y.

WM. S. MERRELL Co., Cincinnati (Dextol toothpaste).

METAL TEXTILE Corp., Orange, N. J. (Chore Girl). Agencies: Chambers & Wiswell, Boston; Charles Dallas Reach Adv. Agency, Newark. *rn sa*

METHUSA Co., Cleveland (proprietary). Agency: Carpenter Adv. Co., Cleveland.

METRO-ART, New York (photographs). Agency: Birmingham, Castleman & Pierce Inc., N. Y. *sa*

METROPOLITAN LIFE INSURANCE Co., New York. Agency: Hawley Adv. Co. Inc., N. Y. *n*

MEXICAN GOVERNMENT, Mexico City, Mexico (travel talks). Agency: de Garmo Corp., N. Y. *n t*

JOHN C. MICHAEL Co., Chicago (Mickey quilt patches). Agency: Northwest Radio Adv. Co., Seattle. *sp sa*

MICHIGAN TOURIST & RESORT COMMISSION, Detroit (vacation campaign). *sa*

MICKELBERRY'S FOOD PRODUCTS Co., Chicago (sausage). Agency: Neisser-Meyerhoff Inc., Chicago. *t sp*

MID-CONTINENT PETROLEUM Co., Tulsa, Okla. Agency: R. J. Potts & Co., Kansas City. *sa t ta*

JOSEPH MIDDLEBY Jr. Inc., Boston (Midco Ice Box Freezer). Agency: Doremus & Co., Boston. *sp sa*

MIDLAND BAKING Co., Peoria, Ill. (Honey Krushed bread). Agency: Shaffer-Brennan Co., St. Louis.

MIDLAND FLOUR MILLING Co., Kansas City (Town Crier flour). Agency: Stack-Goble Adv. Agency, Chicago. *sp ta*

MIDSTATES STEEL & WIRE Co., Crawfordsville, Ind. (fence posts). Agency: Mace Adv. Co., Peoria, Ill. *sa*

MIDWEST DAIRY PRODUCTS, Duquoin, Ill. *sa*

MIDWEST DRUG Inc., Chicago (Dr. Chapin's Muscletone).

MIDWEST LABORATORIES Inc., Chicago (Black Reeper Moth-Proof-It). Agency: Reineke-Ellis-Younggreen & Finn Inc., Chicago.

MIDWEST RADIO Corp., Cincinnati (Miraco radios). Agency: Key Adv. Co., Cincinnati. *sa sp*

MILES LABORATORIES Inc., Elkhart, Ind. (Aika Seltzer). Agencies: Wade Adv. Agency, Chicago; Associated Adv. Agency, Los Angeles. *n sp t*

MILK FOUNDATION Inc., Chicago. Agency: Aubrey, Moore & Wallace Inc., Chicago. *sp*

MILKY-WAY Co., Chicago (cosmetics). Agency: Root Adv. Agency, Chicago.

FRED MILLER BREWING Co., Milwaukee (High Life beer). Agency: Roche, Williams & Cunyngham Inc., Milwaukee. *t*

I. MILLER & SONS Inc., New York (shoes, hosiery).

MILLER FUR Co., Chicago. Agency: Charles Silver & Co., Chicago. *sp*

RUSSELL MILLER MILLING Co., Minneapolis (Occidental Biscuit Mix). Agency: Mitchell Adv. Agency, Minneapolis. *sa t*

MILLER PORK PRODUCTS Corp., Richmond, Va. (Sargeant's dandruff remedy). Agency: Cecil, Warwick & Cecil Inc. N. Y.

MILTON OIL Co., Sedalia, Mo. (Dixcel gasoline). Agency: Anfenger Adv. Agency Inc., St. Louis. *sp*

MILLWORK SUPPLY Co., Seattle. Agency: Weller Service Inc., Seattle. *sa*

MINARD Co., Framingham, Mass. (inhalant & mouth wash). Agency: Charles W. Hoyt Co. Inc., N. Y. *sa*

MINNEAPOLIS BREWING Co., Minneapolis (Golden Grain Belt beer). Agency: Erwin, Wasey & Co. Inc., Minneapolis.

MINNEAPOLIS HONEYWELL REGULATOR Co., Minneapolis (heat control). Agency: U. S. Adv. Corp., Chicago. *sa*

MINNESOTA VALLEY CANNING Co., Le Sueur, Minn. (Del Maiz). Agency: Burnett Co. Inc., Chicago.

MINUTE WASHER Co., Newton, Ia. *sa*

MINWATER Inc., Dallas (crystals). *sp*

"Sure-W-COP is Boston's Finest!"



FOR ALL-DAY COVERAGE OF THE BOSTON CITY MARKET AREA YOU CAN'T BEAT "C-O-P"!

500 Watts
267.7 Meters
1120 Kilocycles

"And listen, Mr. Advertiser — this Boston station will give you perfect, clear-as-a-bell coverage of the Boston Metropolitan Market — yes, and even beyond — at no extra charge. Take a tip from the local advertisers — use 'C-O-P'!"

WCOP

MASSACHUSETTS BROADCASTING CORP. COPLEY PLAZA HOTEL BOSTON, MASS.

DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

MIRACLE DIAMOND Corp., Salt Lake City (diamonds). *sa t*
 MIRACUL WAX Co., St. Louis (Dri-Brite wax). Agency: Ruthrauff & Ryan Inc., St. Louis.
 MISSION DRY Corp., Los Angeles (beverage, syrup). Agency: McCarty Co., Los Angeles. *sa*
 MISSOURI KANSAS & TEXAS RAILWAY. St. Louis. *sa*
 M. J. B. Co., San Francisco (MJB coffee). Agency: Lord & Thomas, San Francisco. *n t sa*
 MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food). Agency: Clements Co., Philadelphia. *n sp*
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 MODERN MEDICAL ASSOCIATES, New York (medical supplies). *sp*
 MODERN PACKING Co., Brooklyn (Balboa olive oil). *rn*
 MOFFAT COAL Co., Denver. Agency: Wooley & Hunter Inc., Denver. *sa*
 H. MOFFAT Co., San Francisco (Scotty Allan's Dog Food). *sp*
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 MONNIGS WHOLESALE Co., Fort Worth, Tex. (Bershire hosiery). *sa*
 MONROE SANDER Corp., Long Island City, N. Y. (Salore nail polish).
 MONTANA CEREAL Co., Billings, Mont. *sp*
 MONTGOMERY MILLS, Jersey City, N. J. (Italian Roast Saporito coffee). Agency: Zinn & Meyer Inc., N. Y. *sp*
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 MONTICELLO DRUG Co., Jacksonville, Fla. (666 remedy). *sa t*
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 MUNSINGWEAR Corp., Minneapolis (underwear). Agency: Roche, Williams & Cunningham Inc., Chicago. *sp*
 MURINE Co., Chicago (eye wash). Agency: Vanderbie & Rubens Inc., Chicago. *n sp sa*
 MURPHY PRODUCTS Co., Burlington, Wis. (fodder). Agency: Wade Adv. Agency, Chicago. *sp*
 EDGAR A. MURRAY Co., Detroit (insecticides). Agency: Bass-Luckoff Inc., Detroit. *sa*
 MUSEBECK SHOE Co., Danville, Ill. (health sport shoes). Agency: Sehl Adv. Agency, Chicago. *sa ta*
 MUSTEROLE Co., Cleveland (Musterole & Zemo). Agency: Erwin, Wasey & Co. Inc., N. Y. *sa*
 LESLIE F. MUTER Co., Chicago (Arlington electric clocks). Agency: Hurja-Johnson-Huwen Inc., Chicago.
 E. A. MYERS & SON, Pittsburgh (Radioear). Agency: Hilmer V. Swenson Co., St. Louis. *sa*
 MYLES SALT Co. Ltd., New Orleans (table salt). Agency: Fitzgerald Adv. Agency Inc., New Orleans.
 MYRNOL PRODUCTS, Los Angeles (nose drops). Agency: Mayers Co., Los Angeles. *sp*
 MY-T-FINE Corp., Brooklyn, N. Y. (ice cream powder). Agency: Wales Adv. Co., N. Y. *t*

NATIONAL ASSOCIATION OF MASTER PLUMBERS, Chicago Agency: Charles Daniel Frey Co., Chicago. *sa*
 NATIONAL AUTOMOBILE CHAMBER OF COMMERCE, Detroit (travel talks). *sp*
 NATIONAL BATTERY Co., St. Paul (Gould batteries). Agencies: Davis Inc., St. Paul; Batten, Barton, Durstine & Osborn Inc., Minneapolis.
 NATIONAL BELLAS HESS, Kansas City (mail order house). Agency: Ruthrauff & Ryan Inc., N. Y. *sa*
 NATIONAL BISCUIT Co., New York (Shredded Wheat, etc.). Agencies: McCann-Erickson Inc., N. Y.; Federal Adv. Agency Inc., N. Y. *n sa*
 NATIONAL BOARD OF FIRE UNDERWRITERS, New York. Agency: Ralph H. Jones Co., N. Y.
 NATIONAL BREWING Co., Baltimore. Agency: D. Stuart Webb Adv. Services, Baltimore. *sa*
 NATIONAL CARBON Co., New York (Eveready Prestone). Agency: J. M. Mathes Inc., N. Y. *sa*
 NATIONAL FELT WORKS Inc., Chicago (rug cushion). Agency: Brinkerhoff Inc., Chicago. *sa*
 NATIONAL LABORATORY, Chicago (Nuga-Tone proprietary). Agency: Guenther-Bradford & Co., Chicago.
 NATIONAL LEAD Co., Seattle (paint). Agency: Erwin Wasey & Co. Inc., Seattle. *sp*
 NATIONAL LEATHER & SHOE FINDINGS ASSN., St. Louis.
 NATIONAL LIFE & ACCIDENT INSURANCE Co., Nashville. Agencies: C. P. Clark Inc., Nashville; C. Ellsworth Wylie Co., Los Angeles. *sp sa*
 NATIONAL LIFE INSURANCE Co., Montpelier, Vt. Agency: Richardson, Alley & Richards, N. Y.
 NATIONAL LIFE STOCK & MEAT BOARD, Chicago (lamb). Agency: Carroll Dean Murphy Inc., Chicago. *sp*
 NATIONAL MAGNESIA Co., New York (Citrate of Magnesia). Agency: Stanley E. Gunnison Inc., N. Y. *sp*
 NATIONAL MODES Inc., New York (fashions). Agency: Grey Adv. Service Inc., N. Y. *n*
 NATIONAL MUTUAL BENEFIT Co., Madison, Wis. (insurance). *sp*
 NATIONAL OIL PRODUCTS Co. Inc., Harrison, N. J. (Admiracion soapless shampoo and Vitex). Agency: Chas. Dallas Reach Adv., Newark. *n sp sa*
 NATIONAL REFINING Co., Cleveland (White Rose gasoline). Agency: Hubbell Adv. Agency, Cleveland. *sa*

N

NACOR MEDICINE Co., Indianapolis (proprietary). Agency: Vanderbie & Ruben Inc., Chicago. *t rn sp*
 A. NASH Co., Cincinnati (men's clothing). Agency: Merrill Adv. Co., Cincinnati. *sa*
 NASH COFFEE Co., Minneapolis (coffee). Agency: Erwin, Wasey & Co. Inc., Minneapolis.
 NASH MEDICINE Co., Jonesboro, Ark. (proprietary). *sa*
 NASH MOTOR Co., Kenosha, Wis. (motor cars). Agency: J. Walter Thompson Co., N. Y. *n sa t*
 NASSOUR BROS. Inc. Ltd., Los Angeles (shampoo). Agency: Hixon-O'Donnell Inc., Los Angeles. *t*
 NATEX Co. Inc., Baltimore (Natex laxative).
 NATIONAL ASSN. OF ENGINE & BOAT Mfrs., New York (motor boat show). Agency: Wortman, Barton & Co., Utica, N. Y. *sp*
 NATIONAL ASSOCIATION OF ICE INDUSTRIES, Chicago. Agency: Donahue & Coe Inc., N. Y. *n*

RADIO OUTLINE MAPS

The radio outline map, as inserted on Pages 279 to 282, is corrected to January 1, 1937. Every caution was taken to bring this map up to the specifications demanded. Every city in the United States having a radio station is shown. Time zones are indicated. The opposite side of the map carries a complete log of stations, alphabetically by states,

cities and call letters, with wave lengths and powers.

The value of this map, which is here reproduced in exact size, is manifest, particularly in mapping out spot and network campaigns. Extra copies of the map are available for distribution in the same size as contained in this issue, but printed on white ledger paper permitting the use of ink.

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BROADCASTING

Broadcast Advertising

PRICES

100 Copies ---\$5.00
 200 Copies ---\$9.00

NATIONAL PRESS BUILDING

WASHINGTON, D. C.

Radio Stations in the United States

(Revised to January 1, 1937)

Explanation: The first column of figures indicates the frequency in kilocycles, the second the power in watts. An asterisk (*) preceding the figure indicates that higher power is used during the daytime. Italics indicate that the station has reported it does not sell time. †Construction Permit granted. D—Day. LS—Local sunset. N—Night. U—Unlimited Time.

State	City	Frequency (KC)	Power (W)	Notes		
ALABAMA	Birmingham	WAPI	1140	5,000		
		WBRC	930	1,000		
		WSGN	1310	*100		
	Decatur	WMFO	1370—D	100		
	Dothan	WAGF	1370—D	250		
	Gadsden	WJBY	1210	100		
	Huntsville	WBHP	1200	100		
	Mobile	WALA	1380	*500		
	Montgomery	WSFA	1410	*500		
	Selma	WHBB	1500—D	100		
ARIZONA	Jerome	KCRJ	1310—D	100		
	Lowell	KSUN	1200	*100		
	Phoenix	KOY	1390	*500		
		KTAR	620	1,000		
	Prescott	KYCA	1500	*100		
	Tucson	KGAR	1370	*100		
		KVOA	1260	1,000		
	Yuma	KUMA	1420	100		
	ARKANSAS	Blytheville	KLCN	1290—D	100	
		El Dorado	KELD	1370	100	
Fort Smith		KFPW	1210	100		
Hot Springs		KTHS	1040	10,000		
Jonesboro		KBTM	1200—D	100		
Little Rock		KARK	890	*500		
		EGHI	1200	*100		
		KLRA	1390	*1,000		
				†5,000—LS		
Pine Bluff		KOTN	1500—D	100		
CALIFORNIA	Bakersfield	KERN	1370	100		
		KPMC	1550	1,000		
	Berkeley	KRE	1370	*100		
	Chico	KHSL	950—D	250		
	El Centro	KXO	1500	100		
	Eureka	KIEM	1450	500		
	Fresno	KMJ	580	*500		
	Glendale	KIEV	850—D	250		
	Long Beach	KFOX	1250	1,000		
				†5,000—LS		
DELAWARE	Wilmington	WDEL	1120	*250		
		WILM	1420	100		
	DISTRICT OF COLUMBIA	Washington	WJWS	1460	10,000	
			WMAL	630	*250	
			WOL	1310	100	
				11230	†1,000	
			WRC	950	*500	
		FLORIDA	Clearwater	WFLA	620	*1,000
			Daytona Beach	WMPJ	1420	100
			Gainesville	WRUF	830	5,000
Jacksonville			WJAX	900	*1,000	
			WMBR	1370	*100	
Lakeland	WLAJ		1310	100		
Miami	WIOD		1300	1,000		
	WQAM		560	1,000		
Orlando	WDBO		580	1,000		
Pensacola	WCOA		1340	500		
GEORGIA	Albany	WGPC	1420	100		
	Athens	WTFI	1450	500		
				†Move to Atlanta, †Call WAGA		
	Atlanta	WATL	1370	*100		
		WGST	890	1,000		
				†5,000—LS		
				†1,000—N		
		WSB	740	50,000		
	Augusta	WRDW	1500	100		
	Columbus	WRBL	1200	100		
IDAHO	Boise	KIDO	1350	*1,000		
	Idaho Falls	KID	1320	*500		
	Lewiston	KRLC	1420	100		
			11390	†250		
	Nampa	KFXD	1200	*100		
	Pocatello	KSEI	900	*250		
	Twin Falls	KTFI	1240	*500		
	ILLINOIS	Bloomington	WJBC	1200	*100	
		Carthage	WCZA	1070—D	100	
		Chicago	WAAF	920—D	1,000	
		WBBM	770	50,000		
		WCBD	1080	5,000		
		WCFL	970	5,000		
		WCRW	1210	100		
		WEDC	1210	100		
		WENR	870	50,000		
		WGES	1360	*500		
INDIANA	Anderson	WHBU	1210	*100		
	Elkhart	WTRC	1310	*100		
	Evansville	WEOA	1370	100		
				†250—LS		
				†1,000—LS		
	Fort Wayne	WGL	1370	100		
		WOWO	1160	10,000		
	Gary	WIND	560	*1,000		
	Hammond	WHP	1480—D	5,000		
		WWAE	1200	100		
IOWA	Ames	WOI	640—D	5,000		
	Boone	KFGQ	1370	100		
	Cedar Rapids	WMT	600	*1,000		
	Council Bluffs	KOIL	1260	*1,000		
	Davenport	WOC	1370	*100		
	Decorah	KGCA	1270—D	100		
		KWLC	1270—D	100		
	Des Moines	KRNT	1320	*500		
				†5,000—LS		
				†1,000—N		
KANSAS	Abilene	KFBI	1050	5,000		
	Coffeyville	KGFF	1010	1,000		
	Dodge City	KGNO	1340	250		
	Garden City	KIUL	1210	100		
	Great Bend	KVGB	1370	100		
	Hutchinson	KWBG	1420	100		
	Kansas City	KCKN	1310	100		
	Lawrence	KPKV	1220	*1,000		
		WREN	1220	*1,000		
	Manhattan	KSAC	580	*500		
KENTUCKY	Ashland	WCMI	1310	*100		
	Covington	WCKY	1490	5,000		
	Lexington	WLAP	1420	*100		
	Louisville	WAVE	940	1,000		
		WHAS	820	50,000		
	Middlesboro	WLMU	1210	100		
	Paducah	WPAD	1420	*100		
	LOUISIANA	Alexandria	KALB	1420—D	100	
		Baton Rouge	WJBO	1120	500	
		Lafayette	KVOL	1310	100	
Lake Charles		KPLC	1500	100		
Monroe		KMLB	1200	*100		
New Orleans		WBNL	1200	100		
		WDSU	1250	1,000		
		WJBW	1200	100		
		WSMB	1320	1,000		
		WWL	850	10,000		
MAINE	Bangor	WABI	1200	*100		
		WLBZ	620	*500		
	Portland	WCBS	940	*1,000		
		WGAN	640	500		
	Presque Isle	WAGM	1420	100		
	MARYLAND	Baltimore	WBAL	1060	10,000	
			WCBO	600	*500	
			WCMB	1370	*1,000	
			WFBZ	1270	*500	
		Cumberland	WTBO	800—D	250	
MASSACHUSETTS		Boston	WAAB	1410	500	
			WBZ	990	50,000	
			WCOP	1120—D	500	
			WEEL	590	1,000	
					†5,000—LS	
		WHDH	850—D	1,000		
		WMEX	1500	*100		
		WNAC	1230	*1,000		
		WORL	920—D	500		
	Fall River	WSAR	1450	1,000		
MICHIGAN	Battle Creek	WELL	1420	100		
	Bay City	WBCM	1410	1,000		
	Calumet	WHDF	1370	*100		
	Detroit	WJKB	1500	*100		
		WJR	750	50,000		
		WMBC	1420	*100		
		WWJ	920	*1,000		
		WXYZ	1240	1,000		
		CKLW	1030	5,000		
				†1,000—LS		
MINNESOTA	Duluth	KDAL	1500	100		
		WBCB	1290	*1,000		
	Fergus Falls	KGDE	1200	*100		
	Hibbing	WMFG	1210	*100		
	Minneapolis-St. Paul	KSTP	1460	*10,000		
		WCCO	810	50,000		
		WDGY	1180	*1,000		
		WLB	1250	1,000		
		WMIN	1370	*100		
		WTCN	1250	*1,000		
MISSISSIPPI	Grenada	WMFN	1210	100		
	Hattiesburg	WFOR	1370	100		
	Jackson	WJDX	1270	*1,000		
	Kosciusko	WHBF	1500	*100		
	Laurel	WAML	1310	100		
	Meridan	WCOG	880	*500		
	Mississippi City	WGCM	1210	*100		
			11120	†500		
	Vicksburg	WQBC	1360—D	1,000		
	MISSOURI	Cape Girardeau	KFVS	1210	*100	
Columbia		KFRU	630	*500		
Jefferson City		KWOS	1310—D	100		
Joplin		WMBH	1420	*100		
Kansas City		KCMO	1370	100		
		KMCB	950	*1,000		
		KXBY	1530	1,000		
		WDAF	610	*1,000		
		WBB	860—D	1,000		
St. Joseph		KFEQ	680—D	2,500		

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 MUNICIPAL LIGHT & POWER DEFENSE LEAGUE, Los Angeles. Agency: Ray Davidson, Los Angeles. *sp*
 MUNSINGWEAR Corp., Minneapolis (underwear). Agency: Roche, Williams & Cunningham Inc., Chicago. *sp*
 MURINE Co., Chicago (eye wash). Agency: Vandenberg & Rubens Inc., Chicago. *n sp sa*
 MURPHY PRODUCTS Co., Burlington, Wis. (fodder). Agency: Wade Adv. Agency, Chicago. *sp*
 EDGAR A. MURRAY Co., Detroit (insecticides). Agency: Bass-Luckoff Inc., Detroit. *sa*
 MUSEBECK SHOE Co., Danville, Ill. (health sport shoes). Agency: Sehl Adv. Agency, Chicago. *sa ta*
 MUSTEROLE Co., Cleveland (Musterole & Zemo). Agency: Erwin, Wasey & Co. Inc., N. Y. *sa*
 LESLIE F. MUTER Co., Chicago (Arlington electric clocks). Agency: Hurja-Johnson-Huwen Inc., Chicago.
 E. A. MYERS & SON, Pittsburgh (Radioears). Agency: Hilmer V. Swenson Co., St. Louis. *sa*
 MYLES SALT Co. Ltd., New Orleans (table salt). Agency: Fitzgerald Adv. Agency Inc., New Orleans.
 MYRNOL PRODUCTS, Los Angeles (nose drops). Agency: Mayers Co., Los Angeles. *sp*
 MY-T-FINE Corp., Brooklyn, N. Y. (ice cream powder). Agency: Wales Adv. Co., N. Y. *t*

N

NACOR MEDICINE Co., Indianapolis (proprietary). Agency: Vandenberg & Ruben Inc., Chicago. *t rn sp*
 A. NASH Co., Cincinnati (men's clothing). Agency: Merrill Adv. Co., Cincinnati. *sa*
 NASH COFFEE Co., Minneapolis (coffee). Agency: Erwin, Wasey & Co. Inc., Minneapolis.
 NASH MEDICINE Co., Jonesboro, Ark. (proprietary). *sa*
 NASH MOTOR Co., Kenosha, Wis. (motor cars). Agency: J. Walter Thompson Co., N. Y. *n sa t*
 NASSOUR BROS. Inc. Ltd., Los Angeles (shampoo). Agency: Hixon-O'Donnell Inc., Los Angeles. *t*
 NATEX Co. Inc., Baltimore (Natex laxative).
 NATIONAL ASSN. OF ENGINE & BOAT Mfrs., New York (motor boat show). Agency: Wortman, Barton & Co., Utica, N. Y. *sp*
 NATIONAL ASSOCIATION OF ICE INDUSTRIES, Chicago. Agency: Donahue & Coe Inc., N. Y. *n*

NATIONAL ASSOCIATION OF MASTER PLUMBERS, Chicago. Agency: Charles Daniel Frey Co., Chicago. *sa*
 NATIONAL AUTOMOBILE CHAMBER OF COMMERCE, Detroit (travel talks). *sp*
 NATIONAL BATTERY Co., St. Paul (Gould batteries). Agencies: Davis Inc., St. Paul; Batten, Barton, Durstine & Osborn Inc., Minneapolis.
 NATIONAL BELLAS HESS, Kansas City (mail order house). Agency: Ruthrauff & Ryan Inc., N. Y. *sa*
 NATIONAL BISCUIT Co., New York (Shredded Wheat, etc.). Agencies: McCann-Erickson Inc., N. Y.; Federal Adv. Agency Inc., N. Y. *n sa*
 NATIONAL BOARD OF FIRE UNDERWRITERS, New York. Agency: Ralph H. Jones Co., N. Y.
 NATIONAL BREWING Co., Baltimore. Agency: D. Stuart Webb Adv. Services, Baltimore. *sa*
 NATIONAL CARBON Co., New York (Eveready Prestone). Agency: J. M. Mathes Inc., N. Y. *sa*
 NATIONAL FELT WORKS Inc., Chicago (rug cushion). Agency: Brinckerhoff Inc., Chicago. *sa*
 NATIONAL LABORATORY, Chicago (Nuga-Tone proprietary). Agency: Guenther-Bradford & Co., Chicago.
 NATIONAL LEAD Co., Seattle (paint). Agency: Erwin Wasey & Co. Inc., Seattle. *sp*
 NATIONAL LEATHER & SHOE FINDINGS ASSN., St. Louis.
 NATIONAL LIFE & ACCIDENT INSURANCE Co., Nashville. Agencies: C. P. Clark Inc., Nashville; C. Ellsworth Wylie Co., Los Angeles. *sp sa*
 NATIONAL LIFE INSURANCE Co., Montpelier, Vt. Agency: Richardson, Alley & Richards, N. Y.
 NATIONAL LIFE STOCK & MEAT BOARD, Chicago (lamb). Agency: Carroll Dean Murphy Inc., Chicago. *sp*
 NATIONAL MAGNESIA Co., New York (Citrate of Magnesia). Agency: Stanley E. Gunnison Inc., N. Y. *sp*
 NATIONAL MODES Inc., New York (fashions). Agency: Grey Adv. Service Inc., N. Y. *n*
 NATIONAL MUTUAL BENEFIT Co., Madison, Wis. (insurance). *sp*
 NATIONAL OIL PRODUCTS Co. Inc., Harrison, N. J. (Admiracion soapless shampoo and Vitex). Agency: Chas. Dallas Reach Adv., Newark. *n sp sa*
 NATIONAL REFINING Co., Cleveland (White Rose gasoline). Agency: Hubbell Adv. Agency, Cleveland. *sa*

RADIO OUTLINE MAPS

The radio outline map, as inserted on Pages 279 to 282, is corrected to January 1, 1937. Every caution was taken to bring this map up to the specifications demanded. Every city in the United States having a radio station is shown. Time zones are indicated. The opposite side of the map carries a complete log of stations, alphabetically by states,

cities and call letters, with wave lengths and powers.

The value of this map, which is here reproduced in exact size, is manifest, particularly in mapping out spot and network campaigns. Extra copies of the map are available for distribution in the same size as contained in this issue, but printed on white ledger paper permitting the use of ink.

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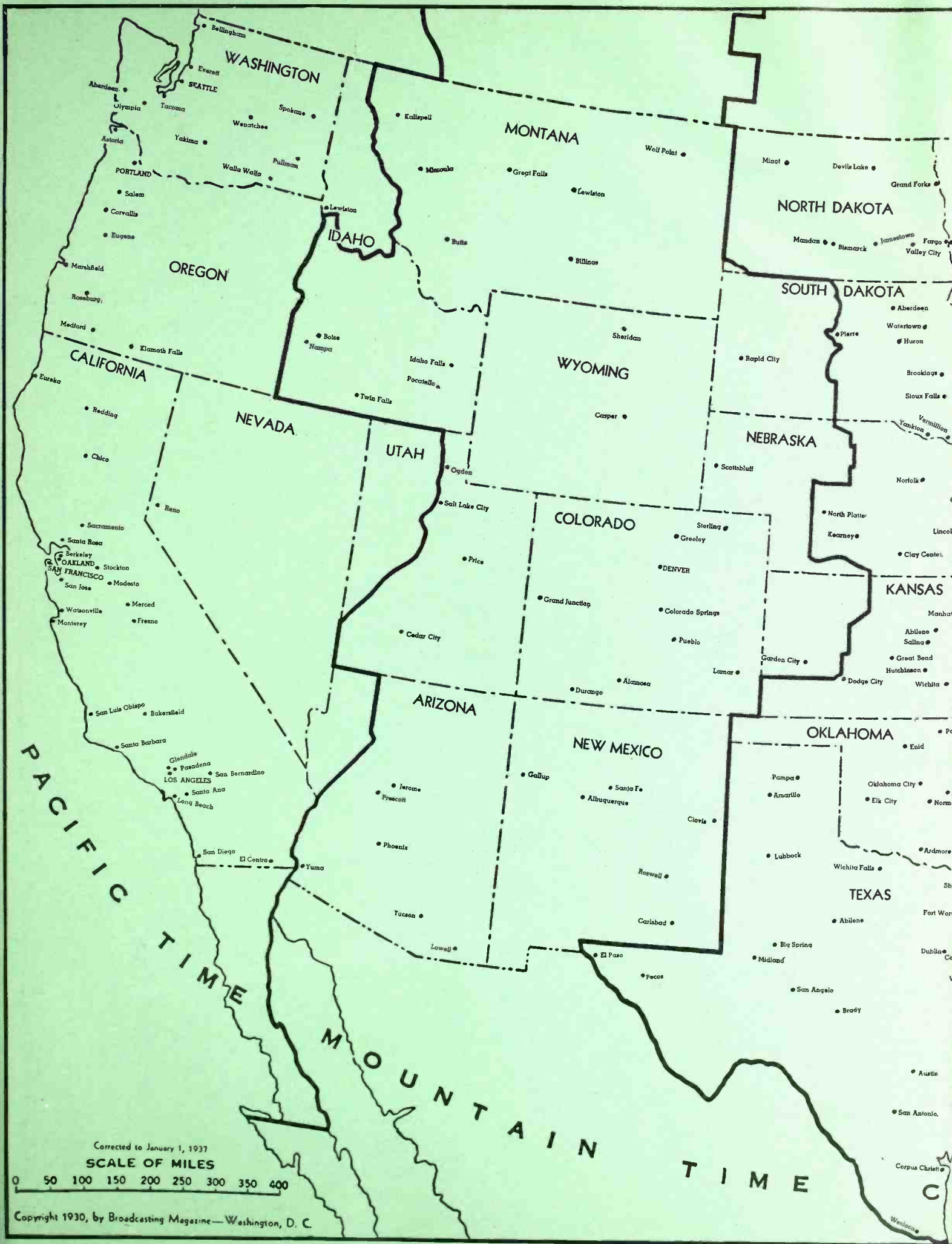


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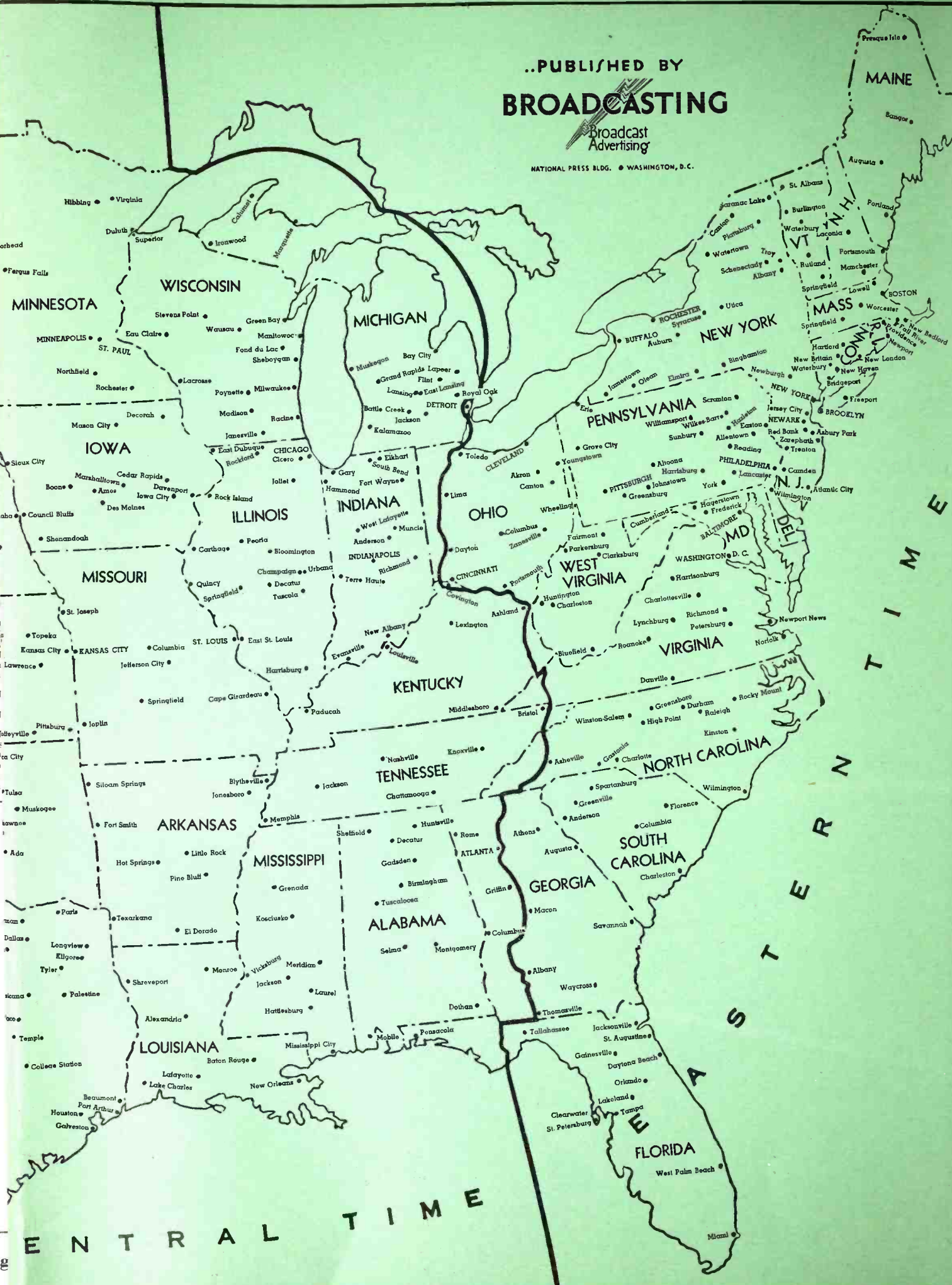


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NATIONAL SECURITY ASSN., Beverly Hills, Cal. (insurance). Agency: Hanf Metzger Inc., Los Angeles.

NATIONAL SUGAR REFINING Co. of N. J., New York. Agency: Young & Rubicam Inc., N. Y. *n sp*

NATIONAL TEA Co., Chicago (food stores). Agency: Dade B. Epstein Adv. Agency, Chicago. *sp sa*

NATIONAL TOILET Co., Paris, Tenn. (Nadinola face powder & cream). Agency: Roche, Williams & Cunningham Inc., Chicago. *sp*

NATIONAL UNION FOR SOCIAL JUSTICE, Detroit. Agency: Albert M. Ross Inc., N. Y. *n*

NATIONAL WEEKLIES Inc., Chicago (German magazine). Agency: Albert Kirchner Co., Chicago. *sa*

NATIONWIDE STORES Inc., Brockton, Mass. (chain retailers). Agency: Harry M. Frost Co., Boston. *rn*

NATURAL BLOOM Inc., New York (cigars). Agency: Montrose-Rosenberg Co., N. Y. *sp*

NEBRASKA CONSOLIDATED MILLS, Omaha (Mother's Best flour). *sp*

NEHI Corp., Columbus, Ga. (Nehi & Chero beverages). Agency: James A. Greene & Co., Atlanta, Ga. *t*

NESTLE-LEMUR Co., New York (hair lotion). Agency: Calkins & Holden, N. Y.

NESTLE'S MILK PRODUCTS Inc., New York (Nestle's chocolate). Agency: Lord & Thomas, N. Y. *n sa t*

NEUMODE HOSIERY Co., Chicago. Agency: J. L. Sugden Adv. Co., Chicago. *sa*

NEVA-WET BOTTLING Co. Inc., New York (textile liquid). Agency: Lennen & Mitchell Inc., N. Y.

NEWELL GUTRADT Co., San Francisco (soap). Agency: Leon Livingston Adv. Agency, San Francisco.

NEW ENGLAND COUNCIL, Boston. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sp*

NEW ENGLAND ICE DEALERS' ASSOCIATION, Boston. Agency: F. J. Bittinger, Boston. *rn*

NEW ENGLAND STEAMSHIP LINES, New York. Agency: Wendell P. Colton Co. Inc., N. Y. *ta sa*

NEW ENGLAND TELEPHONE & TELEGRAPH Co., Boston. Agency: Broadcast Adv. Inc., Boston. *sa*

NEW ENGLAND VINEGAR WORKS, Somerville, Mass. (sweet cider). Agency: Harry M. Frost Co. Inc., Boston. *sa*

NEW JERSEY LAUNDRY OWNERS ASSOCIATION, Newark. Agency: Frank Presbrey Co., N. Y. *sp*

NEW MEXICO STATE TOURIST BUREAU, Albuquerque, N. M. Agency: Ward Hicks Inc., Albuquerque. *sa*

NEW WORLD LIFE INSURANCE Co., Seattle, Wash. (insurance). *n*

NEW YORK ESKIMO PIE Corp., New York (confection). Agency: J. L. Arnold Co. Inc., N. Y. *sp*

NEW YORK LIFE INSURANCE Co., New York. Agency: Frank M. Presbrey Co. Inc., N. Y.

NEW YORK New Haven & Hartford Railway, Boston. Agencies: Dowd & Oestreicher Inc., N. Y.; Goulston Co. Inc., Boston. *sa*

NEW YORK STATE MILK CAMPAIGN (1934), Agency: J. M. Mathes Inc., N. Y. *rn*

NEW YORK WOMAN Inc., New York (publication). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sp*

NEWS-WEEK Inc., New York (magazine). Agency: Fuller & Smith & Ross Inc., N. Y. *t*

NEXT Inc., Mineral Wells, Tex. (shaving cream). Agency: Luckey Bowman Inc., N. Y. *sa*

NIAGARA HUDSON POWER Corp., New York (electric & gas power). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *t*

NIBLEY Co., Columbus (women's shoes). *t sa*

NITRAGIN Co. Inc., Milwaukee (legume inoculation). Agency: Western Adv. Agency Inc., Chicago. *sa*

NOBLESVILLE MILLING Co., Noblesville, Ind. (Kismet Diadem flour). *sp*

NORGE Corp., Detroit (Norge refrigerators). Agency: Cramer-Knaesselt Co., Milwaukee. *t*

NORSEC Co., Jersey City, N. J. (tooth-paste). Agency: Platt-Forbes Inc., N. Y. *n*

NORTH AMERICAN DYE Corp., Mt. Vernon, N. Y. (Dyint). Agency: Atherton & Currier Inc., N. Y. *sp*

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark. Agency: Franklin Bruck Adv. Corp., N. Y. *sp*

NORTH AMERICAN RADIO Corp., New York (Grunow radios & refrigerators). *sp*

NORTH AMERICAN SECURITIES Co., San Francisco (investments). Agency: D'Evelyn & Wadsworth Inc., San Francisco.

NORTHAMPTON BREWING Co., Northampton, Pa. (Tru Blu beer). *sp sa*

NORTHERN ILLINOIS CEREAL Co., Lockport, Ill. (New Process oats). *sa*

NORTHERN PACIFIC RY. Co., St. Paul (transportation). Agencies: Stack-Goble Adv. Agency, Chicago; Luther P. Weaver, St. Paul; McCord Co., Minneapolis. *sa*

NORTHLAND TRANSPORTATION Co., Seattle (steamship line). Agency: Northwest Radio Adv. Co. Inc., Seattle. *sp*

NORTHROP, KING & Co., Minneapolis (seeds). Agency: Olmstead-Hewett, Inc., Minneapolis. *t sa*

NORTH STAR WOOLEN MILL Co., Minneapolis (blankets). Agency: Tracy-Locke-Dawson Inc., N. Y. *sa*

NORTHWEST AIRWAYS Inc., Minneapolis-St. Paul. Agency: Batten, Barton, Durstine & Osborn Inc., Minneapolis. *sa*

NORTHWESTERN FUEL Co., Minneapolis (Chemicol). Agency: Critchfield-Graves Co., Minneapolis. *sa t ta*

NORTHWESTERN YEAST Co., Chicago (Yeast Foam tablets). Agency: Hays MacFarland & Co., Chicago. *n sp*

NORWICH PHARMACAL Co., Norwich, N. Y. (Unguentine, etc). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y. *sp sa t*

NOURISHINE MFG. Co., Los Angeles (hair tonic). Agency: James-Morton Inc., Los Angeles. *sp t*

NOXON Inc., New York (cleanser). *sp sa*

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream). Agency: Ruthrauff & Ryan Inc., N. Y. *t n*

NOZOL Co. Inc., Sharpsburg, Pa. (Nozol nasal remedy). Agency: F. A. Ensign Adv. Agency, Pittsburgh.

NU-ENAMEL Co., Boston (paint). *rn*

NU ENAMEL Corp., Chicago (paint). *t*

NU-ENAMEL PACIFIC Corp., Los Angeles (heat and acid resisting paints). *sa*

NU-ENAMEL-SAN FRANCISCO Corp., San Francisco (paint). Agency: Bob Roberts & Associates, San Francisco. *sp*

NUMISMATIC Co., Ft. Worth, Tex. (rare coins). Agency: Guenther-Bradford & Co. Inc., Chicago. *sp t n*

NUNN-BUSH SHOE Co., Milwaukee. Agency: Glicksman Adv. Co., N. Y. *sp*

NUSHEEN Inc., New York (shampoo). Agency: J. Dresner Agency, N. Y.

NU-SHINE Co., Reidsville, N. C. Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. *sa*

NUTRENA FEED MILLS Inc., Kansas City (Nutrena poultry, livestock feed). *sp sa*

NUTRITIONAL RESEARCH Inc., Los Angeles (Waytrol). Agency: Advertising Arts Agency, Los Angeles. *sp*

NYAL Co., Detroit (Ucatone & Nyal). Agency: Reincke-Ellis-Younggreen & Finn. Inc., Chicago. *sp sa t*

OAKITE PRODUCTS Inc., New York (Oakite cleanser). Agencies: Calkins & Holden Inc., N. Y.; Rickard & Co., N. Y. *rn sp sa*

OAKLAND CHEMICAL Co., New York (Dioxogen). Agency: Small, Kleppner & Seiffer Inc., N. Y. *sa sp*

O'BRIEN VARNISH Co., South Bend, Ind. Agency: Carter-Jones-Taylor Co., South Bend.

OCCIDENTAL LIFE INSURANCE Co., San Francisco. Agency: Charles R. Stuart Inc., San Francisco. *rn n*

OCEAN STEAMSHIP Co. of Savannah, New York (boat transportation). Agency: White-Lowell Co. Inc., N. Y.

O'CEDAR Corp., Chicago (polish, mops). Agency: John H. Dunham Co., Chicago.

O'CONNOR, MOFFATT & Co., San Francisco (dry goods). *sa*

W. LEE O'DANIELS Co., Fort Worth (Hillbilly flour). Agency: Albert Evans Adv. Agency, Fort Worth. *rn*

ODOR-NOX ANTISEPTIC Co., San Francisco (Osob foot medicine). Agency: Sidney Gardinkel Adv. Agency, San Francisco. *sa*

OGLVIE SISTERS SALES Corp., New York (hair tonic). Agency: Kelly, Nason & Roosevelt Inc., N. Y. *sp*

OHIO NOVELTY Co., Steubenville, O. (fireworks). *sp*

O. K. COFFEE DISPENSER MFG. Co., Wichita, Kan. (wholesale coffee). *sa*

OLD AGE PENSION ASSN., Austin, Tex. (political). *rn*

OLD DUTCH COFFEE Co., New York. *sp*

OLD INDIAN MEDICINE Co., Toledo (Wa-Hoo bitters). Agency: Beals-Kent & Co., Toledo.

OLD PICARD FARMS, Concord, Mass. (poultry). Agency: W. L. Wright, Rochester, N. Y. *sa*

OLD TOWN CANOE Co., Old Town, Me. (canoes). Agency: N. W. Ayer & Son Inc., N. Y.

OLD WITCH Co., Washington, Pa. (cleaning fluid).

OLDS & WHIPPLE Inc., Hartford, Conn. (Lurura plant food). Agency: Chas. W. Hoyt Co. Inc., N. Y. *t*

OLDS MOTOR WORKS, Lansing, Mich. (motor cars). Agency: D. P. Brother & Associates, Detroit.

LYDIA O'LEARY Inc., New York (Covermark cream, Spot-Stik). Agency: J. P. Mueller & Co., N. Y.

OLIVER FARM EQUIPMENT Co., Chicago (farm implements). Agency: Buchen Co., Chicago.

OLSON RUG Co., Chicago (rugs). Agency: Presba, Fellers & Presba Inc., Chicago. *sp sa rn*

OLYMPIA KNITTING MILLS Inc., Olympia, Wash. (Will Witte swimming suits). Agency: J. Wm. Sheets, Seattle.

OMAHA FLOUR MILLS Co., Omaha (Omar flour). Agency: J. Walter Thompson Co., Chicago. *sp t*

OMEGA CHEMICAL Co., Brooklyn (Omega oil). Agency: Husband & Thomas Co. Inc., N. Y. *sa*

OMEGA SHOE POLISH Co., Los Angeles. Agency: McCarty Co., Los Angeles. *sa*

ONEIDA COMMUNITY Ltd., Oneida, N. Y. (Tudor Plate silverware). Agency: Geyer, Cornell & Newell Inc., N. Y. *sa*

CHARLES O'NEILL, Bridgeport, Wis. (Silver Dollar crystals). *sp*

ONOX ANTISEPTIC Co., San Francisco (remedy). Agency: Sidney Garlinkel Adv. Agency, San Francisco.

ONTARIO BISCUIT Co., Buffalo (Club biscuits). Agency: McKee & Albright Inc., Philadelphia. *sa*

OPTIMATE CIGAR Co., Syracuse, N. Y. *sp*

ORANGE CRUSH Co., Chicago (beverages). Agency: J. Walter Thompson Co., Chicago. *sp*

ORBIT GUM Co., Chicago. Agency: Bagdaley, Horton & Hoyt Inc., Chicago. *ta*

OREGON CITY WOOLEN MILLS, Portland, Ore. (clothing). Agency: W. S. Kirkpatrick Adv. Service, Portland. *sa*

OREGON STATE MOTOR ASSOCIATION, Portland, Ore. *sa*

OREGON STATE REALTY COMMISSION, Portland. *sp*

ORMAND HOSIERY Co., New York. *ta*

ORTHEX PRODUCTS Inc., Lima, O. (athlete's foot remedy). Agency: Ross Adv. Inc., Fort Wayne, Ind.

OSHKOSH OVERALL Co., Oshkosh, Wis. (Oshkosh B'Gosh overalls). Agency: Ruthrauff & Ryan Inc., Chicago. *sp*

OSTERMOOR & Co., Bridgeport, Conn. (mattresses). Agency: Wilson H. Lee Adv. Agency, New Haven.

OTOE FOOD PRODUCTS Co. (Morton House pudding). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp*

OVAL-ACQUIN Co., St. Louis (proprietary). Agency: Kelly-Stuhlman Adv. Co., St. Louis.

OVELMO Co., Fort Wayne, Ind. (Nu-way shaving cream). Agency: Ross Adv. Inc., Fort Wayne. *sp*

DR. C. D. OWENS, Chicago (tooth powder). Agency: Phelps-Engel-Phelps Inc., Chicago. *sp*

OWENSHORO TOBACCO Co., Owensboro, Ky. (Old Kentucky Homespun). *sp*

OWL DRUG Co., San Francisco (chain stores). Agency: D'Evelyn & Wadsworth Inc., San Francisco. *rn*

OXO Ltd., London, England (bouillon cubes). Agency: Doremus & Co., San Francisco. *sp*

OYSTER SHELL PRODUCTS Co., New York (poultry grit). Agency: Husband & Thomas Co. Inc., N. Y. *sa*

P

PAAS DYE Co., Newark (egg dyes). Agency: Charles Dallas Reach Adv. Agency, Newark. *t*

PACIFIC AMERICAN CANNERIES, Terminal Island, Cal. (Shore Dinner fish products). Agency: Charles H. Mayne Co., Los Angeles. *t*

PACIFIC COAST BORAX Co., New York (20 Mule Team borax). Agency: McCann-Erickson, Inc., N. Y. *n*

PACIFIC COAST DODGE DEALERS (automobiles). Agency: Ruthrauff & Ryan Inc., N. Y. *rn*

PACIFIC GREYHOUND LINES, San Francisco (bus travel). Agency: Beaumont & Hohman, San Francisco. *t sa sp*

PACIFIC GUANO & FERTILIZER Co., San Francisco. Agency: Tomaschke-Elliott Inc., Oakland, Cal. *sp*

PACIFIC OIL Co., Boston. Agency: Louis Glaser Inc., Boston. *rn*

PACIFIC STEAMSHIP Co., Seattle (Admiral Line). Agency: Howard J. Ryan & Associates, Seattle. *sa sp*

PACIFIC TRADING Co., San Francisco (canned clams). Agency: Sydney Garlinkel Adv. Agency, San Francisco. *sp*

PACKARD Corp., New York (electric razor). Agency: Lambert & Feasley Inc., N. Y.

PACKARD MOTOR CAR Co., Detroit. Agency: Young & Rubicam Inc., N. Y. *rn sa*

PACKER MFG. Co., New York (Packer's tar soap). Agency: Stack-Goble Adv. Agency, N. Y. *n*

PACQUIN LABORATORIES Corp., New York (hand cream). Agency: H. C. Lesan Adv. Agency Inc., N. Y.

PALMER MATCH Co., Akron, O. (Strike-alite matches). Agency: Edward M. Power Co., Pittsburgh. *sp t*

PAN AMERICAN AIRWAYS SYSTEM, New York (airplane travel). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

PAN AMERICAN PETROLEUM Co., New Orleans. Agency: Fitzgerald Adv. Agency Inc., New Orleans. *sp sa*

PANCRUST-PLATO Co., Houston, Tex. (shortening & cooking oil). *sa*

PANDA BRIQUET Co., Minneapolis (P. & A. Briquet). Agency: Erwin. Wasey & Co. Inc., Minneapolis. *sa*

PANDALEON BROS. Inc., Chicago (dried fruit). Agency: Charles Silver & Co., Chicago. *sp*

PANDICULATOR Co., Cleveland (home exerciser). Agency: Carpenter Adv. Co., Cleveland.

PARAFFINE COMPANIES Inc., San Francisco (roofing). Agency: Emil Brisacher & Staff, San Francisco. *rn*

PARAMOUNT MACARONI Co., New York. *rn*

PARAMOUNT PERMANENT WAVE Co., San Francisco (Celovision waves). Agency: Dake Adv. Agency Inc., San Francisco. *t*

PARAMOUNT PICTURES DISTRIBUTING Corp., New York. *t*

PARIS MEDICINE Co., St. Louis (Grove's Bromo-Quinine). Agency: Stack-Goble Adv. Agency, Chicago. *n sp sa*

PARISIENNE Co., San Antonio (perfume). Agency: Northwest Radio Adv. Co., Seattle. *ta*

PARK CHEMICAL Co., Detroit (Parko Gloss polish). Agency: Brooke, Smith & French Inc., Detroit. *rn*

PHILIP R. PARK Inc., Chicago (health food). Agency: Rogers & Smith Adv. Agency, Chicago.

PARKEP LABORATORIES, Chicago (health salts). Agency: Rogers & Smith Adv. Agency, Chicago. *sa*

PARKER BROS., Salem, Mass. (games). Agency: John W. Queen, Boston. *sa*

PARKER Corp., Boston (investments). Agency: Cotter Adv. Agency, Boston.

DR. PARKER, San Francisco (dentist). *n*

PARKER DENTAL SYSTEM, Boston. Agency: Harry M. Frost Co. Inc., Boston. *rn*

PARKER PEN Co., Janesville, Wis. (fountain pens). Agency: Blunkett-Samples-Hummert Inc., Chicago. *sa sp*

PARTOLA PRODUCTS Co., Chicago (remedy). Agency: Frankie-Rose Co., Chicago. *sa*

E. R. PARTRIDGE Inc., Atlanta (overalls). Agency: Freitag Adv. Agency, Atlanta. *sa*

PASADENA PRODUCTS Co. Inc., Pasadena, Cal. (proprietary). Agency: John F. Roberts & Associates, Chicago.

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NATIONAL TOILET Co., Paris, Tenn. (Nadinola face powder & cream). Agency: Roche, Williams & Cunningham Inc., Chicago. *sp*

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NATIONWIDE STORES Inc., Brockton, Mass. (chain retailers). Agency: Harry M. Frost Co., Boston. *rn*

NATURAL BLOOM Inc., New York (cigars). Agency: Montrose-Rosenberg Co., N. Y. *sp*

NEBRASKA CONSOLIDATED MILLS, Omaha (Mother's Best flour). *sp*

NEHI Corp., Columbus, Ga. (Nehi & Chero beverages). Agency: James A. Greene & Co., Atlanta, Ga. *t*

NESTLE-LE MUR Co., New York (hair lotion). Agency: Calkins & Holden, N. Y.

NESTLE'S MILK PRODUCTS Inc., New York (Nestle's chocolate). Agency: Lord & Thomas, N. Y. *n sa t*

NEUMODE HOSIERY Co., Chicago. Agency: J. L. Susgen Adv. Co., Chicago. *sa*

NEVA-WET BOTTLING Co. Inc., New York (textile liquid). Agency: Lennen & Mitchell Inc., N. Y.

NEWELL GUTRATH Co., San Francisco (soap). Agency: Leon Livingston Adv. Agency, San Francisco.

NEW ENGLAND COUNCIL, Boston. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sp*

NEW ENGLAND ICE DEALERS' ASSOCIATION, Boston. Agency: F. J. Bittenger, Boston. *rn*

NEW ENGLAND STEAMSHIP LINES, New York. Agency: Wendell P. Colton Co. Inc., N. Y. *ta sa*

NEW ENGLAND TELEPHONE & TELEGRAPH Co., Boston. Agency: Broadcast Adv. Inc., Boston. *sa*

NEW ENGLAND VINEGAR WORKS, Somerville, Mass. (sweet cider). Agency: Harry M. Frost Co. Inc., Boston. *sa*

NEW JERSEY LAUNDRY OWNERS ASSOCIATION, Newark. Agency: Frank Presbrey Co., N. Y. *sp*

NEW MEXICO STATE TOURIST BUREAU, Albuquerque, N. M. Agency: Ward Hicks Inc., Albuquerque. *sa*

NEW WORLD LIFE INSURANCE Co., Seattle, Wash. (insurance). *n*

NEW YORK ESKIMO PIE Corp., New York (confection). Agency: J. L. Arnold Co. Inc., N. Y. *sp*

NEW YORK LIFE INSURANCE Co., New York. Agency: Frank M. Presbrey Co. Inc., N. Y.

NEW YORK, New Haven & Hartford Railway, Boston. Agencies: Dowd & Ostreicher Inc., N. Y.; Goulston Co. Inc., Boston. *sa*

NEW YORK STATE MILK CAMPAIGN (1934). Agency: J. M. Mathes Inc., N. Y. *rn*

NEW YORK WOMAN Inc., New York (publication). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sp*

NEWS-WEEK Inc., New York (magazine). Agency: Fuller & Smith & Ross Inc., N. Y. *t*

NEXT Inc., Mineral Wells, Tex. (shaving cream). Agency: Lucky Bowman Inc., N. Y. *sa*

NIAGARA HUDSON POWER Corp., New York (electric & gas power). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *t*

NISLEY Co., Columbus (women's shoes). *t sa*

NITRAGIN Co. Inc., Milwaukee (legume inoculation). Agency: Western Adv. Agency Inc., Chicago. *sa*

NOBLESVILLE MILLING Co., Noblesville, Ind. (Kismet Diadem flour). *sp*

NORGE Corp., Detroit (Norge refrigerators). Agency: Cramer-Kraselt Co., Milwaukee. *t*

NORSEC Co., Jersey City, N. J. (tooth-paste). Agency: Platt-Forbes Inc., N. Y. *n*

NORTH AMERICAN DYE Corp., Mt. Vernon, N. Y. (Dyint). Agency: Ather-ton & Currier Inc., N. Y. *sp*

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark. Agency: Franklin Bruck Adv. Corp., N. Y. *sp*

NORTH AMERICAN RADIO Corp., New York (Grunow radios & refrigerators). *sp*

NORTH AMERICAN SECURITIES Co., San Francisco (investments). Agency: D'Evelyn & Wadsworth Inc., San Francisco.

NORTHAMPTON BREWING Co., Northampton, Pa. (Tru Blu beer). *sp sa*

NORTHERN ILLINOIS CEREAL Co., Lockport, Ill. (New Process oats). *sa*

NORTHERN PACIFIC RY. Co., St. Paul (transportation). Agencies: Stack-Goble Adv. Agency, Chicago; Luther P. Weaver, St. Paul; McCord Co., Minneapolis. *sa*

NORTHLAND TRANSPORTATION Co., Seattle (steamship line). Agency: Northwest Radio Adv. Co. Inc., Seattle. *sp*

NORTHROP, KING & Co., Minneapolis (seeds). Agency: Olmstead-Hewett, Inc., Minneapolis. *t sa*

NORTH STAR WOOLEN MILL Co., Minneapolis (blankets). Agency: Tracy-Loocke-Dawson Inc., N. Y. *sa*

NORTHWEST AIRWAYS Inc., Minneapolis-St. Paul. Agency: Batten, Barton, Durstine & Osborn Inc., Minneapolis. *sa*

NORTHWESTERN FUEL Co., Minneapolis (Chemicole). Agency: Critchfield-Graves Co., Minneapolis. *sa t ta*

NORTHWESTERN YEAST Co., Chicago (Yeast Foam tablets). Agency: Hays MacFarland & Co., Chicago. *n sp*

NORWICH PHARMACAL Co., Norwich, N. Y. (Unguentine, etc). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y. *sp sa t*

NOURISHINE MFG. Co., Los Angeles (hair tonic). Agency: James-Morton Inc., Los Angeles. *sp t*

NOXON Inc., New York (cleanser). *sp sa*

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream). Agency: Ruthrauff & Ryan Inc., N. Y. *t n*

NOZOL Co. Inc., Sharpsburg, Pa. (Nozol nasal remedy). Agency: F. A. Ensign Adv. Agency, Pittsburgh.

NU-ENAMEL Co., Boston (paint). *rn*

NU ENAMEL Corp., Chicago (paint). *t*

NU-ENAMEL PACIFIC Corp., Los Angeles (heat and acid resisting paints). *sa*

NU-ENAMEL-SAN FRANCISCO Corp., San Francisco (paint). Agency: Bob Roberts & Associates, San Francisco. *sp*

NUMISMATIC Co., Ft. Worth, Tex. (rare coins). Agency: Guenther-Bradford & Co. Inc., Chicago. *sp t*

NUNN-BUSH SHOE Co., Milwaukee. Agency: Glicksman Adv. Co., N. Y. *sp*

NUSHEEN Inc., New York (shampoo). Agency: J. Dresner Agency, N. Y.

NU-SHINE Co., Reidsville, N. C. Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. *sa*

NUTRENA FEED MILLS Inc., Kansas City (Nutrena poultry, livestock feed). *sp sa*

NUTRITIONAL RESEARCH Inc., Los Angeles (Waytrol). Agency: Advertising Arts Agency, Los Angeles. *sp*

NYAL Co., Detroit (Ucatone & Nyal). Agency: Reincke-Ellis-Younggreen & Flinn, Inc., Chicago. *sp sa t*

O

OAKITE PRODUCTS Inc., New York (Oakite cleanser). Agencies: Calkins & Holden Inc., N. Y.; Rickard & Co., N. Y. *rn sa*

OAKLAND CHEMICAL Co., New York (Dioxogen). Agency: Small, Kleppner & Seiffer Inc., N. Y. *sa sp*

O'BRIEN VARNISH Co., South Bend, Ind. Agency: Carter-Jones-Taylor Co., South Bend.

OCCIDENTAL LIFE INSURANCE Co., San Francisco. Agency: Charles R. Stuart Inc., San Francisco. *rn n*

OCEAN STEAMSHIP Co. of Savannah, New York (boat transportation). Agency: White-Lowell Co. Inc., N. Y.

O'CEDAR Corp., Chicago (polish, mops). Agency: John H. Dunham Co., Chicago.

O'CONNOR MOFFATT & Co., San Francisco (dry goods). *sa*

W LEE ODANIELS Co., Fort Worth (Milbilly flour). Agency: Albert Evans Adv. Agency, Fort Worth. *rn*

ODOR-NOX ANTISEPTIC Co., San Francisco (Oxox foot medicine). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *sa*

OGILVIE SISTERS SALES Corp., New York (hair tonic). Agency: Kelly, Nason & Roosevelt Inc., N. Y. *sp*

OHIO NOVELTY Co., Steubenville, O. (fireworks). *sp*

O. K. COFFEE DISPENSER MFG. Co., Wichita, Kan. (wholesale coffee). *sa*

OLD AGE PENSION ASSN., Austin, Tex. (political). *rn*

OLD DUTCH COFFEE Co., New York. *sp*

OLD INDIAN MEDICINE Co., Toledo (Hoo-Hoo bitters). Agency: Beals-Kent & Co., Toledo.

OLD PICARD FARMS, Concord, Mass. (poultry). Agency: W. L. Wright, Rochester, N. Y. *sa*

OLD TOWN CANOE Co., Old Town, Me. (canoes). Agency: N. W. Ayer & Son Inc., N. Y.

OLD WITCH Co., Washington, Pa. (cleaning fluid).

OLDS & WHIPPLE Inc., Hartford, Conn. (Lurura plant food). Agency: Chas. W. Hoyt Co. Inc., N. Y. *t*

OLDS MOTOR WORKS, Lansing, Mich. (motor cars). Agency: D. P. Brother & Associates, Detroit.

LYDIA O'LEARY Inc., New York (Covermark cream, Spot-Stik). Agency: J. P. Mueller & Co., N. Y.

OLIVER FARM EQUIPMENT Co., Chicago (farm implements). Agency: Buchen Co., Chicago.

OLSON RUG Co., Chicago (rugs). Agency: Presba, Fellers & Presba Inc., Chicago. *sp sa rn*

OLYMPIA KNITTING MILLS Inc., Olympia, Wash. (Will Wite swimming suits). Agency: J. Wm. Sheets, Seattle.

OMAHA FLOUR MILLS Co., Omaha (Omar flour). Agency: J. Walter Thompson Co., Chicago. *sp t*

OMEGA CHEMICAL Co., Brooklyn (Omega oil). Agency: Husband & Thomas Co. Inc., N. Y. *sa*

OMEGA SHOE POLISH Co., Los Angeles. Agency: McCarty Co., Los Angeles. *sa*

ONEIDA COMMUNITY Ltd., Oneida, N. Y. (Tudor Plate silverware). Agency: Gever, Cornell & Newell Inc., N. Y. *sa*

CHARLES O'NEILL, Bridgeport, Wis. (Flinx Dollar crystals). *sp*

ONOX ANTISEPTIC Co., San Francisco (remedy). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

ONTARIO BISCUIT Co., Buffalo (Club biscuits). Agency: McKee & Albright Inc., Philadelphia. *sa*

OPTIMATE CIGAR Co., Syracuse, N. Y. *sp*

ORANGE CRUSH Co., Chicago (beverages). Agency: J. Walter Thompson Co., Chicago. *sp*

ORBIT GUM Co., Chicago. Agency: Bag-galey, Horton & Hoyt Inc., Chicago. *ta*

OREGON CITY WOOLEN MILLS, Portland, Ore. (clothing). Agency: W. S. Kirkpatrick Adv. Service, Portland. *sa*

OREGON STATE MOTOR ASSOCIATION, Portland, Ore. *sa*

OREGON STATE REALTY COMMISSION, Portland. *sp*

ORMAND HOSIERY Co., New York. *ta*

ORTHEX PRODUCTS Inc., Lima, O. (athlete's foot remedy). Agency: Ross Adv. Inc., Fort Wayne, Ind.

OSHKOSH OVERALL Co., Oshkosh, Wis. (Oshkosh B'Gosh overalls). Agency: Ruthrauff & Ryan Inc., Chicago. *sp*

OSTERMOOR & Co., Bridgeport, Conn. (mattresses). Agency: William H. Lee Adv. Agency, New Haven.

OTOE FOOD PRODUCTS Co. (Morton House pudding). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp*

OVAL-ACQUIN Co., St. Louis (proprietary). Agency: Kelly-Stuhlman Adv. Co., St. Louis.

OVELMO Co., Fort Wayne, Ind. (Nu-way shaving cream). Agency: Ross Adv. Inc., Fort Wayne. *sp*

DR. C. D. OWENS, Chicago (tooth powder). Agency: Phelps-Engel-Phelps Inc., Chicago. *sp*

OWENSBORO TOBACCO Co., Owensboro, Ky. (Old Kentucky Homespun). *sp*

OWL DRUG Co., San Francisco (chain stores). Agency: D'Evelyn & Wadsworth Inc., San Francisco. *rn*

OXO Ltd., London, England (bouillon cubes). Agency: Doremus & Co., San Francisco. *sp*

OYSTER SHELL PRODUCTS Co., New York (poultry grit). Agency: Husband & Thomas Co. Inc., N. Y. *sa*

P

PAAS DYE Co., Newark (egg dyes). Agency: Charles Dallas Reach Adv. Agency, Newark. *t*

PACIFIC AMERICAN CANNERIES, Terminal Island, Cal. (Shore Dinner fish products). Agency: Charles H. Mayne Co., Los Angeles. *t*

PACIFIC COAST BORAX Co., New York (20 Mule Team borax). Agency: McCann-Erickson, Inc., N. Y. *n*

PACIFIC COAST DODGE DEALERS (automobiles). Agency: Ruthrauff & Ryan Inc., N. Y. *rn*

PACIFIC GREYHOUND LINES, San Francisco (bus travel). Agency: Beaumont & Hohman, San Francisco. *t sa sp*

PACIFIC GUANO & FERTILIZER Co., San Francisco. Agency: Tomaschke-El-hott Inc., Oakland, Cal. *sp*

PACIFIC OIL Co., Boston. Agency: Louis Glaser Inc., Boston. *rn*

PACIFIC STEAMSHIP Co., Seattle (Admiral Line). Agency: Howard J. Ryan & Associates, Seattle. *sa sp*

PACIFIC TRADING Co., San Francisco (canned clams). Agency: Sydney Garfinkel Adv. Agency, San Francisco. *sp*

PACKARD Corp., New York (electric razor). Agency: Lambert & Feasley Inc., N. Y.

PACKARD MOTOR CAR Co., Detroit. Agency: Young & Rubicam Inc., N. Y. *r rn sa*

PACKER MFG. Co., New York (Packer's tar soap). Agency: Stack-Goble Adv. Agency, N. Y. *n*

PACQUIN LABORATORIES Corp., New York (hand cream). Agency: H. C. Lesan Adv. Agency Inc., N. Y.

PALMER MATCH Co., Akron, O. (Strik-alite matches). Agency: Edward M. Power Co., Pittsburgh. *sp t*

PAN AMERICAN AIRWAYS SYSTEM, New York (airplane travel). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

PAN AMERICAN PETROLEUM Co., New Orleans. Agency: Fitzgerald Adv. Agency Inc., New Orleans. *sp sa*

PANCRUST-PLATO Co., Houston, Tex. (shortening & cooking oil). *sa*

PANDA BRIQUET Co., Minneapolis (P. & A. Briquet). Agency: Erwin, Wasey & Co. Inc., Minneapolis. *sa*

PANDALEON BROS. Inc., Chicago (dried fruit). Agency: Charles Silver & Co., Chicago. *sp*

PANDICULATOR Co., Cleveland (home exerciser). Agency: Carpenter Adv. Co., Cleveland.

PARAFFINE COMPANIES Inc., San Francisco (roofing). Agency: Emil Bris-acher & Staff, San Francisco. *rn*

PARAMOUNT MACARONI Co., New York. *rn*

PARAMOUNT PERMANENT WAVE Co., San Francisco (Celowision waves). Agency: Dake Adv. Agency Inc., San Francisco. *t*

PARAMOUNT PICTURES DISTRIBUTING Corp., New York. *t*

PARIS MEDICINE Co., St. Louis (Grove's Bromo-Quinine). Agency: Stack-Goble Adv. Agency, Chicago. *n sp sa*

PARISIENNE Co., San Antonio (per-fume). Agency: Northwest Radio Adv. Co., Seattle. *ta*

PARK CHEMICAL Co., Detroit (Parko Gloss polish). Agency: Brooke, Smith & French Inc., Detroit. *rn*

PHILIP R. PARK Inc., Chicago (health food). Agency: Rogers & Smith Adv. Agency, Chicago.

PARKELP LABORATORIES, Chicago (health salts). Agency: Rogers & Smith Adv. Agency, Chicago. *sa*

PARKER BROS., Salem, Mass. (games). Agency: John W. Queen, Boston. *sa sp*

PARKER Corp., Boston (investments). Agency: Cotter Adv. Agency, Boston.

DR. PARKER, San Francisco (dentist). *n*

PARKER DENTAL SYSTEM, Boston. Agency: Harry M. Frost Co. Inc., Boston. *rn*

PARKER PEN Co., Janesville, Wis. (fountain pens). Agency: Blackett-Sam-ple-Hummert Inc., Chicago. *sa sp*

PARTOLA PRODUCTS Co., Chicago (remedy). Agency: Frankie-Illone Co., Chicago. *sp*

E. R. PARTRIDGE Inc., Atlanta (over-alls). Agency: Freitag Adv. Agency, Atlanta. *sa*

PARADENA PRODUCTS Co. Inc., Pasadena, Cal. (proprietary). Agency: John F. Roberts & Associates, Chicago.

DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

P. PASTENE & Co., New York (bitters). Agency: Maxon Inc., N. Y.

PATCH-33 PREMEK Corp., Los Angeles (PremeK-33 skin remedy). Agency: Logan & Stebbins, Los Angeles.

PATERSON PARCHEMENT PAPER Co., Bristol, Pa. (Patapar). Agency: Platt-Forbis Inc., N. Y. t

PATHFINDER MAGAZINE, Washington, D. C. sp sa

JOHN G. PATON Co. Inc., New York (Golden Blossom Honey). Agency: Al Paul Lefton Co. Inc., Philadelphia.

RICHARD PAUL Inc., Los Angeles (Shoe-Hi stockings, Ped). Agency: Dana Jones Co., Los Angeles.

PAXTON & GALLAGHER, Omaha (Butternut coffee). Agency: Buchanan-Thomas Adv. Co., Omaha. sp

PEACE & CURRAN, Providence, R. I. (gold redeemers). sa

PECANO MFG. Co., Manheim, Pa. (Miracle food). Agency: Jerome B. Gray & Co., Philadelphia. sp

PECK & STERBA Inc., New York (Lurocord antiseptic).

PENDERGRAST CANDY Co., Chicago (Sparkle candy). sp

PENICK & FORD Ltd. Inc., New York (Brewer Rabbitt molasses, My-T-Fine dessert). Agencies: J. Walter Thompson Co., N. Y. (Brewer Rabbitt); Batten, Barton, Durstine & Osborn Inc., N. Y. (My-T-Fine). t ta

PEN-JEL Co., Kansas City (powdered pectin). Agency: R. J. Potts & Co., Kansas City. sa ta

PENN-JERSEY AUTO SALES STORES Inc., Easton, Pa. (auto supplies). sp

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes). Agency: Ruthrauff & Ryan Inc., N. Y. n rn sp t

PENNSYLVANIA REFINING Co., Butler, Pa. (Penn-Drake oils). Agency: Griswold-Eshleman Co., Cleveland.

PENNSYLVANIA RUBBER Co., Jeanette, Pa. (tires). Agency: Walker & Downing, Pittsburgh. ta

PENNSYLVANIA SALT MFG. Co., Philadelphia (Pensalt & Lewis lye). Agency: Fletcher & Ellis Inc., Chicago. sa

PENNZOIL Co., Oil City, Pa. (oil products). Agency: Fuller & Smith & Ross Inc., Cleveland. sp sa

PENNZOIL Co., Los Angeles (Pennzoil motor oil). Agency: Mayers Co. Inc., Los Angeles. sa t

PEOPLES DRUG STORES, Washington (Eastern drug chain). sp sa t

DR. PEPPER Co., Dallas (Dr. Pepper beverages). Agency: Tracy - Locke - Dawson Inc., Dallas. sa t rn

PEPSIN SYRUP Co., Monticello, Ill. (Dr. Caldwell's Syrup of Pepsin). Agency: Cramer-Krasselt Co., Milwaukee. t

PEPSODENT Co., Chicago (Pepsodent toothpaste). Agency: Lord & Thomas, Chicago. n t

PEQUOT MILLS, Salem, Mass. (cotton goods). Agency: Brown & Tarcher Inc., N. Y.

PERFECT CIRCLE Co., Hagerstown, Ind. (piston rings). Agency: Henri, Hurst & McDonald Inc., Indianapolis. n

PERFECT MFG. Co., Cincinnati (rubber products). Agency: Frederick W. Ziv Inc., Cincinnati.

PERFECT VOICE INSTITUTE, Chicago (correspondence school). Agency: Mattheson-Fogarty-Jordan Co. Inc., Chicago. t

PERFECTION BISCUIT Co., Fort Wayne, Ind. Agency: Ross Adv. Inc., Fort Wayne.

PERFECTION STOVE Co. Inc., Cleveland (Superflex oil burners). Agency: McCann-Erickson Inc., Cleveland. t

DOROTHY PERKINS Co., St. Louis (cosmetics). Agency: The Ridgway Co., St. Louis. t sa

PERKINS & MILLER, Clarksville, Tenn. (Lespedeza). sp

PERKINS PRODUCTS Co., Chicago (Kool-Ade and Velvia). Agency: Mason Warner Co. Inc., Chicago. t sa

L. PERRIGO, Allegan, Mich. (Edith Abell cosmetics). sp ta

PERUNA Corp., Chicago (Peruna remedy). Agency: Heath-Seehof Inc., Chicago. sp sa

PET MILK SALES Corp., St. Louis (condensed milk). Agency: Gardner Adv. Co., St. Louis. sp n

PETROLEUM HEAT & POWER Co., Samford, Conn. (Petro-Nokol heaters). Agency: Rickard & Co. Inc., N. Y.

PFEIFFER BREWING Co., Detroit. Agency: Grace & Bement Inc., Detroit. rn

F. H. PFUNDER Inc., Minneapolis (medicinal tablets). Agency: McCord Co., Minneapolis.

PHARMA-CRAFT Corp Inc., Louisville (flesh cosmetics, deodorants). Agency: Advertisers Service, Louisville. sa sp

PHILADELPHIA DAIRY PRODUCTS Co., Philadelphia (ice cream). Agency: Sheek Adv. Agency Inc., Newark. sa

PHILCO RADIO & TELEVISION Corp., Philadelphia (radios). Agency: Hutchins Adv. Co. Inc., Rochester, N. Y. n t

PHILCO RADIO & TELEVISION Corp. of California, San Francisco. ta

PHILLIPS-JONES Corp., New York (Van Heusen collars). Agency: Peck Adv. Agency Inc., N. Y. n sp sa t

PHILLIPS MILLING Co., San Francisco (flour). Agency: Emil Brisacher & Staff, San Francisco. sp t

PHILLIPS PACKING Co., Cambridge, Md. (canned goods). Agency: Blackman Adv. Inc., N. Y. sp sa

PHILLIPS PETROLEUM Co., Bartlesville, Okla. (Phillips 66 gas). Agency: Lambert & Feasley Inc., N. Y. sp ta

PHOENIX BREWING Corp., Buffalo (Three Star Beer). Agency: Addison Vars Inc., Buffalo.

PHOENIX HOSIERY Co., Milwaukee (hosiery). Agency: J. Walter Thompson Co., Chicago.

PHOENIX MUTUAL LIFE INSURANCE Co., Hartford, Conn. Agency: Atherton & Currier Inc., N. Y. t

PHYSICAL CULTURE HOTEL, Dansville, N. Y. (resort). sp

PICHEL PRODUCTS Co. Inc., New York (flavoring). Agency: Bachenheimer-Dundes Inc., N. Y. sp

PICKGANG LABROFACTS Inc., New York. sa

PICTURE RING Co., Cincinnati (picture rings). Agency: Frederic W. Ziv Inc., Cincinnati. sa

PIE BAKERS Inc., New York (Mrs. Wagner's pies). Agency: J. M. Mathes Inc., N. Y. t

PIEL BROS., Brooklyn (beer). Agency: Cowan & Dengler Inc., N. Y. sa

PILCHER MFG. Co., Louisville (compacts). sa

PILLSBURY FLOUR MILLS Co., Minneapolis (Pillsbury Best Flour). Agency: Hutchinson Adv. Co., Minneapolis. n rn sp sa

PILSNER ICE, FUEL & BEVERAGE Co., Cleveland (beer). Agency: Hubbell Adv. Agency Inc., Cleveland. sp

PINAUD Inc., New York (cosmetics). Agency: Lord & Thomas, N. Y. n t

PINE TREE PRODUCTS Co., Newport, N. H. (soap). Agency: Hilmer V. Swenson Co., Chicago.

PINEX Co., Fort Wayne, Ind. (Pinex cold remedy). Agency: Baggaley, Horton & Hoyt Inc., Chicago. sa n t rn

PIONEER CANNERIES, Seattle (Pioneer clams). Agency: Beaumont & Hohman Inc., Seattle. n

PIONEER MAPLE PRODUCTS Co., Minneapolis (Bucket syrup). Agency: McCord Co., Minneapolis. sp t

PISO Co., Warren, Pa. (proprietary). Agency: Lake-Spiro-Cohn Inc., Memphis. sp n

PITTSBURGH PLATE GLASS Co., Pittsburgh (Sun-proof paints). Agencies: Batten, Barton, Durstine & Osborn Inc., N. Y.; Maxon Inc., Detroit (paint). sp rn n t

PLANTABBS Corp., Baltimore (fertilizer). Agency: Cahn, Miller & Nyburg Inc., Baltimore. sa

PLANTERS EDIBLE OIL Co., Suffolk, Va. (mayonnaise). Agency: Gotham Adv. Co., N. Y. sp

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa. (peanuts). Agency: Gotham Adv. Co., N. Y.

PLOUGH Inc., Memphis (St. Joseph's aspirin). Agency: Lake-Spiro-Cohn Inc., Memphis. n sp sa t

PLYMOUTH MOTOR Corp., Detroit (motor cars). Agency: J. Stirling Getchell, Inc. sa t n

PLYMOUTH ROCK GELATINE Co., Boston (dessert). Agency: John W. Queen, Boston. sp sa

POCAHONTAS OIL Corp., Cleveland (Blue Flash gasoline). Agency: Griswold-Eshleman Co., Cleveland.

POLORIS Co. Inc., New York (Jiffy toothache drops). Agency: Wm. Irving Hamilton Inc., N. Y. sp

POMPEIAN Co., Bloomfield, N. J. (cosmetics). Agency: Charles Dallas Reach Co., N. Y. n

POMPEIAN OLIVE OIL Co., Baltimore. Agency: Joseph Katz Co., Baltimore. sp

PONCA CITY MILLING Co., Ponca City, Okla. Agency: R. K. Glenn-Adv., Oklahoma City. sp

PONTIAC MOTOR Co. Pontiac, Mich. (motor cars). Agencies: MacManus, John & Adams Inc., Detroit; Campbell-Ewald Co. Inc., Detroit. n t sa

CARL POOL MFG. Co., San Antonio (pants & shirts). t

PORT OF NEW YORK AUTHORITY, New York. Agency: Friend-Weiner Adv. Co., N. Y. sp

H. K. PORTER Inc., Everett, Mass. (bolt clipper). Agency: Callaway Associates Inc., Boston.

PORTER DRUG Co., Concord, N. C. (Dixie rub liniment). sa

PORTLAND CEMENT ASSOCIATION, Chicago. Agency: Roche, William & Cunningham Inc., Chicago. n sp

PH. H. POSTEL MILLING Co., Mascoutah, Ill. Agency: Campbell-Ewald Co., Detroit. sp

POTTER DRUG & CHEMICAL Corp., Malden, Mass. (Cuticura soap). Agency: Alderton & Currier Inc., N. Y. sp

POWER-SEAL Co., Los Angeles (cylinder remedy). sa

PRAETORIAN LIFE INSURANCE Co., Detroit. t

PRATT & LAMBERT, Buffalo (varnish). Agency: Albert P. Hill Co. Inc., Pittsburgh.

PRATT FOOD Co., Philadelphia (animal foods). Agency: Frank Presbrey Co., Chicago.

J. PARKER PRAY Inc., New York (Diamond nail enamel). sa

PREMIER-PABST SALES Corp., Chicago (Blue Ribbon malt, beer). Agency: Morris-Schenker-Roth Inc., Chicago. n sp sa

PREMIER VACUUM CLEANER Co., Cleveland. Agency: Lord & Thomas, N. Y. sp

J. L. PRESCOTT Co., Passaic, N. J. (Black Iron & Oxol stove polish). Agencies: Batten, Barton, Durstine & Osborn Inc., N. Y.; Geare-Marston Inc., Philadelphia (Jean's flour). n

PRESCRIPTION LABORATORIES Inc., Detroit (Ka-Fen). Agency: Charles A. Mason Adv. Agency, Detroit. rn sp

RICHARD & CONSTANCE Inc., New York (shampoo). sp sa

PRIMA COMPANY, Chicago (Prima beer). Agencies: Frederick & Mitchell Inc., Chicago; Laussen & Salomen Inc., Chicago. sp

PRIME MFG. Co., Milwaukee (electric fences). Agency: Mitchell-Faust Adv. Co., Chicago. sa

PRIMROSE HOUSE SALES Co., New York (cosmetics). Agency: Erwin, Wasey & Co. Inc., N. Y. t

PRINCE MACARONI Co., Boston. Agency: Moss Associates, N. Y. sp

PRINCESS PAT Ltd., Chicago (cosmetics). Agency: McJunkin Adv. Agency, Chicago. n sp

E. PRITCHARD & Co., Bridgeton, N. J. (tomato catsup). Agency: John Thomas Miller, N. Y.

PROCESS Corp., Chicago (greeting cards). Agency: E. H. Brown Adv. Agency, Chicago.

PROCTER & GAMBLE Co., Cincinnati (soap). Agencies: Blackman Adv. Inc., N. Y. (Ivory, Chipso, P & G, Crisco); Blackett-Sample-Hummert Inc., Chicago (Oxydol, Lava, Drefit); Pedlar & Ryan Inc., N. Y. (Camay); H. W. Kastor & Sons Adv. Co. Inc., Chicago (Drene, Kirks, American Family). n sp sa t ta

PRO-KER LABORATORIES Inc., New York (scalp normalizer). Agency: Biow Co. Inc., N. Y. sp

PRO-PHY-LACTIC BRUSH Co., Florence, Mass. (toothbrushes). Agency: Lambert & Feasley Inc., N. Y. sa t

PROTECTIVE DIET LEAGUE of Calif., Los Angeles (Kelfood, Kel-lax). sp t

PROVIDENT FINANCE Co., San Francisco (loans). Agency: Frederick Seid Adv. Agency, San Francisco. sa

PROVIDENT MUTUAL LIFE Co., Philadelphia (insurance). Agency: Samuel Lewis & Co., Philadelphia. n t

PSYCHIANI Inc., San Francisco (booklets). Agency: Izzard Co. Inc., Seattle. sa

PTM FORMULA Co., Seattle (dental preparation). t

PUFFLES MFG. Co., Elgin, Ill. (food products). Agency: Hurja - Johnson - Huen Inc., Chicago.

JOHN PUHL PRODUCTS Co., Chicago (Little Bo-Peep ammonia). Agency: Chas. Silver Adv. Agency, Chicago. sa t

PURATONE PRODUCTS Co., St. Joseph, Mo. (proprietary). Agency: Guenther Associates Inc., St. Louis. ta

PURE MILK DAIRY PRODUCTS Co., Chicago (Golden Rich cheese). Agency: Hanff-Metzger Inc., Chicago. sa sp n

PURE OIL Co., Chicago (Puroil gasoline). Agency: Freitag Adv. Agency Inc., Chicago. n sp sa

PURITAN CHEMICAL Co., Atlanta, Ga. (PuriFume). Agency: Johnson-Dallas Co., Atlanta, Ga.

PURITY BAKERIES Corp., Chicago (Taystee bread). Agency: Blackett-Sample-Hummert Inc., Chicago. rn sp t

PURITY CHEESE Co., Mayville, Wis. Agency: Critchfield & Co., Chicago.

PURO PET FOODS Co., New York (Colonial, Steady, Melo). Agency: Sternfield-Godley Inc., N. Y.

PUROLATOR Co., Newark, N. J. (oil purifiers for autos). t

PUTINIZE LABORATORIES, San Francisco (eye drops). sp

PX PRODUCTS Co., Los Angeles (disinfectant). Agency: Smith & Drum Inc., Los Angeles. sp

THE QUAKER OATS Co., Chicago (Quaker Oats, Puffed Rice). Agencies: Erwin, Wasey & Co. Inc., Chicago; Full O' Pep Poultry Feed; Fletcher & Ellis Inc., N. Y.; Puffed Rice and Puffed Wheat; Lord & Thomas, Chicago; Quaker Oats, Quaker Crackles, Aunt Jemima Pancake Flour. n sp t

QUAKER STATE OIL REFINING Corp., Oil City, Pa. (motor oil). Agency: Kenyon & Eckhart Inc., N. Y. sa t

QUALITY MATTRESS Co., Rochester (Quall-Rest mattress). Agency: Hart-Conway Co. Inc., Rochester. sp

W. F. QUARRE & Co., Chicago (publishers). Agency: Bisberne Adv. Co. Inc., Chicago.

KATHLEEN MARY QUILAN, New York (toilet goods). Agency: J. Walter Thompson Co., N. Y.

W. S. QUINBY Co., Boston (La Touraine coffee). Agency: Ingalls Adv., Boston.

QUIX LABORATORIES Inc., Chicago (corn remedy).

RADBD OIL Co., Inc., Philadelphia (Penn-Rad oil, Renuzit cleaner). Agencies: Al Paul Lefton Co., Philadelphia; John Falkner Arndt & Co., Philadelphia (Renuzit).

RADIO BRIDGE AD SERVICE, Des Moines. t

RADIO & TELEVISION INSTITUTE, Chicago (courses). Agency: Simmonds & Simmonds Inc., Chicago. sp

RADIO COOKING CLUB OF AMERICA, Baltimore (cooking school). sp

RADIO GUIDE Inc., Chicago (magazine). Agency: Lord & Thomas, N. Y. n

RADIO LEAGUE OF THE LITTLE FLOWER, Royal Oak, Mich. (Father Coughlin). Agency: E. W. Hellwig Co., N. Y. n

RAILWAY EXPRESS AGENCY, New York. Agency: Caples Co., N. Y. t

RALADAM Co., Detroit (Marmola). Agency: Street & Finney Inc., N. Y. sa t ta

RALSTON PURINA Co. Inc., St. Louis (cereal & seeds). Agency: Gardner Adv. Co., St. Louis. n sa t

RAMSEY ACCESSORIES MFG. Corp., St. Louis (auto accessories). Agency: Beecher Adv. Co., St. Louis.

RAP-I-DOL LABORATORIES, New York (shampoo). Agency: A-W Adv. Inc., N. Y. t sa

RAPINWAX PAPER Co., St. Paul (wax paper). Agency: Mitchell-Faust Adv. Co., Chicago. sa

RATH PACKING Co., Waterloo, Ia. (Black Hawk meat products). Agency: Young & Rubicam Inc., N. Y. sp

RCA MFG. Co., Camden, N. J. (radio sets, tubes). Agency: Lord & Thomas, N. Y. n sp sa t ta

REAL SILK HOSIERY MILLS Inc., Indianapolis. Agency: Burnett Co. Inc., Chicago. n

RED & WHITE Corp., Chicago (chain grocers).

RED STAR YEAST & PRODUCTS Co., Milwaukee (Red Star yeast). Agency: N. W. Ayer & Son Inc., Chicago. n

RED TOP BREWING Co., Cincinnati (Red Top beer). Agency: Jesse M. Joseph Adv. Agency, Cincinnati. sa

REDDI-MADE APPLE Co., Cincinnati (canned apples). sp

REDUCOIDS, San Francisco (reducing pills). t

DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

REGAL SHOE Co., New York (Regal shoes). Agency: Frank Presbrey Co. Inc., N. Y.

REID, MURDOCH & Co., Chicago (Monarch foods). Agencies: Philip O. Palmer & Co. Inc., Chicago; Roy Alden & Associates, Los Angeles; Rogers & Smith Adv. Agency, Chicago. *sp sa*

REIF-REXOIL Inc., Buffalo (oil burners). Agency: Moss-Chase Co., Buffalo.

REINSCHILD CHEMICAL Co., New Rochelle, N. Y. (Regulin remedy). Agency: Arthur H. Fulton Co., N. Y.

REKLAMFONDET FOR DEN NORSKE HERMETIKINDUSTRI, Stavanger, Norway (Norwegian canned salmon). Agency: Wales Adv. Agency, N. Y. *sp*

RELIABLE PACKING Co., Chicago (Danish brand meat products). *sa*

RELIANCE MFG. Co., Chicago (Big Yank shirts). Agency: Mitchell-Faust Adv. Co., Chicago. *sp sa*

REMINGTON-RAND Inc., Buffalo (Remington typewriters). Agency: Leeford Adv. Agency Inc., N. Y. *n sp*

REMSEN Corp., New York (Aspirin-Plus). Agency: Grady & Wagner, N. Y. *t*

L. N. RENAULT & SONS Inc., Egg Harbor, N. J. (champagne). Agency: Al Paul Letton Co. Inc., Philadelphia. *sp*

REO MOTOR CAR Co., Lansing, Mich. (motor cars). Agency: Maxon Inc., Detroit. *rn sp sa*

REPUBLIC COAL Co., Minneapolis. *sa*

REPUBLIC COAL & COKE Co., Chicago. Agency: Bozell & Jacobs Inc., Chicago. *sa*

REPUBLIC OIL Co., Pittsburgh. *t*

REPUBLICAN NATIONAL COMMITTEE, Washington (political). *n t*

REPUBLICAN STATE COMMITTEE, New York (political). *rn*

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes). Agency: Wm. Ety & Co. Inc., N. Y. *n*

JAMES H. RHODES & Co., Chicago (Colusius sponges, cleansers). Agency: Hanft-Metzger of Illinois, Chicago.

RICE-STIX DRY GOODS Co., St. Louis (wholesalers). Agency: Ridgeway Co., St. Louis. *ta t*

RICH PRODUCTS Corp., Chicago (Eve-ready Dog foods). Agency: Rogers & Smith Adv. Agency, Chicago.

THOMAS D. RICHARDSON Co., Philadelphia (mint). Agency: N. W. Ayer & Son Inc., Philadelphia. *sa*

RICHARDSON & ROBBINS, Dover, Del. (canned food). Agency: Charles W. Hoyt Co. Inc., N. Y. *sa*

ROBEFFED OIL CORP. OF NEW YORK, New York (Corder oil). Agency: Lambert & Feasly Inc., N. Y. *t n*

ROBEFFED OIL CO. OF CALIFORNIA, Los Angeles (Robeffed oil). Agency: Beaumont & Hohman, Los Angeles. H. C. Berry, Los Angeles. Agency: Los Angeles. *n sa t ta*

RICHMARE MFG. Co., Richmond, Va. (coffee). *sa*

RICHMAN BROTHERS, New York (cocoa). *sa*

F. AD. RICHTER & Co., Brooklyn (Anchor pain expeller). Agency: Chas. A. Week N. Y. *sa*

RICK M. JUNKIN DAIRY Co., Philadelphia (dairy). Agency: N. W. Ayer & Son Inc., Philadelphia. *sa*

RIFSER Co., New York (Vivita hair cream). Agency: Franklin Truck Adv. Co., N. Y. *n sa sp*

RING, ROLL IN, New Orleans (Ring remedy). *sa*

RIO GRANDE OIL Co., Los Angeles. Agency: H. C. O'Donnell Inc., Los Angeles. *rn t sp*

RIT PRODUCTS Co., Chicago (Kwikk-Avating cream). Agency: Earle T. Klein Inc., Chicago. *sp sa*

HAROLD E. RITCHEY & Co., New York (Frisco). Agency: N. W. Ayer & Son Inc., N. Y. *t*

RIT RITE MFG. Co., Chicago (Kwikk-Avating cream). Agency: Earle T. Klein Inc., Chicago. *sp sa*

DR. RITZOLD & SONS, Chicago (Kwikk-Avating cream). *sp*

P. J. RITZER, Bridgeport, N. J. (sup. of t). Agency: George Marston I., Philadelphia. *sa*

RIVAL PACKS Co., Chicago (Royal dog food). Agency: Chas. Brewer & Co., Chicago. *sp t sa*

RIVERDALE PRODUCTS Co., Chicago (Kodak film). *sa*

RMB LABORATORIES, Seattle (Dak-Dak). Agency: J. Wm. Brooks Seattle.

ROBERTS JOHNSON & RAND BROTHERS, St. Louis (Full Parrot shoes). *t*

JOHN F. ROBERTS & ASSOCIATES, Los Angeles (Liv-A-Tone). Agency: Dake-Johanet Adv. Agency, Los Angeles. *sp*

ROBERTSON Inc., East St. Louis (farm implements). *sp*

ROCHESTER PACKING Co., Rochester (Arplako meats). Agency: Stewart, Hanford & Frohman Inc., Rochester.

ROCKET OIL Co., Los Angeles. Agency: Beaumont & Hohman, Los Angeles. *rn*

ROCK ISLAND BREWING Co., Rock Island, Ill. (Cross Country malt syrup). Agency: L. W. Ramsey Co., Davenport, Ia.

ROCKNE MOTORS Corp., Detroit (motor cars). Agency: Roche, Williams & Cunningham, Chicago.

ROGER & GALLET, New York (cosmetics). Agency: Marschalk & Pratt Inc., N. Y. *n*

ROGERS FASHION LANE, Oakland, Cal. (men's clothing). *t*

ROMAN CLEANSER MFG. Co., Detroit. Agency: Holmes Inc., Detroit.

ROMAN MACARONI Co., Long Island City, N. Y. (5 minute brand spaghetti). Agency: Briggs & Varley Inc., N. Y.

ROMAN MEAL Co., Tacoma, Wash. (cereal). *sa t*

ROSE CLAIRE LABORATORIES, New York (Alpine Forest-Pine bath). Agency: Thomas H. Reese & Co., N. Y.

ROSE LAIRD Co., New York (beauty preparations). *t*

ROSICRUCIAN BROTHERHOOD, San Jose, Cal. Agency: Frederick Seid Advertising, San Francisco. *rn t*

ROSO-CLEAN Co., Salisbury, N. C. (perfumed cleanser). Agency: J. Carson Brentley Adv. Agency, Salisbury, N. C. *sa*

DR. W. J. ROSS Co., Los Angeles (pet food). Agency: Dan B. Miner Co., Los Angeles. *rn t sp*

ROUNDS CHOCOLATE Co., Newton, Mass. (Rounds cocoa). Agency: Ingalls Adv., Boston.

ROYAL CANADIAN TOBACCO Co., Toronto (Golden Virginia). *sp*

ROYAL LACE PAPER WORKS Inc., Brooklyn. Agency: Lawrence C. Gumbiner Adv. Agency, N. Y. *sa*

ROYAL TYPEWRITER Co., New York. Agency: Hanft-Metzger Inc., N. Y. *n*

ROYAL WORCESTER CORSET Co., Worcester, Mass. Agency: Badger & Browning Inc., Boston. *rn*

ROYALIST CIGARS, Philadelphia. Agency: Al Paul Letton Co. Inc., Philadelphia. *n*

RUBBER FLAX GLOSS Co., Philadelphia (rubber polish). *sp*

F. H. RUCKER, Okmwa, Ia. (poultry feed). *sa sp*

REDY-PARKER SEED Co., Kansas City (seed). *t*

REDFORD CHEMICAL WORKS, Providence, R. I. (baking powder). Agency: Albert G. Currier Inc., N. Y. *rn sa t*

RINKEL BROS. Inc., New York (Rinkel brand milk). Agency: Lepping & Lord Inc., N. Y. *sp*

RUN-PROOF LABORATORIES Inc., Chicago (powder treatment for silk & rayon). Agency: E. G. Marston & Co., Chicago. *sp*

JACOB RUPPER, New York (Knacker-burger). Agency: Wm. Ety & Co. Inc., N. Y.

RURAL PRODUCTS Co., Chicago (Free-V gold). Agency: Milwaukee. *sa sp*

RUD MFG. Co., Pittsburgh (water heater). Agency: Kohler, Ma. L. J. & Co. Inc., Pittsburgh. *sa*

SALTESEA PACKING Co., Providence (clam chowder). Agency: Livermore & Knight Co., Providence.

SAMBO DAIRY PRODUCTS Co., Brooklyn (chocolate drink). Agency: W. I. Tracy Inc., N. Y.

SAMSON-UNITED Corp., Rochester (household appliances). Agency: Grey Adv. Agency, N. Y. *ta sa*

SANDS, TAYLOR & WOOD Co., Somerville, Mass. (King Arthur coffee). Agency: Eddy-Rucker-Nickles Co. Inc., Cambridge, Mass. *rn*

SANQUOIT PAPER Co., New Hartford, N. Y. (toilet tissue). *sa*

SANWOOD CHEMICAL Co., New York (Vintex hosiery powder). Agency: Philip Ritter Co., N. Y.

SAPOLIN Co., New York (paint). Agency: E. T. Howard Co., N. Y.

SARGEANT & Co., Des Moines (poultry feeds). Agency: Fairall & Co., Des Moines.

C. F. SAUER Co., Richmond, Va. (flavoring extracts). Agency: Staples & Staples Inc., Richmond, Va. *t*

SAUNDERS CHEMICAL Co., St. Louis (Flight). *sp sa*

M. W. SAVAGE FACTORIES Inc., Minneapolis (mail order). Agency: McCord Co., Minneapolis.

SAVORETTE Inc., Chicago (cigarette holders). *sa*

SAVORY Inc., Newark (cooking utensils). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

SAWYER BISCUIT Co., Chicago. Agency: Neisser-Meyerhoff Inc., Chicago. *sp*

SAYLOR'S CHOCOLATES Inc., Alameda, Cal. Agency: Doremus & Co., San Francisco. *rn*

ADAM SCHEIDT BREWING Co., Norristown, Pa. (Valley Forge Beer). Agency: Richard A. Foley Adv. Agency, Philadelphia. *sa*

F. G. SCHENUIT RUBBER Co., Baltimore (Schenuit tires & batteries). Agency: Courtland D. Ferguson Inc., Baltimore. *sp*

A. SCHILLING & Co., San Francisco (teas). Agency: M. E. Harlan Adv. Agency, San Francisco. *rn*

JOS. SCHLITZ BREWING Co., Milwaukee (Schlitz beer). Agency: McJunkin Adv. Co., Chicago. *n sa*

SCHLUDERBERG-KURDLE Co., Baltimore (Esskay meat). Agency: Emery Adv. Agency, Baltimore. *sa sp*

SCHMIDT BREWING Co., Detroit. Agency: Simons-Michelson Co., Detroit. *rn*

SCHMIDT'S BAKING Co., Baltimore (bread). *sa*

S. A. SCHOENBRUM Co., New York (coffee). Agency: Arthur H. Ashley, N. Y. *rn*

SCHOENHOFEN-EDELWEISS Co., Chicago (beer). Agency: Blackett-Sample-Hummert Inc., Chicago.

SCHOLL MFG. Co., Chicago (Dr. Scholl's foot appliances). Agency: Donahue & Coe Inc., N. Y. *sa*

SCHOTT BREWING Co., St. Louis (beer). Agency: Wesley K. Nash Co., St. Louis. *sa*

W. F. SCHAFFT & SONS Corp., Boston (candies). *rn*

A. SCHULTE CIGAR STORES, New York. Agency: Frank Presbrey Co., New York. *n*

D. SCHULTZ, Philadelphia (wall paper). Agency: Philip Klein Agency, Philadelphia.

SCHULZE BAKING Co., Kansas City (Dolly Madison products). Agency: R. J. Potts & Co., Kansas City. *sp*

PAUL SCHULZE BISCUIT Co., Chicago (bakers). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

SCHWARTZ GINGER ALE Co. Inc., San Francisco. Agency: Frank Wright & Associates, San Francisco. *sp*

SCHWARTZ GINGER ALE Co., San Francisco (Leni Lur beverage mixer). Agency: Frank Wright & Associates, San Francisco. *t*

BERNARD SCHWARTZ CIGAR Corp., Detroit (R. G. Dun cigars). Agency: Simons-Michelson Co., Detroit. *sp sa*

SCHWOB Co., Columbus, Ga. (clothing). Agency: James A. Greene & Co., Atlanta. *t*

SCIENTIFIC LABORATORIES OF AMERICA, San Francisco (Reduoids). Agency: Bob Roberts & Associates, San Francisco. *sp sa*

RADIO STATION

WSPR

SPRINGFIELD • MASS.

500 WATTS
1140 K. C.
MEMBER N. A. B.

WSPR with its Vertical Radiator and Finest facilities has the dominant signal in this rich Area, with Springfield as the center which ranks among first ten cities in U. S. in per capita purchase of food products.

MEMBER MBS and COLONIAL NETWORK

St. Louis KFUO . . . 550 *500 KMOX . . . 1090 50,000 KSD . . . 550 *1,000 KWK . . . 1350 *1,000 †KXOK . . . 1250 1,000 †WEW . . . 760-D 1,000 WIL . . . 1200 *100	New York WABC . . . 860 50,000 WBNX . . . 1350 1,000 WEAF . . . 660 50,000 WVFD . . . 1300 1,000 WFAB . . . 1300 1,000 WFAS . . . 1210 100 WHN . . . 1010 *1,000 WINS . . . 1180 1,000 WJZ . . . 760 50,000 WJWL . . . 1100 5,000 WMCA . . . 570 1,000 WNEW . . . 1250 *1,000 WNYC . . . 810 1,000 WOR . . . 710 50,000 WOV . . . 1130-D 1,000 WQXR . . . 1550 1,000 WWRL . . . 1500 *100	Oklahoma City KFRR . . . 1310 *100 KCGF . . . 1870 100 KOMA . . . 1480 5,000 KMY . . . 900 *1,000	Rapid City KOBH . . . 1370 100 WCAT . . . 1200 100	UTAH †Cedar City KSUB . . . 1310 100 Ogden KLO . . . 1400 500 Price KEUB . . . 1420 100 Salt Lake City KDYL . . . 1290 1,000 KSL . . . 1130 50,000 †KUTA . . . 1500 100					
MONTANA Billings KGHL . . . 780 *1,000 Butte KGIR . . . 1340 *1,000 Great Falls KFBB . . . 1280 *1,000 Kalispell KGEZ . . . 1310 100 †Keweenaw KDNC . . . 1200 *100 Missoula KGVO . . . 1260 1,000 Wolf Point KGKX . . . 1450 1,000	Olean WHDL . . . 1400 250 Plattsburg WMFF . . . 1310-D 250 Rochester WEAM . . . 1150 50,000 WHEC . . . 1430 *500 WSAY . . . 1210-D 100 Saranac Lake WNEB . . . 1290-D 100 Schenectady WGY . . . 790 50,000 Syracuse WFBL . . . 1360 *1,000 WSYR . . . 570 1,000 WSYU . . . 570 1,000 Troy WHAZ . . . 1300 1,000 Utica WIBX . . . 1200 *100 †Watertown WNNY . . . 1420 *100	Oregon Astoria KAST . . . 1370-D 100 Corvallis KOAC . . . 550 1,000 Eugene KORE . . . 1420 100 Klamath Falls KFJL . . . 1210 100 Marshfield KOOS . . . 1200-D 250 Medford KMED . . . 1310 *100 †1410 †250 Portland KALE . . . 1300 500 KBPS . . . 1420 100 KEX . . . 1180 5,000 KWG . . . 620 *1,000 KOIN . . . 940 *1,000 KWJJ . . . 1060 500 KXL . . . 1420 100 Roseburg KRNR . . . 1500-D 100 †1-U †250-LS Salem KSLM . . . 1370 100	Tennessee Bristol WOPI . . . 1500 100 Chattanooga WAPD . . . 1420-D 100 WDDO . . . 1280 *1,000 Jackson WFS . . . 1310 *100 Knoxville WNOX . . . 1010 *1,000 WROL . . . 1310 *100 Memphis WHBQ . . . 1370 100 WMC . . . 780 *1,000 WNRB . . . 1430 *500 WREC . . . 600 *1,000 Nashville WLAC . . . 1470 5,000 WSIX . . . 1210 100 WSM . . . 650 50,000	VERMONT Burlington WCAX . . . 1200 100 †250-LS Rutland WSYB . . . 1500 100 Springfield WNBX . . . 1260 1,000 St. Albans WQDM . . . 1370 100 Waterbury WDEV . . . 550-D 500					
NEBRASKA Clay Center KMMJ . . . 740 1,000 Kearney KGFV . . . 1310 100 Lincoln KFAB . . . 770 10,000 KFOR . . . 1210 *100 Norfolk WJAG . . . 1060 1,000 North Platte KGNF . . . 1430-D 1,000 Omaha KOIL . . . 1260 *1,000 WAAW . . . 680-D 500 WOW . . . 590 5,000 Scottsbluff KGKY . . . 1500 *100	NORTH DAKOTA Bismarck KFYR . . . 550 *1,000 Devils Lake KDLR . . . 1210 100 Fargo WDAY . . . 940 *1,000 Grand Forks KFJM . . . 1410 *500 †Jamestown KRMK . . . 1310 100 Mandan KGCU . . . 1240 250 Minot KLPM . . . 1240 250 Valley City KOVC . . . 1500 100	Pennsylvania Allentown WCBA- WSAN . . . 1440 500 Altoona WFBG . . . 1310 100 †250-LS Easton WEST . . . 1200 *100 Eric WLEU . . . 1420 *100 Greensburg WHJB . . . 620-D 250 Grove City WSAJ . . . 1310 100 Harrisburg WHP . . . 1430 *500 WKBO . . . 1200 *100 Hazleton WAZL . . . 1420 100 Johnstown WJAC . . . 1310 100 †250-LS Lancaster WGAL . . . 1500 *100 Philadelphia KYW . . . 1020 10,000 WCAU . . . 1170 50,000 WDAS . . . 1370 100 WFIL . . . 560 *500 †1,000-N WHAT . . . 1310 100 WIBG . . . 970-D 100 WIP . . . 610 1,000 WPN . . . 920 *250 WRAX . . . 920 *250 WTEL . . . 1310 100 Pittsburgh KDKA . . . 980 50,000 KQV . . . 1380-D 500 WCAE . . . 1220 *1,000 WJAS . . . 1290 *1,000 WWSW . . . 1500 *100 Reading WEEU . . . 830-D 1,000 WRAX . . . 1310 100 Scranton WGBI . . . 880 500 WQAN . . . 880 250 Sunbury WKOK . . . 1210 100 Wilkes-Barre WBAX . . . 1210 100 WBRE . . . 1310 100 Williamsport WRAK . . . 1370 *100 York WORK . . . 1320 1,000	TEXAS Abilene KRBC . . . 1420 *100 Amarillo KGNC . . . 1410 *1,000 Austin KNOW . . . 1500 100 Beaumont KFDM . . . 560 *500 Big Spring KBST . . . 1500 100 Bradford KNEL . . . 1500-D 100 College Station WTAW . . . 1120 500 Corpus Christi KGFI . . . 1500 *100 †Corpus KAND . . . 1310-D 100 Dallas KRLD . . . 1040 10,000 WFAA . . . 800 50,000 WRR . . . 1280 500 Dublin KFPL . . . 1310 100 †250-LS El Paso †KRDD . . . 1500 100 KTSM . . . 1310 100 †250-LS WDAH . . . 1310 100 Fort Worth KFJZ . . . 1370 *100 KGKO . . . 570 250 KTAT . . . 1240 1,000 NBAB . . . 800 50,000 Galveston KLUZ . . . 1370 100 Houston KPRC . . . 920 *1,000 KTRH . . . 1290 *1,000 KXYZ . . . 1440 1,000 †Kilgore KCOA . . . 1210 100 Longview KFRO . . . 1370-D 100 †250-LS Lubbock KFYO . . . 1310 *100 Midland KRLH . . . 1420-D 100 Palestine KNET . . . 1420-D 100 Pampa KPDN . . . 1310-D 100 Paris KPLT . . . 1500-D 100 Pecos KIUN . . . 1420 100 Port Arthur KPAC . . . 1260-D 500 San Angelo KGLL . . . 1370 *100 San Antonio KABC . . . 1420 *100 KMAC . . . 1370 100 †250-LS KONO . . . 1370 100 KUSA . . . 550 *1,000 WOAI . . . 1190 50,000 Sherman KRRV . . . 1310-D 100 †250 Temple KTEM . . . 1370-D 100 Texarkana KCMC . . . 1420 100 Tyler KGKB . . . 1500 100 †250-LS Waco WACO . . . 1420 100 Weslaco KRGV . . . 1260 500 †1,000	WASHINGTON Aberdeen KXRO . . . 1310 250 Bellingham KVOS . . . 1200 100 Everett KRKO . . . 1370 50 Olympia KGY . . . 1210 100 Pullman KWSC . . . 1220 *1,000 †5,000-LS Seattle KEEN . . . 1370 100 KIRO . . . 710 1,000 KJR . . . 970 5,000 KOL . . . 1270 *1,000 KOMO . . . 920 *1,000 KRSC . . . 1120-D 100 †1-U †250 KTW . . . 1220 1,000 KXA . . . 760 *250 Spokane KFIO . . . 1120-D 100 KFPY . . . 890 *1,000 KGA . . . 1470 5,000 KHQ . . . 590 *1,000 †5,000-LS Tacoma KVI . . . 570 1,000 †1,000 Walla Walla KUJ . . . 1370 100 Wenatchee KFPQ . . . 1500 *100 Yakima KIT . . . 1310 *100					
NEBRASKA Reno KOH . . . 1380 500	NORTH CAROLINA Asheville WVNC . . . 570 1,000 Charlotte WPT . . . 1080 50,000 WSOC . . . 1210 *100 Durham WDNC . . . 1500 100 †Gastonia WJRR . . . 1420 100 Greensboro WRIG . . . 1440 *500 High Point WMPR . . . 1200-D 100 †Kinston WFTC . . . 1200 *100 Raleigh WPTF . . . 680 5,000 Rocky Mount WEEB . . . 1420 *100 Wilmington WMD . . . 1370-D 100 Winston-Salem †WAIK . . . 1250-D 250 WSJS . . . 1310 100	OHIO Akron WADC . . . 1320 *1,000 WJW . . . 1210 *100 Canton WHBC . . . 1200 100 †250-LS Cincinnati WCKY . . . 1490 5,000 WCPO . . . 1200 *100 WKRC . . . 550 1,000 WLW . . . 700 500,000 WSAI . . . 1330 *1,000 Cleveland WCAK . . . 1450 *500 WHK . . . 1390 *1,000 WJAY . . . 610-D 500 WTAM . . . 1070 50,000 Columbus WBNS . . . 1430 *500 WCOL . . . 1210 100 WHKC . . . 640 500 WOSU . . . 570 *750 Dayton WTO . . . 1260 *1,000 WSMK . . . 1380-D 200 Lima WBLY . . . 1210-D 100 Portsmouth WPAW . . . 1370 100 Toledo WSPD . . . 1340 *1,000 Youngstown WKRN . . . 570 500 Zanesville WALR . . . 1210 100	PENNSYLVANIA Allentown WCBA- WSAN . . . 1440 500 Altoona WFBG . . . 1310 100 †250-LS Easton WEST . . . 1200 *100 Eric WLEU . . . 1420 *100 Greensburg WHJB . . . 620-D 250 Grove City WSAJ . . . 1310 100 Harrisburg WHP . . . 1430 *500 WKBO . . . 1200 *100 Hazleton WAZL . . . 1420 100 Johnstown WJAC . . . 1310 100 †250-LS Lancaster WGAL . . . 1500 *100 Philadelphia KYW . . . 1020 10,000 WCAU . . . 1170 50,000 WDAS . . . 1370 100 WFIL . . . 560 *500 †1,000-N WHAT . . . 1310 100 WIBG . . . 970-D 100 WIP . . . 610 1,000 WPN . . . 920 *250 WRAX . . . 920 *250 WTEL . . . 1310 100 Pittsburgh KDKA . . . 980 50,000 KQV . . . 1380-D 500 WCAE . . . 1220 *1,000 WJAS . . . 1290 *1,000 WWSW . . . 1500 *100 Reading WEEU . . . 830-D 1,000 WRAX . . . 1310 100 Scranton WGBI . . . 880 500 WQAN . . . 880 250 Sunbury WKOK . . . 1210 100 Wilkes-Barre WBAX . . . 1210 100 WBRE . . . 1310 100 Williamsport WRAK . . . 1370 *100 York WORK . . . 1320 1,000	TEXAS Abilene KRBC . . . 1420 *100 Amarillo KGNC . . . 1410 *1,000 Austin KNOW . . . 1500 100 Beaumont KFDM . . . 560 *500 Big Spring KBST . . . 1500 100 Bradford KNEL . . . 1500-D 100 College Station WTAW . . . 1120 500 Corpus Christi KGFI . . . 1500 *100 †Corpus KAND . . . 1310-D 100 Dallas KRLD . . . 1040 10,000 WFAA . . . 800 50,000 WRR . . . 1280 500 Dublin KFPL . . . 1310 100 †250-LS El Paso †KRDD . . . 1500 100 KTSM . . . 1310 100 †250-LS WDAH . . . 1310 100 Fort Worth KFJZ . . . 1370 *100 KGKO . . . 570 250 KTAT . . . 1240 1,000 NBAB . . . 800 50,000 Galveston KLUZ . . . 1370 100 Houston KPRC . . . 920 *1,000 KTRH . . . 1290 *1,000 KXYZ . . . 1440 1,000 †Kilgore KCOA . . . 1210 100 Longview KFRO . . . 1370-D 100 †250-LS Lubbock KFYO . . . 1310 *100 Midland KRLH . . . 1420-D 100 Palestine KNET . . . 1420-D 100 Pampa KPDN . . . 1310-D 100 Paris KPLT . . . 1500-D 100 Pecos KIUN . . . 1420 100 Port Arthur KPAC . . . 1260-D 500 San Angelo KGLL . . . 1370 *100 San Antonio KABC . . . 1420 *100 KMAC . . . 1370 100 †250-LS KONO . . . 1370 100 KUSA . . . 550 *1,000 WOAI . . . 1190 50,000 Sherman KRRV . . . 1310-D 100 †250 Temple KTEM . . . 1370-D 100 Texarkana KCMC . . . 1420 100 Tyler KGKB . . . 1500 100 †250-LS Waco WACO . . . 1420 100 Weslaco KRGV . . . 1260 500 †1,000	WISCONSIN †Eau Claire WEAU . . . 1050-D 1,000 Fond du Lac KFIZ . . . 1420 100 Green Bay WBXY . . . 1200 *100 WTAQ . . . 1330 1,000 Janesville WCLO . . . 1200 *100 Lacrosse WKBH . . . 1380 1,000 Madison WHA . . . 940 5,000 WIBA . . . 1280 *1,000 Manitowish WQMT . . . 1210 100 Milwaukee WEMP . . . 1310-D 100 WISN . . . 1120 *250 WTMJ . . . 620 *1,000 Poynette WIBU . . . 1210 *100 WBJN . . . 1370 *100 Sheboygan WBFL . . . 1300 250 Stevens Point WLBL . . . 900 2,500 †5,000-D Superior WEEB . . . 1290 *1,000 †Wausau WSAU . . . 1370-D 100				
NEW HAMPSHIRE Laconia WLNH . . . 1310 100 Manchester WFEA . . . 1340 *500 Portsmouth WHEB . . . 740-D 250	NEW JERSEY Asbury Park WCAP . . . 1280 500 Atlantic City WFG . . . 1100 5,000 Camden WCAM . . . 1280 500 Jersey City WAAT . . . 940-D 500 WHOM . . . 1450 250 Newark WHBI . . . 1250 *1,000 Red Bank WBRB . . . 1210 100 Trenton WTNJ . . . 1280 500 Zarephath WAWZ . . . 1350 *500	NEW MEXICO Albuquerque KGGM . . . 1230 *250 †1,000 10,000 KOB . . . 1180 *100 Carlsbad KLAH . . . 1210 100 Clovis KICA . . . 1370 100 †Gallup KAWM . . . 1500 100 Roswell KGFL . . . 1370 100 Santa Fe KRQA . . . 1310 100	NEW YORK Albany WABY . . . 1370 100 WOKO . . . 1430 *500 Auburn WMBO . . . 1310 100 †250-LS Binghamton WBNF . . . 1500 100 Brooklyn WARD . . . 1400 500 WBCB . . . 1400 500 WBBR . . . 1300 1,000 WCNW . . . 1500 *100 WLTH . . . 1400 500 WMBQ . . . 1500 100 WVFW . . . 1400 500 Buffalo WBEN . . . 900 *1,000 WBNY . . . 1370 *100 WEBR . . . 1310 *100 WGR . . . 550 1,000 †5,000-LS WKBW . . . 1480 5,000 WSVS . . . 1370 50 Canton WCAD . . . 1220 500 Elmira WESG . . . 1040-D 1,000 Freeport WGBB . . . 1210 100 Jamestown WJTY . . . 1210 *100 Newburgh WGNV . . . 1210 100	OHIO Akron WADC . . . 1320 *1,000 WJW . . . 1210 *100 Canton WHBC . . . 1200 100 †250-LS Cincinnati WCKY . . . 1490 5,000 WCPO . . . 1200 *100 WKRC . . . 550 1,000 WLW . . . 700 500,000 WSAI . . . 1330 *1,000 Cleveland WCAK . . . 1450 *500 WHK . . . 1390 *1,000 WJAY . . . 610-D 500 WTAM . . . 1070 50,000 Columbus WBNS . . . 1430 *500 WCOL . . . 1210 100 WHKC . . . 640 500 WOSU . . . 570 *750 Dayton WTO . . . 1260 *1,000 WSMK . . . 1380-D 200 Lima WBLY . . . 1210-D 100 Portsmouth WPAW . . . 1370 100 Toledo WSPD . . . 1340 *1,000 Youngstown WKRN . . . 570 500 Zanesville WALR . . . 1210 100	OKLAHOMA Ada KADA . . . 1200-D 100 Ardmore KVSO . . . 1210 100 Elk City KASA . . . 1210 100 Enid KCRC . . . 1360 250 Muskogee KBIX . . . 1500 100 Norwich WNAD . . . 1010 1,000	RHODE ISLAND †Newport WNRI . . . 1200 *100 Providence WEAN . . . 780 1,000 WJAR . . . 890 1,000 WPRO . . . 630 250 †1,000-LS 1500-N	SOUTH CAROLINA Anderson WAIM . . . 1200 100 †630-D †1,000-D Charleston WCSC . . . 1360 *500 Columbia WIS . . . 560 *1,000 †Florence WOLS . . . 1200-D 100 Greenville WFBC . . . 1300 *1,000 Spartanburg WSPA . . . 920-D 1,000	SOUTH DAKOTA Aberdeen KABR . . . 1420 100 Brookings KFDY . . . 780 1,000 Huron KGDY . . . 1340-D 250 Pierre KGFX . . . 630 200	WYOMING Casper KDFN . . . 1440 500 Sheridan KWYO . . . 1370 *100

DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

NATIONAL REPUBLICAN BUILDERS ASSN., New York.

NATIONAL REPUBLICAN COUNCIL, New York. *sp t*

NATIONAL SAFETY BANK & TRUST Co., New York. Agency: Kayton Spiro, N. Y. *sp*

NATIONAL SECURITY ASSN., Beverly Hills, Cal. (insurance). Agency: Hanff-Metzger Inc., Los Angeles.

NATIONAL SUGAR REFINING Co. of N. J., New York. Agency: Young & Rubicam Inc., N. Y. *n sp*

NATIONAL TEA Co., Chicago (food stores). Agency: Dade B. Epstein Adv. Agency, Chicago. *sp sa*

NATIONAL TOILET Co., Paris, Tenn. (Nadinola face powder & cream). Agency: Roche, Williams & Cunningham Inc., Chicago. *sp*

NATIONAL UNION FOR SOCIAL JUSTICE, Detroit. Agency: Albert M. Ross Inc., N. Y. *n*

NATIONAL WEEKLIES Inc., Chicago (German magazine). Agency: Albert Kircher Co., Chicago. *sa*

NATIONWIDE STORES Inc., Brockton, Mass. (chain retailers). Agency: Harry M. Frost Co., Boston. *rn*

NATURAL BLOOM Inc., New York (cigars). Agency: Montrose-Rosenberg Co., N. Y. *sp*

NEBRASKA CONSOLIDATED MILLS, Omaha (Mother's Best flour). *sp*

NEHI Corp., Columbus, Ga. (Nehi & Chero beverages). Agency: James A. Greene & Co., Atlanta, Ga. *t*

NESTLE-LE-MUR Co., New York (hair lotion). Agency: Calkins & Holden, N. Y.

NESTLE'S MILK PRODUCTS Inc., New York (Nestle's chocolate). Agency: Lord & Thomas, N. Y. *n sa t*

NEUMODE HOSIERY Co., Chicago. Agency: J. L. Sugden Adv. Co., Chicago. *sa*

NEVA-WET BOTTLING Co. Inc., New York (textile liquid). Agency: Lennen & Mitchell Inc., N. Y.

NEWELL GUTRADT Co., San Francisco (soap). Agency: Leon Livingston Adv. Agency, San Francisco.

NEW ENGLAND COUNCIL, Boston. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sp*

NEW ENGLAND ICE DEALERS' ASSOCIATION, Boston. Agency: F. J. Bittinger, Boston. *rn*

NEW ENGLAND STEAMSHIP LINES, New York. Agency: Wendell P. Colton Co. Inc., N. Y. *ta sa*

NEW ENGLAND TELEPHONE & TELEGRAPH Co., Boston. Agency: Broadcast Adv. Inc., Boston. *sa*

NEW ENGLAND VINEGAR WORKS, Somerville, Mass. (sweet cider). Agency: Harry M. Frost Co. Inc., Boston. *sa*

NEW JERSEY LAUNDRY OWNERS ASSOCIATION, Newark. Agency: Frank Presbrey Co., N. Y. *sp*

NEW MEXICO STATE TOURIST BUREAU, Albuquerque, N. M. Agency: Ward Hicks Inc., Albuquerque. *sa*

NEW WORLD LIFE INSURANCE Co., Seattle, Wash. (insurance). *n*

NEW YORK ESKIMO PIE Corp., New York (confection). Agency: J. L. Arnold Co. Inc., N. Y. *sp*

NEW YORK LIFE INSURANCE Co., New York. Agency: Frank M. Presbrey Co. Inc., N. Y.

NEW YORK, New Haven & Hartford Railway, Boston. Agencies: Dowd & Ostreicher Inc., N. Y.; Goulston Co. Inc., Boston. *sa*

NEW YORK STATE MILK CAMPAIGN (1936). Agency: J. M. Mathes Inc., N. Y. *rn*

NEW YORK WOMAN Inc., New York (publication). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *sp*

NEWS-WEEK Inc., New York (magazine). Agency: Fuller & Smith & Ross Inc., N. Y. *t*

NEXT Inc., Mineral Wells, Tex. (shaving cream). Agency: Luckey Bowman Inc., N. Y. *sa*

NIAGARA HUDSON POWER Corp., New York (electric & gas power). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *t*

NISLEY Co., Columbus (women's shoes). *t ta*

NITRAGIN Co. Inc., Milwaukee (legume inoculation). Agency: Western Adv. Agency Inc., Chicago. *sa*

NOBLESVILLE MILLING Co., Noblesville, Ind. (Kismet Dried Flour). *sp*

NORGE Corp., Detroit (Norge refrigerators). Agency: Cramer-Krasselt Co., Milwaukee. *t*

NORSEC Co., Jersey City, N. J. (tooth-paste). Agency: Platt-Forbes Inc., N. Y. *n*

NORTH AMERICAN DYE Corp., Mt. Vernon, N. Y. (Dyint). Agency: Atherton & Currier Inc., N. Y. *sp*

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark. Agency: Franklin Bruck Adv. Corp., N. Y. *sp*

NORTH AMERICAN RADIO Corp., New York (Grunow radios & refrigerators). *sp*

NORTH AMERICAN SECURITIES Co., San Francisco (investments). Agency: D'Evelyn & Wadsworth Inc., San Francisco.

NORTHAMPTON BREWING Co., Northampton, Pa. (Tru Blu beer). *sp sa*

NORTHERN ILLINOIS CEREAL Co., Lockport, Ill. (New Process oats). *sa*

NORTHERN PACIFIC RY. Co., St. Paul (transportation). Agencies: Stack-Goble Adv. Agency, Chicago; Luther P. Weaver, St. Paul; McCord Co., Minneapolis. *sa*

NORTHLAND TRANSPORTATION Co., Seattle (steamship line). Agency: Northwest Radio Adv. Co. Inc., Seattle. *sp*

NORTHROP, KING & Co., Minneapolis (seeds). Agency: Olmstead-Hewett, Inc., Minneapolis. *t sa*

NORTH STAR WOOLEN MILL Co., Minneapolis (blankets). Agency: Tracy-Locke-Dawson Inc., N. Y. *sa*

NORTHWEST AIRWAYS Inc., Minneapolis-St. Paul. Agency: Batten, Barton, Durstine & Osborn Inc., Minneapolis. *sa*

NORTHWESTERN FUEL Co., Minneapolis (Chemicolle). Agency: Critchfield-Graves Co., Minneapolis. *sa t ta*

NORTHWESTERN YEAST Co., Chicago (Yeast Foam tablets). Agency: Hays MacFarland & Co., Chicago. *n sp*

NORWICH PHARMACAL Co., Norwich, N. Y. (Unguentine, etc.). Agency: Lawrence C. Gumbinner Adv. Agency, N. Y. *sp sa*

NOURISHINE MFG. Co., Los Angeles (hair tonic). Agency: James-Morton Inc., Los Angeles. *sp t*

NOXON Inc., New York (cleanser). *sp sa*

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream). Agency: Ruthrauff & Ryan Inc., N. Y. *t n*

NOZOL Co. Inc., Sharpsburg, Pa. (Nozol nasal remedy). Agency: F. A. Ensign Adv. Agency, Pittsburgh.

NU-ENAMEL Co., Boston (paint). *rn*

NU ENAMEL Corp., Chicago (paint). *t*

NU-ENAMEL PACIFIC Corp., Los Angeles (heat and acid resisting paints). *sa*

NU-ENAMEL-SAN FRANCISCO Corp., San Francisco (paint). Agency: Bob Roberts & Associates, San Francisco. *sp*

NUMISMATIC Co., Ft. Worth, Tex. (rare coins). Agency: Guenther-Bradford & Co. Inc., Chicago. *sp t n*

NUNN-BUSH SHOE Co., Milwaukee. Agency: Glicksman Adv. Co., N. Y. *sp*

NUSHEEN Inc., New York (shampoo). Agency: J. Dresner Agency, N. Y.

NU-SHINE Co., Reidsville, N. C. Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. *sa*

NUTRENA FEED MILLS Inc., Kansas City (Nutrena poultry, livestock feed). *sp sa*

NUTRITIONAL RESEARCH Inc., Los Angeles (Waytrol). Agency: Advertising Arts Agency, Los Angeles. *sp*

NYAL Co., Detroit (Ucatone & Nyal). Agency: Reincke-Ellis-Younggreen & Finn, Inc., Chicago. *sp sa t*

OAKITE PRODUCTS Inc., New York (Oakite cleanser). Agencies: Calkins & Holden Inc., N. Y.; Rickard & Co., N. Y. *rn sp sa*

OAKLAND CHEMICAL Co., New York (Dioxogen). Agency: Small, Kleppner & Seifer Inc., N. Y. *sa sp*

O'BRIEN VARNISH Co., South Bend, Ind. Agency: Carter-Jones-Taylor Co., South Bend.

OCCIDENTAL LIFE INSURANCE Co., San Francisco. Agency: Charles R. Stuart Inc., San Francisco. *rn n*

OCEAN STEAMSHIP Co. of Savannah, New York (boat transportation). Agency: White-Lowell Co. Inc., N. Y.

O'CDAR Corp., Chicago (polish, mops). Agency: John H. Dunham Co., Chicago.

O'CONNOR, MOFFATT & Co., San Francisco (dry goods). *sa*

W. LEE O'DANIELS Co., Fort Worth (Hillbilly flour). Agency: Albert Evans Adv. Agency, Fort Worth. *rn*

ODOR-NOX ANTISEPTIC Co., San Francisco (Onox foot medicine). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *sa*

OGLIVIE SISTERS SALES Corp., New York (hair tonic). Agency: Kelly, Nason & Roosevelt Inc., N. Y. *sp*

OHIO NOVELTY Co., Steubenville, O. (fireworks). *sp*

O. K. COFFEE DISPENSER MFG. Co., Wichita, Kan. (wholesale coffee). *mt*

OLD AGE PENSION ASSN., Austin, Tex. (political). *rn*

OLD DUTCH COFFEE Co., New York. *sp*

OLD INDIAN MEDICINE Co., Toledo (Wu-Hoo bitters). Agency: Beaul-Kent & Co., Toledo.

OLD PICARD FARMS, Concord, Mass. (poultry). Agency: W. L. Wright Rochester, N. Y. *sa*

OLD TOWN CANOE Co., Old Town, Me. (canoes). Agency: N. W. Ayer & Son Inc., N. Y. *t*

OLD WITH Co., Washington, Pa. (cleaning fluid).

OLDS & WHIPPLE Inc., Hartford, Conn. (Lurura plant food). Agency: Chas. W. Hoyt Co. Inc., N. Y. *t*

OLDS MOTOR WORKS, Lansing, Mich. (motor cars). Agency: D. P. Brother & Associates, Detroit.

LYDIA O'LEARY Inc., New York (Covemark cream, Spot-Stik). Agency: J. P. Mueller & Co., N. Y.

OLIVER FARM EQUIPMENT Co., Chicago (farm implements). Agency: Buchen Co., Chicago.

OLSON RUG Co., Chicago (rugs). Agency: Presba, Fellers & Presba Inc., Chicago. *sp sa rn*

OLYMPIA KNITTING MILLS Inc., Olympia, Wash. (Will Witte swimming suits). Agency: J. Wm. Sheets, Seattle.

OMAHA FLOUR MILLS Co., Omaha (Omar flour). Agency: J. Walter Thompson Co., Chicago. *sp t*

OMEGA CHEMICAL Co., Brooklyn (Omega oil). Agency: Husband & Thomas Co. Inc., N. Y. *sa*

OMEGA SHOE POLISH Co., Los Angeles. Agency: McCarty Co., Los Angeles. *sa*

ONEIDA COMMUNITY Ltd., Oneida, N. Y. (Tudor Plate silverware). Agency: Geyer, Cornell & Newell Inc., N. Y. *sa*

CHARLES O'NEILL, Bridgeport, Wis. (Silver Dollar crystals). *sp*

ONOX ANTISEPTIC Co., San Francisco (remedy). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

ONTARIO BISCUIT Co., Buffalo (Club biscuits). Agency: McKee & Albright Inc., Philadelphia. *sa*

OPTIMATE CIGAR Co., Syracuse, N. Y. *sp*

ORANGE CRUSH Co., Chicago (beverages). Agency: J. Walter Thompson Co., Chicago. *sp*

ORBIT GUM Co., Chicago. Agency: Bag-galey, Horton & Hoyt Inc., Chicago. *ta*

OREGON CITY WOOLEN MILLS, Portland, Ore. (clothing). Agency: W. S. Kirkpatrick Adv. Service, Portland. *sa*

OREGON STATE MOTOR ASSOCIATION, Portland, Ore. *sa*

OREGON STATE REALTY COMMISSION, Portland. *sp*

ORMAND HOSIERY Co., New York. *ta*

ORTHEX PRODUCTS Inc., Lima, O. (athlete's foot remedy). Agency: Ross Adv. Inc., Fort Wayne, Ind.

OSHKOSH OVERALL Co., Oshkosh, Wis. (Oshkosh B'Gosh overalls). Agency: Ruthrauff & Ryan Inc., Chicago. *sp*

OSTERMOOR & Co., Bridgeport, Conn. (mattresses). Agency: Wilson H. Lee Adv. Agency, New Haven.

OTOE FOOD PRODUCTS Co. (Morton House pudding). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp*

OVAL-ACQUIN Co., St. Louis (proprietary). Agency: Kelly-Stuhlman Adv. Co., St. Louis.

OVELMO Co., Fort Wayne, Ind. (Nu-way shaving cream). Agency: Ross Adv. Inc., Fort Wayne. *sp*

DR. C. D. OWENS, Chicago (tooth powder). Agency: Phelps-Engel-Phelps Inc., Chicago. *sp*

OWENSBORO TOBACCO Co., Owensboro, Ky. (Old Kentucky Homespun). *sp*

OWL DRUG Co., San Francisco (chain stores). Agency: D'Evelyn & Wadsworth Inc., San Francisco. *rn*

OXO Ltd., London, England (bouillon cubes). Agency: Doremus & Co., San Francisco. *sp*

OYSTER SHELL PRODUCTS Co., New York (poultry grit). Agency: Husband & Thomas Co. Inc., N. Y. *sa*

PAAS DYE Co., Newark (see dyes). Agency: Charles Dallas Reach Adv. Agency, Newark. *t*

PACIFIC AMERICAN CANNERIES, Terminal Island, Cal. (Shore Dinner fish products). Agency: Charles H. Mayne Co., Los Angeles. *t*

PACIFIC COAST BORAX Co., New York (20 Mule Team borax). Agency: McCann-Erickson, Inc., N. Y. *n*

PACIFIC COAST DODGE DEALERS (automobiles). Agency: Ruthrauff & Ryan Inc., N. Y. *rn*

PACIFIC GREYHOUND LINES, San Francisco (bus travel). Agency: Beaumont & Hohman, San Francisco. *t sa sp*

PACIFIC GUANO & FERTILIZER Co., San Francisco. Agency: Tomaschke-El-liott Inc., Oakland, Cal. *sp*

PACIFIC OIL Co., Boston. Agency: Louis Glaser Inc., Boston. *rn*

PACIFIC STEAMSHIP Co., Seattle (Admiral Line). Agency: Howard J. Ryan & Associates, Seattle. *sa sp*

PACIFIC TRADING Co., San Francisco (canned clams). Agency: Sydney Garfinkel Adv. Agency, San Francisco. *sp*

PACKARD Corp., New York (electric razor). Agency: Lambert & Feasley Inc., N. Y.

PACKARD MOTOR CAR Co., Detroit. Agency: Young & Rubicam Inc., N. Y. *r rn sa*

PACKER MFG. Co., New York (Packer's tar soap). Agency: Stack-Goble Adv. Agency, N. Y. *n*

PACQUIN LABORATORIES Corp., New York (hand cream). Agency: H. C. Lesan Adv. Agency Inc., N. Y.

PALMER MATCH Co., Akron, O. (Strike-alite matches). Agency: Edward M. Power Co., Pittsburgh. *sp t*

PAN AMERICAN AIRWAYS SYSTEM, New York (airplane travel). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

PAN AMERICAN PETROLEUM Co., New Orleans. Agency: Fitzgerald Adv. Agency Inc., New Orleans. *sp sa*

PANCRUST-PLATO Co., Houston, Tex. (shortening & cooking oil). *sa*

PANDA BRIQUET Co., Minneapolis (P. & A. Briquet). Agency: Erwin, Wasey & Co. Inc., Minneapolis. *sa*

PANDALEON BROS. Inc., Chicago (dried fruit). Agency: Charles Silver & Co., Chicago. *sp*

PANDICULATOR Co., Cleveland (home exerciser). Agency: Carpenter Adv. Co., Cleveland.

PARAFFINE COMPANIES Inc., San Francisco (roofing). Agency: Emil Bris-acher & Staff, San Francisco. *rn*

PARAMOUNT MACARONI Co., New York. *rn*

PARAMOUNT PERMANENT WAVE Co., San Francisco (Celo-vision waves). Agency: Dake Adv. Agency Inc., San Francisco. *t*

PARAMOUNT PICTURES DISTRIBUTING Corp., New York. *t*

PARIS MEDICINE Co., St. Louis (Grove's Bromo-Quinine). Agency: Stack-Goble Adv. Agency, Chicago. *n sp sa*

PARISIENNE Co., San Antonio (perfume). Agency: Northwest Radio Adv. Co., Seattle. *ta*

PARK CHEMICAL Co., Detroit (Parko Gloss polish). Agency: Brooke, Smith & French Inc., Detroit. *rn*

PHILIP R. PARK Inc., Chicago (health food). Agency: Rogers & Smith Adv. Agency, Chicago.

PARKELP LABORATORIES, Chicago (health salts). Agency: Rogers & Smith Adv. Agency, Chicago. *sa*

PARKER BROS., Salem, Mass. (games). Agency: John W. Queen, Boston. *sa*

PARKER Corp., Boston (investments). Agency: Cotter Adv. Agency, Boston.

DR. PARKER, San Francisco (dentist). *n*

PARKER DENTAL SYSTEM, Boston. Agency: Harry M. Frost Co. Inc., Boston. *rn*

PARKER PEN Co., Janesville, Wis. (fountain pens). Agency: Blackett-Sum-ple-Hummert Inc., Chicago. *sa sp*

PARTOLA PRODUCTS Co., Chicago (remedy). Agency: Frankie-Rose Co., Chicago. *sp*

E. R. PARTTRIDGE Inc., Atlanta (overalls). Agency: Freitag Adv. Agency, Atlanta. *sa*

PASADENA PRODUCTS Co. Inc., Pasadena, Cal. (proprietary). Agency: John F. Roberts & Associates, Chicago.

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SCOTT FURRIERS, Boston (retail fur stores). Agency: Continental Adv. Agency. *rn t*

SCOTT & BOWNE Inc., Bloomfield, N. J. (Scott's Emulsion etc.). Agency: Young & Rubicam Inc., N. Y. *n sp sa ta*

SCOTT & BOWNE Ltd., Toronto (Scott's Emulsion). Agency: McConnel & Ferguson Ltd., Toronto. *ta*

SCOTT PAPER Co., Chester, Pa. (Scott's tissue). Agency: J. Walter Thompson Co., N. Y. *rn sp sa ta*

WILLIAM S. SCULL Co., Camden, N. J. (Boscul coffee, Bosco food drinks). Agencies: F. Wallis Armstrong Co., Philadelphia; Kenyon & Eckhardt Inc., N. Y. (Bosco). *sa*

SEA BREEZE LABORATORIES Inc., Pittsburgh (antiseptic). *sp*

SEABOARD AIR LINE RAILWAY, Norfolk, Va. *sa*

SEABOARD OIL Co., Atlanta. Agency: Freitag Adv. Agency Inc., Atlanta. *ta*

SEABURY Inc., New York (Kalm's). Agency: Ferry-Hanly Co., N. Y. *ta*

SEALED POWER Corp., Muskegon, Mich. (piston rings). Agency: Grace & Holiday, Detroit. *n*

SEALTEST SYSTEM LABORATORIES Inc., New York (National Dairy subsidiary). Agency: J. Walter Thompson Co., N. Y. *n*

SEALY MATTRESS Co., Memphis (Sealyrest mattress). Agency: Walker & Downing, Pittsburgh. *ta*

SEARS, ROEBUCK & Co., Chicago (retail). Agencies: Neisser-Meyerhoff Inc., Chicago; Homer McKee Inc., Chicago; Stack-Goble Adv. Agency Inc., Chicago. *na sa sp t*

SEATTLE FUR EXCHANGE, Seattle. Agency: Milne & Co. Inc., Seattle. *t*

J. B. SEDBERRY Inc., Utica, N. Y. (Jay Bee feed mills). Agency: Behel & Waldie Inc., Chicago.

SEECK & KADE Inc., New York (Pertussin). Agency: J. Walter Thompson Co., N. Y. *sa*

SEGO MILK PRODUCTS Co., Salt Lake City. Agencies: L. S. Gillham Co., Salt Lake City; Botsford, Constantine & Gardner Inc., San Francisco. *t*

SEIBERLING RUBBER Co., Akron (tires & tubes). Agency: Meldrum & Fewsmith Inc., Cleveland.

SEINHEIMER PAPER Co., Cincinnati (Sanitex tissue). Agency: Ruthrauff & Ryan Inc., Chicago.

SELDY SHOE Co., Portsmouth, O. Agency: Henri, Hurst & McDonald Inc., Chicago. *n*

SEM Co., Dyersville, Ia. (hog remedy). *sp*

R. B. SEMLER Inc., New York (Kremel hair tonic, etc.). Agency: Erwin, Wasey & Co. Inc., N. Y.

SEMINOLE PAPER Corp., Chicago (toilet tissue). Agency: Paris & Peart, N. Y. *sp sa t*

SENDOL Co., Kansas City (Sendol). Agency: Hogan Adv. Co., Kansas City. *sp sa*

SENECA COAL & COKE Co., Kansas City. *sp*

SERVEL SALES Inc., New York (Electrolux refrigerators). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *t*

SHADOWFOAM Inc., Battle Creek, Mich. (reducing preparation). Agency: Guenther-Bradford & Co. Inc., Chicago.

SHASTA WATER Co., San Francisco. Agency: Brewer-Weeks Co., San Francisco. *rn*

SHAWMUT MFG. Co., Hartford, Conn. (QuikTint). Agency: Manternach Co., Hartford. *sa*

SHAWMUT WOOLEN MILLS, New York (knitted fabrics). Agency: Marschalk & Pratt Inc., N. Y. *sa*

W. A. SHEAFFER PEN Co., Fort Madison, Ia. (fountain pens). Agency: Bag-galey, Horton & Hoyt Inc., Chicago. *sp t*

SHEFFIELD FARMS Co. Inc., New York (dairy products). Agency: N. W. Ayer & Son Inc., Philadelphia. *t sp*

SHEFFORD CHEESE Co. Inc., Syracuse, N. Y. *sa*

SHELL UNION OIL Corp., New York (Shell gasoline). Agency: J. Walter Thompson Co., N. Y. *n*

SHELL PETROLEUM Corp., St. Louis (Shell gasoline). Agency: J. Walter Thompson Co., Chicago. *n sp sa t*

SHELL OIL Co., San Francisco (petroleum products). Agency: J. Walter Thompson Co., San Francisco. *n sp*

SHENANDOAH VALLEY Inc., Staunton, Va. (resort). Houck & Co., Roanoke, Va.

DR. G. H. SHERMAN Inc., Detroit (Bio Cream skin mendicant). Agency: Harold Aarons Inc., Detroit.

SHERWIN-WILLIAMS Co., Cleveland (paint). Agencies: Cecil Warwick & Cecil Inc., N. Y.; T. J. Maloney Inc., N. Y. *n sa*

SHERWOOD BROTHERS, Baltimore (Betholine). Agency: Van Sant, Dugdale & Co. Inc., Baltimore. *sa*

SHURON OPTICAL Co. Inc., Geneva, N. Y. (eyeglasses). Agency: McCann-Erickson Inc., N. Y.

SHUTTER-JOHNSON CANDY Co., Chicago.

REV. IKE T. SIDEBOTTOM, Houston (religious). *rn*

SIDLEY Co., San Francisco (garters).

SIKO Inc., New York (Norsiko toothpaste). Agency: Thomas H. Reese & Co., N. Y.

C. F. SIMONINI'S SONS Inc., Philadelphia (Olio Simonini). Agency: Yesley Adv. Agency, Boston. *sp*

SIMMONS Co., Chicago (beds & mattresses). Agency: Fletcher & Ellis Inc., N. Y. *n t*

WILLIAM SIMON BREWING Co., Buffalo (Simon pure beer). Agency: Moss Chase Co., Buffalo.

SIMONIZ MFG. Co., Chicago (auto polish). Agency: J. L. Sugden Adv. Co., Chicago. *sp*

SIMPLEX DIATHERMY Co., New York (diathermy apparatus). Agency: Rose-Martin Inc., N. Y. *sp*

SIMPLEX SHOE MFG. Co., Milwaukee (shoes). Agency: Klau-Van Pietersom-Dunlap Inc., Milwaukee.

SIMPLICITY PATTERN Co., New York (dress patterns). Agency: G. Lynn Sumner Co. Inc., N. Y. *sp*

SIMPSON OIL Co., Cape Girardeau, Mo. (motor oil). *sa*

SIMPSON PRODUCTS Co., Terre Haute (Doggie Dinner). Agency: Matteson-Fogarty-Jordan Co. Inc., Chicago. *sp*

SINCLAIR REFINING Co. Inc., New York (H-C gasoline, etc.). Agency: Federal Adv. Agency Inc., N. Y. *n*

SINGER SEWING MACHINE Co., New York (sewing machines). Agency: G. Lynn Sumner Co. Inc., N. Y.

SIREN MILLS Corp., Chicago (Siren chocolate). Agency: C. Wendel Muench & Co., Chicago. *sp*

SISALKRAFT Co., Chicago (roofing material). Agency: Russell T. Gray Inc., Chicago. *sa*

SIX O'CLOCK Co., Norristown, Pa. (Six O'Clock dessert). Agency: Dorsey Adv. Agency, Philadelphia. *sa*

SKAT-A-RAT Corp., Providence (exterminating compound). Agency: Lanpher & Schonfarber Inc., Providence, R. I. *sp*

SKELLY OIL Co., Kansas City (gasoline & oil). Agency: Ferry-Hanly Adv. Co., Kansas City. *t*

SKINNER MFG. Co., Omaha (Skinner's raisin bran). Agency: Buchanan-Thomas Adv. Co., Omaha. *sp ta sa t*

SKINNER & EDDY Corp., Seattle (canned salmon). Agency: Beaumont & Hohman Inc., Seattle.

SKOL PRODUCTS Co. Inc., New York (cosmetics). Agency: Kimball, Hubbard & Powell Inc., N. Y. *sp*

D & L SLADE & Co., Boston (spices). *rn*

SLATER SHOE Co. Ltd., Montreal. *sp*

SLEEPY WATER Co., Chicago (Sleepy Water crystals). Agency: United Adv. Co. Inc., Chicago. *sp*

SLEETEX Co., New York (auto accessories). Agency: Humbert & Jones Adv., N. Y. *sa sp*

SLIDE FASTENERS Inc., New York (Zippers). Agency: G. Lynn Sumner Inc., N. Y. *sp*

SLINGERLAND BANJO MFG. Co., Chicago (music lessons). Agency: Heath-Seehof Inc., Chicago. *sa sp*

SMITH AGRICULTURAL CHEMICAL Co., Columbus, O. (Sacco & Wedo). Agency: Mumm, Romer, Robbins & Pearson, Columbus, O. *sp sa*

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops). Agency: Brown & Tarcher Inc., N. Y. *sa*

J. HUNGERFORD SMITH Co., Rochester, N. Y. (Enerjoy). Agency: Hughes-Wolff & Co. Inc., Rochester, N. Y. *sp*

L. C. SMITH & CORONA TYPEWRITERS Inc., Syracuse, N. Y. Agency: Newell-Emmett Co. Inc., N. Y. *n*

SMITH, KLINE & FRENCH LABORATORY, Philadelphia (Dr. Hand's teething lotion). Agency: John L. Butler Co. Inc., Philadelphia. *sa*

SMITHFIELD HAM & PRODUCTS Co., Smithfield, Va. Agency: C. Wendell Muench & Co., Chicago. *t*

SMOKED SALT Co., Cincinnati (Old Hickory salt).

SNIDER PACKING Corp., Rochester, N. Y. (catsup, etc.). Agency: Stewart, Hanford & Frohman Inc., Rochester. *sp*

SNO-FLAKE PRODUCTS Co., Detroit (shoe cleaner). Agency: Chas. A. Mason, Detroit. *rn sa*

SOAP LAKE PRODUCTS Corp., Seattle (Mother Nature salts, seltzer, etc.). Agency: J. William Sheetz, Seattle. *sa*

SOAP PRODUCTS Ltd., Long Island City, N. Y. (Latherizer). Agency: Kelly, Nason & Roosevelt Inc., N. Y. *sp t*

SOCONY-VACUUM OIL Co. Inc., New York (Mobilgas & Mobiloil). Agency: J. Stirling Getchell Inc., N. Y. *n rn sa t sp*

SODIPHENE Co., Kansas City (antiseptic). Agency: Loomis-Clapham-Whalen Co., Kansas City.

SOLARINE Co., Baltimore (Old Sol cleanser). Agency: Theodore H. Newhoff Adv. Agency, Baltimore. *sa*

SO-LO WORKS, Cincinnati (shoe leather). Agency: Rogers & Smith Adv. Agency, Chicago. *sa*

SONOTONE Corp., New York (earphones for deaf). Agency: Topping & Lloyd Inc., N. Y. *sp n*

SOS COMPANY, Chicago (aluminum cleanser). Agency: McCann-Erickson Inc., San Francisco. *n rn sp t*

SOUTHERN CALIFORNIA FLORAL INDUSTRIES, Los Angeles. Agency: W. Austin Campbell Co., Los Angeles. *sp*

SOUTHERN CALIFORNIA RETAIL GROCERS ASSN., Los Angeles. Agency: Advertising Arts Agency, Los Angeles. *sp*

SOUTHERN DAIRIES Inc., Washington, D. C. (ice cream). Agencies: Spangler & Berry, Washington (Washington only); McKee & Albright Inc., Philadelphia. *t*

SOUTHERN OIL Co. of New York (Horseheads). N. Y. Agency: Stewart, Hanford & Frohman Inc., Rochester. *sp*

SOUTHERN PACIFIC RAILROAD, Los Angeles (rail transportation). Agency: The Caples Co., N. Y. *sa*

SOUTHERN RAILWAY SYSTEM, Washington. Agency: Johnson-Dallis Co., Atlanta. *sa sp*

SOUTHLAND LIFE INSURANCE Co., Dallas. *rn*

SOUTHWEST INVESTMENT Corp., Los Angeles. Agency: Lockwood-Shackelford Co., Los Angeles. *sp*

SOUTHWESTERN DRUG Corp., Dallas. *rn*

SOUTHWESTERN GREYHOUND BUS LINES, Dallas (transportation). Agency: Beaumont & Hohman Inc., Dallas. *rn*

SOUTHWESTERN ICE DEALERS, Dallas. *rn*

SPAIDE SHIRT Co., Butler, Pa. (men's shirts). Agency: Carr-Liggett Inc., Cleveland.

SPARKLETS Corp., New York (siphon bottles). Agency: Lord & Thomas, N. Y.

SPARKS-WITHINGTON Co., Jackson, Mich. (Spartan radios). Agency: United States Adv. Corp., Toledo. *n sa*

SPECIALTIES DISTRIBUTING Co., Detroit (refrigerators, beer). *sp rn*

SPEE DEE PRODUCTS Co., Philadelphia (Spee Dee Kleen cleaning fluid). Agency: E. A. Clarke Co., Philadelphia.

SPEEDWRITING Inc., New York (short-hand courses).

SPENCER SHOE Co., Boston. Agency: Chambers & Wiswell Inc., Boston. *rn*

SPERRY CANDY Co., Milwaukee (Chicken Dinner, Denver Sandwich candy bars). Agency: Neisser-Meyerhoff Inc., Chicago. *n*

SPERRY FLOUR Co., San Francisco (flour, cereals). Agency: Westco Adv. Co., San Francisco. *rn sp t*

SPERRY & HUTCHINSON Inc., New York (trading stamps). Agency: Kimball, Hubbard & Powell Inc., N. Y.

SPIC Inc., Chicago (deodorants). Agency: Klau - Van Pietersom - Dunlap Associates, Milwaukee.

SPIRITUAL PSYCHIC SCIENCE CHURCH, Los Angeles. *rn sp*

SPOHN MEDICAL Co., Goshen, Ind. Agency: Miller Agency Co., Toledo.

SPOOL COTTON Co., New York (crochet cotton). Agency: Young & Rubicam Inc., N. Y.

SPRAGUE WARNER & Co., Chicago (Richelieu, Batavia food products). Agencies: H. W. Kastor & Sons Adv. Co. Inc., Chicago; Blackett-Sample-Hummert Inc., Chicago. *n sp*

SPRATT'S PATENT Ltd., Newark (dog biscuits). Agency: Paris & Peart, N. Y. *n*

SQUARE DEEL PRODUCTS Inc., Detroit (cleansers). Agency: Reincke-Ellis-Young-green & Finn Inc., Chicago.

E. R. SQUIBB & SON, New York (drug products). Agency: Geyer, Cornell & Newell Inc., N. Y. *n ta t*

JOHN P. SQUIRE Co., Boston (fresh pork). Agency: Goulston Co. Inc., Boston. *n sp*

SQUIRE DINGEE Co., Chicago (Ma Brown pickles, preserves). Agency: Mitchell-Faust Adv. Co., Chicago. *sa*

SSS Co., Atlanta (SSS proprietary). Agency: Johnson-Dallis Co., Atlanta. *n t*

S. S. STAFFORD Co., New York (household supplies). Agency: Montrose Adv. Agency, N. Y. *sa*

STALEY SALES Corp., Decatur, Ill. (corn products). Agency: Gardner Adv. Co., St. Louis. *sa*

STANBACK MEDICINE Co., Salisbury, N. C. (remedy). Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. *rn sp sa t*

STANCO Inc., New York (Flit, Nujol, etc.). Agency: McCann-Erickson Inc., N. Y. *sp sa t*

STANDARD ACCIDENT INSURANCE Co., Detroit. Agency: C. E. Rickard Adv. Agency, Detroit.

STANDARD BRANDS Inc., New York (Fleischmann, Chase & Sanborn, etc.). Agency: J. Walter Thompson Co., N. Y. *n sp*

STANDARD CANDY Co., Nashville. Agency: C. P. Clark Inc., Nashville. *t*

STANDARD CHEMICAL MFG. Co., Omaha (Clix stock food). Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

STANDARD CORSET Co., Holyoke, Mass. (Ammori health belt). Agency: Wesley Associates, N. Y.

STANDARD HOMEOPATHIC Co., Los Angeles (medicines). *sp*

STANDARD MILLING Co., New York (Cerosota flour). Agency: Benton & Bowles Inc., N. Y. *sa t*

STANDARD OIL Co. of California, San Francisco. Agency: McCann-Erickson, San Francisco. *n*

STANDARD OIL Co. of Indiana, Chicago. Agency: McCann-Erickson Inc., Chicago. *t n*

STANDARD OIL Co. of Louisiana, New Orleans. Agency: McCann-Erickson Inc., N. Y. *sp*

STANDARD OIL Co. of New Jersey, New York. Agency: Marschalk & Pratt Inc., N. Y. *sp t n*

STANDARD OIL Co. of Ohio, Cleveland. Agency: McCann-Erickson Inc., Cleveland. *sp sa*

STAPOLITE Inc., Boston (floor finish). *sp*

STAR BREWERY Co., Vancouver, Wash. (Hop Gold beer). Agency: Robert Smith Adv., Portland, Ore. *t*

STAR BREWING Co., Dubuque, Ia. *sp*

STAR OUTFITTING Co., Los Angeles. Agencies: Allied Adv. Agencies, Los Angeles; Gerald J. Norton Adv. Agency, San Francisco. *sp rn*

STAR-SHEEN COSMETIC Co., Hollywood. Agency: Llewellyn-Seymour Inc., Los Angeles.

STASWEET LABORATORIES, Los Angeles (proprietary). Agency: Beaumont & Hohman, Los Angeles.

STATE AUTOMOBILE MUTUAL INSURANCE Co., Cincinnati. *sp*

STEELCOTE MFG. Co., St. Louis (paint). Agency: Wesley K. Nash Co., St. Louis. *ta*

STEELE-WEDELES Co., Chicago (Savoy food, coffee). Agency: Mitchell-Faust Adv. Co., Chicago. *sa*

STEHLI SILKS Corp., New York. Agency: Riegel & Leflingwell Inc., N. Y. *sa*

A. STEIN & Co., Chicago (Paris garters).

STEPHANO BROS., Philadelphia (Ramses cigarettes). Agency: Aitken-Kynett Co., Philadelphia.

STERLING CASUALTY INSURANCE Co., Chicago (Penny-A-Day insurance). Agencies: Frankel-Rose Co. Inc., Chicago; First United Broadcasters Inc., Chicago. *sp sa rn*

STERLING DRUG Co., Des Moines (toothpaste). Agency: Heath-Seehof Inc., Chicago. *sa*

STERLING OIL Co., Emelton, Pa. Agency: Thompson Adv. Agency, Youngstown, O.

STERLING PRODUCTS Inc., New York (Bayer aspirin, etc.). Agencies: Blackett-Sample-Hummert Inc., Chicago; Cramer-Krasselt Co., Milwaukee; Stack-Goble Adv. Agency, Chicago. *n t sp*

JOHN B. STETSON Co., Philadelphia (hats). Agency: Kenyon & Eckhardt Inc., New York. *sa*

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STEWART-WARNER Corp., Chicago (refrigerators, radios, auto accessories). Agency: Hays MacFarland & Co., Chicago. *n*

STICKNEY & POOR SPICE Co., Charlestown, Mass. (poultry stuffing). Agency: Badger & Browning Inc., Boston. *sa*

STOCKMAN FARMER SUPPLY Co., Denver (harness goods). *sp*

STOKELY BROS. & Co. Inc., Indianapolis (Bean Hole beans). Agency: Gardner Adv. Co., St. Louis.

STORZ BREWING Co., Omaha. Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

STRASSKA LABORATORIES Inc., Los Angeles, (toothpaste). Agency: Glasser Adv. Agency, Los Angeles. *t sp*

W. F. STRAUB & Co., Chicago. (Lake Shore honey). Agency: Mitchell-Faust Adv. Co., Chicago. *sa*

STRECKFUS STEAMERS, St. Louis (excursions). Agency: Kelly-Stuhlman Adv. Co., St. Louis.

C. F. STREIT MFG. Co., Cincinnati (Streit Slumber chairs). Agency: Ralph H. Jones Co., Cincinnati.

STROMBERG-CARLSON MFG. Co., Rochester, N. Y. (radios). Agency: Stewart Hanford & Frohman Inc., Rochester. *sp*

J. STROMEYER Co., Philadelphia (Penn-Mar golden syrup). *sp*

STRONG, CARLISLE & HAMMOND Co., Cleveland (Sib cleaner). Agency: Fuller & Smith & Ross Inc., Cleveland.

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos). Agency: Roche, Williams & Cunningham Inc., Chicago. *n sa sp t*

STURDIVANT PACKING Co., Brownsville, Tenn. (Old Virginia stew). Agency: Harding-Lake Co., Memphis.

SUBSTANCE "S" PRODUCTS Inc., San Francisco (Salakuta shampoo). Agency: Dake Adv. Agency Inc., San Francisco. *sp sa*

SUDS-a-LOT Inc., Joliet, Ill. (soap). Agency: Gale & Pietsch Inc., Chicago. *sa*

R. G. SULLIVAN Inc., Manchester, N. H. (7-20-4 cigars). Agency: Broadcast Adv. Inc., Boston. *sa*

SUNFED FLOUR MILLS, Minneapolis. Agency: Mitchell-Faust Adv. Co., Chicago. *sa*

SUN MAID RAISIN GROWERS Assn., Fresno, Cal. (Sun Maid raisins). Agency: Lord & Thomas, San Francisco. *sp*

SUNNY SOL Co. Inc., Leroy, N. Y. (Sunny Sol). *t*

SUN OIL Co., Philadelphia (Sunoco motor oils). Agencies: Roche, Williams & Cunningham, Chicago; (insecticides) Stewart-Jordan Co., Philadelphia. *n sa t*

SUNSHINE COAL Co., Centerville, Ia. *sa*

SUN RAY PRODUCTS Co., Grand Rapids (Selex cereal). Agency: Allen G. Miller Co., Grand Rapids. *sp t*

SUN-RAYED Co., Frankfort, Ind. (Kemps Sun-Rayed tomato juice). Agency: Chambers & Wiswell, Boston. *sp sa*

SUSSMAN, WORMSER & Co., San Francisco (S & W food). Agency: Botsford, Constantine & Gardner Inc., San Francisco. *sp rn*

H. SUTCLIFF Co., San Francisco (tobacco). Agency: Lyon Adv. Agency, San Francisco. *sp rn*

SWARTCHILD Co., Chicago (watch parts). Agency: Neisser-Meyerhoff Inc., Chicago. *t sa*

SWEPPER VAC Co., Worcester, Mass. (Sweeper Van vacuum cleaners). Agency: Wm. B. Remington Inc., Springfield, Mass. *sp*

SWEETS Co. of America Inc., N. Y. (Tootsie Rolls). Agency: Franklin Bruck Adv. Agency, N. Y.

SWIFT & Co., Chicago (meat, dairy products). Agencies: J. Walter Thompson Co., Chicago; Stack-Goble Adv. Agency, Chicago; Blackett-Sample-Hummert Inc., Chicago (Brookfield cheese). *n rn sp t*

SWIFT & Co., Los Angeles (Formay shortening). Agency: J. Walter Thompson Co., Los Angeles. *rn*

SYDNEY, WANZER & SONS, Chicago (milk). Agency: Louis, Needham & Brorby Inc., Chicago. *t*

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TABLET No. 66 LABORATORIES, Los Angeles (Rheumatism tablets). *sp*

TAN SALES Co., Boston (cosmetics). *sa*

TASTYEAST Inc., Trenton, N. J. (Tasty-east candy). Agency: Peck Adv. Agency Inc., N. Y. *n sp*

TATTOO Co., Chicago (cosmetics). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *ta*

TAVANNES OF AMERICA Inc., New York (Tavannes watches). Agency: Milton Weinberg Adv. Co., Los Angeles. *rn*

F. C. TAYLOR FUR Co., St. Louis (raw furs). Agency: Budke-Connell Adv. Agency, St. Louis.

TEA MARKET EXPANSION BUREAU, New York. Agency: William Esty & Co., N. Y. *sa*

TECHNICAL LABORATORIES Inc., Berkeley, Cal. (Aerotone remedy). *t*

TEMPLETON'S Ltd., Toronto (proprietary). *sp*

TENNESSEE Corp., New York (Loma garden product). Agency: Samuel C. Croot Co. Inc., N. Y. *n*

TENEX LABORATORIES, Cedar Rapids, Ia. (proprietary remedy). Agency: L. W. Ramsey Co., Davenport, Ia.

HENRY TETLOW Co., Philadelphia (Swan Down face powder). *t*

TEXAS Co., New York (Texaco gasoline). Agency: Hanff-Metzger Inc., N. Y. *n sp sa t*

TEX-O-KAN FLOUR MILLS Inc., Dallas. Agency: J. Walter Thompson Co., St. Louis & Chicago offices.

THOMAS Co., Chicago. (hair restorer). Agency: L. H. Waldron Adv. Agency, N. Y. *sa t*

MARTIN LUTHER THOMAS, Los Angeles (religious). Agency: Newkirk & Lawrence, Hollywood. *rn*

JOHN R. THOMPSON Co., Chicago (restaurants). *sp*

THOMPSON PRODUCTS Inc., Cleveland (automotive parts). Agency: Griswold-Eshleman Co., Cleveland.

THOMSON & TAYLOR Co., Chicago (root beer extracts). Agency: Mason Warner Co. Inc., Chicago.

THOROBREAD Co., Cincinnati (animal foods). Agency: Keelor & Stites Co. Inc., Cincinnati.

THREADS Inc., Gastonia, N. C. (spool thread). *sp*

THREE MINUTE CEREALS Co., Cedar Rapids, Ia. (oat flakes). Agency: Blackett-Sample-Hummert Inc., Chicago; Maxon Inc., Detroit. *t*

DR. G. H. TICHENOR ANTISEPTIC Co., New Orleans (antiseptic). Agency: Bauerlein Inc., New Orleans. *t*

TIDE WATER OIL Co., New York (Veedol & Tydol). Agency: Lennen & Mitchell Inc., N. Y. *n sp*

TIGER COAL Co., Kansas City (coal). *sa*

TILLAMOOK COUNTY CREAMERY ASSN., Tillamook, Ore. (dairy products). Agency: Botsford, Constantine & Gardner, Portland, Ore. *n*

TIME Inc., New York (Time magazine & newsreel). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sa t*

TIMKEN SILENT AUTOMATIC Co., Detroit (oil burners). Agency: Henri, Hurst & McDonald Co. Inc., Chicago. *sp t*

TIVOLI BREWING Co., Detroit. Agency: MacManus, John & Adams Inc., Detroit. *rn*

TOBEY POLISH Co. Inc., Geneva, N. Y. (furniture polish). Agency: Erwin, Wasey & Co. Inc., Chicago.

TODDY Inc., New York (health drink). *sp*

TOMA Inc., Ligonier, Pa. (stomach remedy). Agency: W. S. Hill Co. Inc., Pittsburgh. *sp sa*

TONE BROS. COFFEE & SPICE Co., Des Moines (Old Golden coffee). Agency: Cole's Inc., Des Moines.

TORGGIN, New York (Soviet trading org.). Agency: M. Keilson Co., N. Y. *sp rn t*

TORRIDAIRE COMPANY, Boston (heating pads). Agency: Chambers & Wiswell Inc., Boston.

TOURAINÉ Co., Boston (Vigor yeast). Agency: Chambers & Wiswell Inc., Boston.

TRADEHOME SHOE STORES, St. Paul (chain shoe stores). *sa*

EDWARD TRAINER, Philadelphia (beer). Agency: Jerome B. Gray & Co., Philadelphia.

H. TRAISSER & Co., Boston (Pippin & Harvard cigars). Agencies: Wood, Putnam & Wood Co., Boston.

TRANSCONTINENTAL & WESTERN AIR Inc., New York. Agency: Wm. Esty & Co., N. Y. *t*

B. F. TRAPPEY'S SONS Inc., New Iberia, La. (canned foods). *sa*

TREE-SWEET PRODUCTS Co., Santa Ana, Cal. (canned orange juice). Agency: Dana Jones Co., Los Angeles. *rn sa*

TREMS Co., St. Louis (proprietary). Agency: Kelly & Stuhlman Inc., N. Y.

TRENTON VALLEY DISTILLING Corp., Detroit. Agency: Holmes Inc., Detroit. *rn*

TRIAD MFG. Co. Inc., Pawtucket, R. I. (radio tubes). Agency: Franklin Bruck Adv. Agency, N. Y.

TRICOLD REFRIGERATOR Corp., Buffalo (household refrigeration). Agency: Landshoff & Bonning Inc., Buffalo.

JOSEPH TRINER Corp., Chicago (wine). Agency: Benson & Dall Inc., Chicago. *sp*

TROMITE Corp., New York (water softener). Agency: Alfred S. Hearn Co. Inc., N. Y.

JOHN F. TROMMER Inc., Brooklyn (beer). Agency: Cecil, Warwick & Cecil Inc., N. Y. *sp*

TROPIC-AIRE Inc., Minneapolis (auto heater). Agency: Mitchell Adv. Agency Inc., Minneapolis.

DR. J. F. TRUE & Co., Auburn, Me. (Dr. True's Elxir). Agency: S. A. Conover Co., Boston. *sa*

TRUE STORY PUBLISHING Co., New York (magazine). Agency: Erwin, Wasey & Co. Inc., N. Y. *n*

TRULY WARNER STORES, New York (men's hats, etc.). Agency: Donahue & Coe, N. Y.

TRUPAR MFG. Co., Dayton (Mayflower electrical refrigerators).

TUCKETT TOBACCO Co., Hamilton, Ont. (Buckingham cigarettes & mixture). *sp*

J. A. TUMBLER LABORATORIES, Baltimore (auto & furniture polish). Agency: Aitken-Kynett Co., Philadelphia. *t*

TYPEWRITER EDUCATIONAL RESEARCH BUREAU, New York. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n*

U

UDGA Inc., St. Paul (proprietary). Agency: Steurman Adv. Agency, N. Y.

UNCLE SAM BREAKFAST FOOD Co., Omaha. Agency: Bozell & Jacobs Inc., Omaha. *sa*

UNDERWOOD-ELLIOTT-FISHER Co., New York (office equipment). Agency: Marschalk & Pratt Inc., N. Y. *n*

UNION CENTRAL LIFE INSURANCE Co., Cincinnati. Agency: J. Walter Thompson Co., Chicago. *n*

UNION DISTILLERIES Co., Detroit (Asco liquors). Agency: Chas. A. Mason Agency, Detroit.

UNION FORK & HOE Co., Columbus, O. (gardening utensils). Agency: Mumm, Romer, Robbins & Pearson Inc., Columbus, O. *sp*

UNION OIL Co. of Cal., Los Angeles (Ariolo oil). Agency: Lord & Thomas, Los Angeles. *ta, sa*

UNION PACIFIC SYSTEM, Omaha (rail transportation). Agencies: Caples Co., Chicago; Ernest Bader & Co., Omaha; L. S. Gillham Co., Salt Lake City (Utah, Idaho, Montana). *sp sa t*

UNION STARCH & REFINING Co., Columbus, Ind. (Pennant syrup). Agency: Caldwell-Baker Co., Indianapolis.

UNITED AIR LINES, Chicago (air transportation). Agency: J. Walter Thompson Co., Chicago. *sp t*

UNITED AMERICAN BOSCH Corp., Springfield, Mass. (auto horns, radios). Agency: E. T. Howard Co. Inc., N. Y. *n t*

UNITED BAKERIES Inc., San Francisco. *sp*

UNITED CIGAR STORES DELAWARE Corp., New York (chain stores). Agency: Young & Rubicam Inc., N. Y. *n sp*

UNITED DISTILLERS Ltd., New York (U. D. L. liquor). Agency: Amalgamated Adv. Agency Inc., N. Y. *t*

UNITED DRUG Co., Boston (Rexall and Purest drug products). Agencies: Street & Finney Inc., N. Y.; Spot Broadcasting Inc., N. Y. *n rn sa t ta*

UNITED FRUIT Co., New York (bananas). *sp*

UNITED PLAYING CARD Co., Cincinnati (Congress & Bicycle cards).

UNITED REMEDIES Inc., Chicago (Germania tea, Acidine, Kolor-Bak, etc.). Agency: Benson & Dall, Chicago. *sp sa t*

UNITED STATES BREWERS Ass'n. New York. Agency: Kelly, Nason & Roosevelt Inc., N. Y.

UNITED STATES BREWING Co., Chicago (Rheingold beer). *sa*

UNITED STATES GUTTA PERCHA PAINT Co., Providence, R. I. (Barreled sunlight paints). Agency: J. Walter Thompson Co., N. Y. *sa t*

UNITED STATES INDUSTRIAL ALCOHOL Co., New York (Super Pyro). Agency: Lambert & Feasley Inc., N. Y. *sa*

UNITED STATES RUBBER Co., New York (tires). Agency: Campbell-Ewald Co. of N. Y. *sa*

UNITED STATES SCHOOL OF MUSIC, New York (musical instruction). Agency: Ruthrauff & Ryan Inc., N. Y. *sp t*

The Eyes of Texas are upon You

Let's quit kiddin' ourselves and **Talk Facts**

1. Texans are "Home Folks."
2. Texans are loyal to "Home Industry."
3. To sell Fort Worth, Texas, you must use a Fort Worth Station.
4. KTAT is first in local interest.
5. KTAT "airs" 65% of all local Radio Advertising.
6. It is good business for you to use KTAT in Fort Worth.

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TARRANT BROADCASTING CO.
FORT WORTH TEXAS
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Representatives, FREE, JOHNS & FIELD
 NEW YORK, CHICAGO, SAN FRANCISCO

DIRECTORY OF NATIONAL AND REGIONAL RADIO ADVERTISERS

UNITED STATES TOBACCO Co., New York (Dill's mixture). Agency: Arthur Kudner Inc., N. Y. *n t*
 UNIVERSAL BATTERY Co., Chicago. Agency: Aubrey, Moore & Wallace Inc., Chicago. *sa*
 UNIVERSAL MILLS Inc., Fort Worth (Red Chain feeds). Agency: Leche & Leche Adv. Co., Dallas. *t rn*
 UNIVERSAL PHARMACEUTICALS, New York (B-9 mouth wash). Agency: Arthur H. Fulton Co. Inc., N. Y.
 UTAH OIL REFINING Co., Salt Lake City (New Pep 88 gas). Agency: Gillham Adv. Agency, Salt Lake City. *sp*
 UTICA KNITTING Co., Utica, N. Y. (underwear). Agency: John Thomas Miller, N. Y. *ta*
 UTICA MUTUAL INSURANCE Co., Utica, N. Y. Agency: Devereux & Smith Inc., Utica. *sa*
 UTILITIES INVESTORS Assn., of Texas, Fort Worth (political). *rn*

V

VACATION LABORATORIES, St. Louis, *sa*
 VADSCO SALES Corp., Long Island City (cosmetics). Agencies: Blackman Adv. Inc., N. Y. (Dier Kiss, Mavis); Hanff-Metzger Inc., N. Y. (A. D. S.); Benson & Dall Inc., Chicago (Melba). *n sp*
 VALENTINE & Co., New York (Valspar varnish).
 VALLEY RANCHO Inc., New York (skimmed milk). Agency: Gotham Adv. Co., N. Y.
 VALSPAR Corp., New York (varnish). Agency: Ruthrauff & Ryan Inc., Detroit.
 VALVOLINE OIL Co., Cincinnati. Agency: Keelor & Stites Co., Cincinnati.
 VANITY FAIR SILK HOSIERY, Reading, Pa. (hosiery). Agency: Wesley Associates, N. Y.
 VAN CAMP SEA FOOD Co., Terminal Island, Calif. Agency: Emil Brisacher & Staff, San Francisco. *n sa*
 G. W. VAN SLYKE & HORTON, Albany (Peter Schuyler cigars). Agency: Moser & Cotins Inc., Utica. *sp*
 VELVETONE Co., St. Louis (cosmetics). *sa*
 VENIDA Co., New York (Venida hair nets). *t*
 VENUS HEALTH Corp., Los Angeles. Agency: Radioad Service, Hollywood. *t*
 VERKAMP Corp., Cincinnati (Philgas). *sa*
 VERMONT PUBLICITY SERVICE, Montpelier, Vt. Agency: Hays Adv. Agency, Burlington, Vt. *sp*
 VESTAL CHEMICAL LABORATORIES Inc., St. Louis (Wax-All floor polish). Agency: Clifford F. Broeder Adv. Agency, St. Louis.
 VICK CHEMICAL Co., Greensboro, N. C. (Vick's Voratone, Vaporub, Vatronal). Agencies: Morse International Inc., N. Y.; Young & Rubicam Inc., N. Y.; Cecil, Warwick & Cecil Inc., N. Y. *n sa t*
 VICTOR BREWING Co., Jeannette, Pa. (beer and ale). Agency: Fam Adv. Agency, Greensburg, Pa. *sp*
 NELL VINICK, New York (Drezma cosmetics). *t*
 VIRGINIA DARE EXTRACT Co., Brooklyn (wine). Agency: Ernest Davids Inc., N. Y. *sp*
 VITAMIN PRODUCTS OF AMERICA, Chicago (Gebatablets). *rn*
 VITROLITE Co., Chicago (marble substitute). Agency: U. S. Adv. Corp., Chicago.
 V. VIVIANO & BROS. MACARONI MFG. Co., St. Louis. Agency: Gardner Adv. Co., St. Louis. *sa*
 VOGEL-PATTON SHOE Co., Neenah, Wis. (Foot Friend shoes). Agency: Presba, Fellers & Presba Inc., Chicago. *sp*
 VOGELER BROTHERS, Newark (mayonnaise). *sa*

W

WADHAMS OIL Co., Milwaukee (gas & oil). Agency: Scott-Telander Inc., Milwaukee. *sp*
 WAGGONER-GATES MILLING Co., Independence, Mo. (Queen of the Pantry flour). Agency: Barrons Adv. Co. Inc., Kansas City.
 WAGNER ELECTRIC Corp., St. Louis (electric motors). Agency: Arthur R. Mogge Inc., Chicago.
 E. R. WAGNER MFG. Co., Milwaukee (carpet sweepers). Agency: Cramer-Krasselt Co., Milwaukee. *ta*
 WAHL Co., Chicago (Eversharp pencils). Agency: Young & Rubicam Inc., N. Y.
 WAITT & BOND, Newark (Blackstone etc. cigars). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *rn sp*

WALGREEN Co., Chicago (chain drug stores). *sp sa*
 WALKER'S DEPARTMENT STORE, Los Angeles. Agency: Newman & Wesley, Los Angeles. *t*
 WALKER GORDON LABORATORY Co. Inc., Plainsboro, N. J. (acidophilus milk). Agency: Donahue & Coe Inc., N. Y. *sp*
 ELY WALKER & Co., St. Louis (fabrics). Agency: Mortimer W. Mears Inc., St. Louis. *n*
 WALKER REMEDY Co., Waterloo, Iowa (Walker poultry remedy). Agency: Weston-Barnett Inc., Waterloo, Ia. *sa ta*
 R. WALLACE & SONS MFG. Co., Wallingford, Conn. (silverware). Agency: Wilson H. Lee Adv. Agency, New Haven, Conn.
 WANDER Co., Chicago (Ovaltine). Agency: Blackett-Sample-Hummert Inc., Chicago. *n t sa*
 JOHN WANNAMAKER, New York (Silver King golf balls). Agency: N. W. Ayer & Son Inc., Philadelphia. *sp*
 WAPLES-PLATTER GROCER Co., Fort Worth (White Swan foods). Agency: Crook Adv. Agency, Dallas. *sp*
 WARD BAKING Co., New York (Ward baking products). Agency: Fletcher & Ellis Inc., N. Y. *n sp*
 WM. R. WARNER Co., New York (Sloan's Liniment & Vince). Agency: Cecil, Warwick & Cecil Inc., N. Y. *n t*
 WARREN HEALTH COMMUNITIES Inc., Chicago. Agency: McJunkin Adv. Agency, Chicago.
 WARSHAWSKY & Co., Chicago (auto accessories). Agency: Charles Silver & Co., Chicago.
 WASEY PRODUCTS Inc., New York (Zemo, Musterole, Barbasol, Kreml, etc.). Agency: Erwin, Wasey & Co. Inc., N. Y. *n*
 G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. (George Washington coffee). Agency: Cecil, Warwick & Cecil Inc., N. Y. *n t sp*
 WASHINGTON MOTOR COACH SYSTEM, Seattle. Agency: Beaumont & Hohman Inc., Seattle. *sa*
 WASHINGTON-OREGON PEAR GROWERS' Ass'n, Seattle. Agency: Izzard Co., Seattle. *sa*
 WASHINGTON STATE APPLES Inc., Seattle. Agency: J. Walter Thompson Co., Seattle. *sa ta*
 WASHOFF Co., Salt Lake City (face cream). Agency: Harold W. Pickering Adv. Agency, Salt Lake City. *n sp*
 WATCHTOWER BIBLE SOCIETY, Brooklyn (Judge Rutherford's talks). *rn sp t*
 WATERBURY BREWING Co., Waterbury, Conn. Agency: Charles W. Hoyt Inc., N. Y. *sa*
 WATERS-GENTER Co., Minneapolis (toastmaster). Agency: Erwin, Wasey & Co. Inc., Minneapolis. *sa t*
 R. L. WATKINS Co., New York (Dr. Lyons toothpaste etc.). Agency: Blackett-Sample-Hummert Inc., N. Y. *n sp t*
 WATSON Co., Attelboro, Mass. (silver-smiths). Agency: Kenyon Adv. Inc., Boston. *sp*
 WAVERLY OIL WORKS Co., Pittsburgh (Penn-Wave oils). Agency: Carlson & Symons, Pittsburgh.
 WAYNE KNITTING MILLS, Fort Wayne, Ind. Agency: Aubrey, Moore & Wallace Inc., Chicago. *sa*
 WEBER BAKING Co., Los Angeles (bread). Agency: Scholts Adv. Service, Los Angeles. *ta*
 WEBSTER-EISENLOHR Inc., New York (Girard cigars). Agency: N. W. Ayer & Son Inc., Philadelphia. *sp sa t*
 WECO PRODUCTS Co., Chicago (Dr. Wests toothbrushes). Agency: J. Walter Thompson Co., Chicago. *n sa sp*
 WEEPING MINERAL CRYSTALS Co., Milwaukee. *sa*
 WEINBERG BROS., Chicago (produce). *sa*
 WEISBROD & HESS BREWERY Co., Philadelphia. Agency: Grey Adv. Service Inc., N. Y.
 C. S. WELCH Co., New York (Bathasweet). Agency: H. M. Kiesewetter Adv. Agency, N. Y. *t sp*
 WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *n sa t*
 WERTHEIMER CATTLE Co., St. Paul (cattle sale). *sa*
 WESSON OIL & SNOWDRIFT Co. Inc., New Orleans (Wesson salad oil, etc.). Agency: Fitzgerald Adv. Agency, New Orleans. *n rn sa*
 WEST DODD LIGHTING CONDUCTOR Corp., Goshen, Ind. (lighting rods, fixtures). Agency: Carter-Jones-Taylor Co., South Bend, Ind.

WEST END BREWING Co., Utica, N. Y. (Utica Club beer). Agency: Moser & Cotins Inc., Utica, N. Y.
 WESTERN Co., Chicago (Dr. West's dental products). Agency: J. Walter Thompson Co., Chicago. *n sa*
 WESTERN ASS'N OF RAILWAY EXECUTIVES, Chicago. Agency: Reincke-Ellis-Younggreen & Finn Inc., Chicago. *ta*
 WESTERN BLOWER Co., Seattle (air conditioning). *sa*
 WESTERN CARTRIDGE Co., E. Alton, Ill. Agency: D'Arcy Adv. Co. Inc., St. Louis.
 WESTERN FURNACES Inc., Tacoma. *sa*
 WESTERN CLOCK Co., La Salle, Ill. (Westlock, Big Ben). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sp t*
 WESTERN DAIRY PRODUCTS Co., Seattle. Agency: McCann-Erickson Inc., Seattle. *sa*
 WESTERN GROCERY Co., Marshalltown, Ia. (Jack Spratt foods). Agency: Erwin, Wasey & Co. Inc., Chicago. *sp*
 WESTERN STATES GROCERY Co., Oakland, Calif. (Brown Derby beer). Agencies: Botsford, Constantine & Gardner, San Francisco; J. Walter Thompson Co., San Francisco. *n*
 WESTERN WHOLESALE DRUG Co., Los Angeles (Currier's tablets). Agency: Logan & Stebbins, Los Angeles. *ta*
 WESTGATE SEA PRODUCTS Co., San Diego (Tuna fish). *sp sa*
 WESTINGHOUSE ELECTRIC & MFG. Co., East Pittsburgh (electrical appliances). Agency: Fuller & Smith & Ross Inc., Cleveland. *t ta*
 WESTINGHOUSE ELECTRIC & MFG. Co., Mansfield, O. (refrigerators). Agency: Fuller & Smith & Ross Inc., Cleveland. *sa*
 WESTLAKE MFG. Co., Canastota, N. Y. (fuel equipment). *t*
 PAUL WESTPHAL, New York (hair tonic).
 GEO. D. WETHERILL & Co., Philadelphia (paint). *sa*
 WHEATENA Co., Rahway, N. J. (cereal). Agency: Rohrabough & Gibson Adv. Agency, Philadelphia. *n t*
 WHEELING CORRUGATING Co., Wheeling, W. Va. (steel products). Agency: Critchfield & Co., Chicago; A. T. Sears & Son, Chicago. *sa*
 WHITE CROSS LABORATORIES, San Francisco (toothpaste). *sa*
 WHITE EAGLE OIL Corp., Kansas City (gasoline & oil). Agency: J. Stirling Getchell Inc., Kansas City. *sa*
 WHITE KING SOAP Co., Los Angeles. Agency: Raymond R. Morgan Co., Los Angeles. *sa t rn*
 WHITE SEAL LABORATORIES Inc., Grand Rapids, Mich. (Mint-O-Lene). Agency: John L. Wierengo & Staff, Grand Rapids, Mich.
 WHITE STAR REFINING Co., Detroit. Agency: J. Stirling Getchell Inc., Detroit. *sp*
 WHITESTONE MANAGEMENT Co., Chicago (Drake & Blackstone Hotels). Agency: Harry Atkinson Inc., Chicago.
 STEPHEN F. WHITMAN & SON, Philadelphia (Whitman's chocolate). Agency: F. Wallis Armstrong Co. Inc., Philadelphia.
 WHITTEMORE BROS., Cambridge, Mass. (shoe polish). Agency: N. W. Ayer & Son Inc., N. Y. *sa*
 GEO. F. WIEMANN Co., New York (Invitation coffee).
 WILBERT PRODUCTS Co., New York (Ammonia-Javex). Agency: N. W. Ayer & Son Inc., Philadelphia. *n sp*
 WILDROOT Co. Inc., Buffalo (hair tonic). Agency: Batten, Barton, Durstine & Osborn Inc., N. Y. *n sp t*
 WILKINS COFFEE Co., Washington. Agency: Lewis Edwin Ryan Inc., Washington. *sp*
 WILLARD STORAGE BATTERY Co., Cleveland. Agency: Meldrum & Fewsmith Inc., Cleveland. *sa*
 WILLARD TABLET Co., Chicago (proprietary). Agency: First United Broadcasters Inc., Chicago. *sp sa t*
 J. B. WILLIAMS Co., Glastonbury, Conn. (shaving soap & toilet prep.). Agency: J. Walter Thompson Co., N. Y. *sp*
 WILLIAMS & CARLETON Co., E. Hartford, Conn. (root beer extract). Agency: Wm. B. Remington Co. Inc., Springfield, Mass. *sa*
 WILLIAMS OIL-O-MATIC HEATING Corp., Bloomington, Ill. (oil heaters). Agency: Roche, Williams & Cunningham, Chicago. *sa sp*
 WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *ta sa*

WILLYS-OVERLAND Co. Inc., Toledo (motor cars). Agency: Gottschaldt-Humphrey Inc., Atlanta.
 WILSHIRE OIL Co., Los Angeles. *sp t*
 WILSON & Co. Inc., Chicago (meat products etc.). Agencies: Erwin, Wasey & Co., Chicago; U. S. Adv. Corp., Chicago (Tender-Made hams); Harvey & Howe Inc., Chicago. *sp sa t*
 WILSON LINES, Baltimore (steamship travel). *t*
 WILSON OIL Co., New Orleans (cooking oil). *n*
 WINE INSTITUTE, San Francisco. Agency: James Houlihan Inc., San Francisco.
 WINE TRADING Co., Los Angeles. *sp*
 JOHN WINTER & Co. Inc., Red Lion, Pa. (cigars). Agency: Foltz-Wessinger Inc., Lancaster, Pa.
 WIPE-ON Corp., Brooklyn (lacquer). Agency: E. M. Freystadt Associates Inc., N. Y. *sp*
 WISCONSIN POWER & LIGHT Co., Madison, Wis. Agency: Klau-Van Pietersom-Dunlap Associates Inc., Milwaukee. *sp*
 A. WITTNAUER Co. Inc., New York (Longine watches). Agency: Arthur Rosenberg Co. Inc., N. Y. *sa*
 WOHL SHOE Co., St. Louis (Paris Fashion shoes). Agency: Louis E. Westheimer & Co., St. Louis. *ta*
 WOJTASINSKI DRUG Co., Boston (Katro-Lek). Agency: Chambers & Wiswell Inc., Boston. *rn*
 WOLVERINE BREWING Co., Pontiac, Mich. Agency: Chas. A. Mason, Detroit. *rn*
 WOLVERINE-EMPIRE REFINING Co., Oil City, Pa. (Wolf's Head oil). *sp*
 WONDER ORANGE Co., Chicago (beverage). Agency: Ruthrauff & Ryan Inc., Chicago.
 JOHN H. WOODBURY Co., Cincinnati (soap). Agency: Lennen & Mitchell Inc., N. Y. *n*
 EDWARD A. WOODS Co., Pittsburgh (insurance). Agency: Smith, Hoffman & Smith Inc., Pittsburgh. *sp*
 WORCESTER SALT Co., New York (iodized table salt). Agencies: Charles W. Hoyt Co. Inc., N. Y.; Fuller & Smith & Ross Inc., N. Y. *n*
 E. H. WRIGHT Co. Ltd., Kansas City (Liquid Smoke). Agency: Barrons Adv. Co. Inc., Kansas City. *sa*
 WRIGLEY PHARMACEUTICAL Co., Atlantic City, N. J. (Spearmint toothpaste). Agency: Carter-Thompson, Philadelphia. *n t*
 WM. WRIGLEY JR. Co., Chicago (chewing gum). Agencies: Neisser-Meyerhoff Inc., Chicago; Francis Hooper Adv. Agency, Chicago. *n*
 ALLEN D. WRISLEY DISTRIBUTING Co., Chicago (Oliv-o-lis). Agency: Behel & Waldie, Chicago. *sp*
 RUDOLPH WURLITZER Co., Cincinnati (musical instruments). Agency: Keelor & Stites Co., Cincinnati. *sa*
 WYETH CHEMICAL Co., New York (Jad Salts, Bi-So-Dol). Agencies: John F. Murray Adv. Agency Inc., N. Y.; Blackett-Sample-Hummert Inc., Chicago. *n*
 WYLERS Co., Chicago (bouillon cubes). Agency: Neisser-Meyerhoff Inc., Chicago. *sp*
 SHIRLEY H. WYNNE LABORATORIES, New York. Agency: Neff-Rogow Inc., N. Y. *rn*

Y

YAKIMA PEACH GROWERS COUNCIL, Yakima, Wash. Agency: Izzard Co., Seattle.
 YEAST-VITE Inc., Niagara Falls, N. Y. (yeast tablets). Agency: Atherton & Currier Inc., N. Y. *sa*
 W. F. YOUNG Inc., Springfield, Mass. (Absorbine, Jr.). Agency: Erwin, Wasey & Co. Inc., N. Y. *sp*
 YOUNG PEOPLES CHURCH OF THE AIR, Philadelphia. *rn*

Z

ZEM-ZEM Corp., New York (shampoo, cough remedy). Agency: Street & Finney Inc., N. Y. *t*
 ZENITH RADIO Corp., Chicago (radio receivers). Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago. *sa*
 ZERBST PHARMACAL Co., St. Joseph, Mo. (proprietary). Agencies: Barrons Adv. Co., Kansas City; Ruthrauff & Ryan Inc., N. Y. *sa*
 ZONITE PRODUCTS Corp., New York (Zonite, Forhans toothpaste). Agency: McCann-Erickson Inc., N. Y.
 ZORO Co., Chicago (Zorex moth cakes). Agency: Van Hecker-MacLeod Inc., Chicago.

Average Costs of Installing and Operating Broadcast Stations

PHYSICAL costs of installing and maintaining various classes of broadcasting stations are tabulated by the advisory council on engineering developments of the National Advisory Council on Radio in Education, 60 E. 42nd St., New York City. Only average costs are given, based on the best facts available when the report was compiled in 1935. Costs of personnel are not included.

The Council's engineering committee is headed by Dr. Alfred N. Goldsmith, former RCA chief engineer, now a consulting engineer in New York. Its other members are: Prof. Edward Bennett, University of Wisconsin; Prof. Walter G. Cady, Wesleyan University; Dr. O. H. Caldwell, editor, *Radio Today*; Howard A. Chinn, assistant to director of engineering, CBS; E. K. Cohan, director of engineering, CBS; Robert D. Duncan Jr., chief engineer, Wired Radio Inc.; Lloyd Espenschied, director of radio transmission department, Bell

Laboratories; William E. Harkness, consultant, New York; Dean Erich Hausmann, Brooklyn Polytechnic Institute; John V. L. Hogan, consulting engineer, New York; C. W. Horn, director of research and development, NBC; Lewis M. Hull, president, Aircraft Radio Corp.; C. M. Jansky Jr., Jansky & Bailey, Washington; Dr. C. B. Jolliffe, former FCC chief engineer, chief of RCA frequency bureau; H. Gard Knox, vice president, ERPI; Ray H. Manson, chief engineer, Stromberg-Carlson Telephone Mfg. Co.; Edward L. Nelson, radio development engineer, Bell Laboratories.

Costs of erecting and operating stations, it is pointed out, depend upon many factors such as elaborateness of station, location, type of service to be rendered, local material and labor costs, etc., and they are subject to many variations. Here is the table of average capital investments required for plant:

Capital Investment	100 Watts	1 Kw.	5 Kw.	50 Kw.	500 Kw.
1. Plant:					
a) Transmitter.....	\$4,000	\$12,500	\$29,000	\$120,000	\$375,000
b) Speech input equipment.....	None	2,000*	2,500	3,500	5,000
c) Installation of above (labor costs vary greatly according to locality).....	\$ 200	1,000	3,500	10,000	25,000
2. Antenna:					
Height of vertical radiator.....	150 ft.	250 ft.	300 ft.	500 ft.	800 ft.
a) Antenna, including insulation, transmission line, if used, painting, lighting, and erection.....	\$2,000	\$ 4,000	\$ 6,000	\$ 15,000	\$ 40,000
b) Ground system—material and installation.....	None	1,500	2,000	3,000	5,000
3. Land, outside of city.....	None	3 acres*	7 acres	20 acres	30 acres
4. Station building:					
a) Structure.....	None	\$ 7,500*	\$15,000	\$ 40,000	\$ 75,000
b) Furnishing, fittings, etc.....	\$ 100	400	1,000	3,000	6,000
5. Service:					
a) Power lines, substation, etc.....	None	None	2,000	20,000	30,000
b) Water system.....	Dependent upon local conditions				
c) Telephone lines.....	Dependent upon local conditions				
6. Engineering services, surveys, etc.....	\$ 100	\$ 500	\$ 1,000	\$ 3,000	\$ 6,000
7. Miscellaneous.....	200	600	1,000	6,000	15,000
Total (exclusive of studios, service, and real estate).....	\$6,600	\$30,000	\$63,000	\$224,000	\$582,000

* These items unnecessary if transmitter is located in same building with studios.

Capital Investment	100 Watts	1 Kw.	5 Kw.	50 Kw.	500 Kw.
8. Studios and control rooms, including acoustical treatment, air conditioning, reception rooms, and offices.....	Costs in connection with these items are entirely dependent upon the specifications adopted.				
9. Studio speech input equipment.....	\$2,000	\$4,000	\$6,000	\$12,000	\$12,000
10. Outside pickup equipment.....	None	1,600	1,600	3,200	3,200
Total (Studio and pickup equipment only).....	\$2,000	\$5,600	\$7,600	\$15,200	\$15,200

Estimated Average Maintenance Costs

Maintenance costs of studios and offices, of course, depend upon the type of service the station is rendering and the size of personnel required for that service. The report fixes interests on capital investment at "about 5%" and maintenance of office and studio equipment, depreciation of furniture,

insurance and taxes at 10%. The other factors which cannot be computed are rental, salaries, telephone and telegraph, printing, publicity and wire lines for local pickups. Here are the committee's tables of average plant maintenance costs:

Maintenance (Plant)	100 Watts	1 Kw.	5 Kw.	50 Kw.	500 Kw.
Number of hours of operation on which following figures are based (for longer periods the costs are proportionately greater).....	8 hrs.	8 hrs.	12 hrs.	16 hrs.	18 hrs.
1. Interest on capital investment but exclusive of real estate, at 5%.....	\$ 325	\$1,500	\$3,000	\$10,200	\$ 27,600
2. Depreciation and obsolescence:					
a) Transmitting plant at 20%.....	1,320	6,000	12,000	40,800	110,400
b) Other buildings.....	3%	3%	3%	3%	3%
c) Furnishings at 10%.....	\$ 10	\$ 40	\$ 100	\$ 300	\$ 600
3. Rental.....	Varies according to local conditions				
4. Salaries—transmitter supervisor and staff of services*.....	(1)	(2)	(3)	(6)	(10)
5. Power.....	\$4,100	\$7,300	\$10,600	\$20,000	\$ 30,000
6. Maintenance of plant:					
a) Electrical.....	400	1,500	4,000	19,000	100,000
b) Structural.....	300	1,000	2,000	5,000	8,000
c) Tubes.....	100	200	300	500	1,000
7. Wire lines—studio to transmitter.....	600	2,000	4,000	10,000	60,000
8. Miscellaneous, including telephones, telegraph, insurance, taxes, heat, and traveling.....	None	3,600	7,500	15,000
				350	1,000

* Numbers in parenthesis indicate personnel.

* *IN THE MIDWEST*

E. C. PAGE

CONSULTING RADIO ENGINEER

COMPLETE

BROADCAST ENGINEERING

SERVICE

DIRECTIVE ANTENNAS

Engineering Consultant

Before the Federal

Communications Commission

1311 Livingston St.

Davis 2122

EVANSTON ILLINOIS

Directory of BROADCASTING EQUIPMENT MANUFACTURERS

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
Aerovox Corp.	Brooklyn, N. Y.	70 Washington St.	Cumberland 6-0110	S. I. Cole	Condensers, resistors
Acme Wire Co.	New Haven, Conn.	1255 Dixwell Ave.	5-2171	T. G. Nee	Coils, condensers, magnet wire, varnished insulations
Acme Electric & Mfg. Co.	Cleveland, O.	1440 Hamilton Ave.	Main 6500	C. H. Bunch	Transformers, voltage regulators
Allen-Bradley Co.	Milwaukee, Wis.	1326 S. Second St.	Mitchell 5151	F. F. Look	Fixed and adjustable resistors, adjustable carbon rheostats, attenuators L, T and H pads, overload relays
American Microphone Co.	Los Angeles, Cal.	1915 S. Western Ave.	Parkway 0778	F. A. Yarbrough	Carbon, crystal, electrostatic, dynamic and condenser microphones, microphone repairs, microphone stands and accessories
American Bridge Co.	Pittsburgh	Frick Building	Atlantic 4300	A. Wagner	Radio towers
Allied Phonograph & Record Mfg. Co.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	Louis I. Goldberg	Recording blanks
American Piezo Supply Co.	Kansas City, Mo.	3921 Agnes Ave.	Wabash 0495	Howard F. Hill	Crystals, crystal holders, temperature control ovens
American Transformer Co.	Newark, N. J.	178 Emmet St.	Bigelow 3-4444	Thomas M. Hunter	Transformers, rectifiers, reactors, voltage regulators
Amperex Electronic Products Inc.	Brooklyn, N. Y.	79 Washington St.	Cumberland 6-4430	S. Norris	Transmitting tubes
Amperite Co.	New York City	561 Broadway	Canal 6-1446	S. Ruttenburg	Microphones, stands, preamplifiers
Victor J. Andrew	Chicago, Ill.	7221 S. Francisco Ave.	Prospect 8811	Victor J. Andrew	Directional antenna coupling equipment, co-axial cable, custom built apparatus
Armstrong Cork Products Co.	Lancaster, Pa.	Concord St.	Lancaster 5151	G. C. Denebrink	Acoustical material
Astatic Microphone Laboratory	Youngstown, O.	830 Market St.	3-2115	C. E. Semple, Jr.	Crystal microphones and pickups
Atlas Resistor Co.	New York City	423 Broome St.	Canal 6-1054	W. A. Merrill	Wire wound tubular resistances
Audak Co., Inc.	New York City	500 5th Ave.	Lackawana 4-3723	George V. Sullivan	Transcription turntables, electric pickups, cutting heads
Audio Products Co.	Los Angeles, Cal.	4185 W. 2nd St.	Federal 6102	A. J. Edgcomb	Speech input, mixer controls, attenuators, special panels
Audio Research, Inc.	New York City	105 E. 16th St.	Stuyvesant 9-4053	J. G. Speer	Microphones
John F. Beasley Construction Co.	Muskogee, Okla.	P. O. Box 1547	975	J. F. Beasley	Vertical radiator installation, foundations, lighting, painting
Bendix Radio Corp.	Washington, D. C. New York City Dayton, O. Chicago, Ill. Oakland, Cal.	9th and Kearney Sts., N. E. 230 Park Ave. 5th and Norwood Sts. 2106 Calumet Ave. Municipal Airport	Potomac 1021 Vanderbilt 3-7329 Adams 2208 Victory 5701 Fleetwood 2410	L. A. Hyland F. J. Hooven W. P. Hilliard Don Basim	Measuring instruments, frequency standards, antenna systems, crystals, aircraft transmitters, receivers, direction finders and field equipment, synchronizers, field intensity meters
Blaw-Knox Co. (Radio Tower Division)	Pittsburgh, Pa.	P. O. Box 1198	Sterling 2700	E. J. Staubitz	Vertical radiators, radio towers
Bliley Electric Co.	Erie, Pa.	Union Station Bldg.	2-3227	G. E. Wright	Crystals, holders, ovens
Bond Electric Corp.	New Haven, Conn.	6-0101	J. C. Calhoun	Radio batteries, dry cells
Boonton Radio Corp.	Boonton, N. J.	Fanny Road	Boonton 8-0795	W. D. Loughlin	"Q" meters
Bright Star Battery Co.	Clifton, N. J.	200 Crooks Ave.	Lambert 3-3200	J. R. Cochrane	"A", "B" and "C" dry batteries
E. V. Brinckerhoff & Co., Inc.	New York City	29 W. 57th St.	Plaza 3-3015	Peter M. Frutchey, Jr.	Cutting heads, reproducing heads, reproducing equipment
Bruno Laboratories, Inc.	New York City	30 W. 15th St.	Gramercy 7-8875	M. Simon	Microphones, stands, cable connectors
Brush Development Co.	Cleveland, O.	E. 40th & Perkins Ave.	Endicott 3710	C. B. Scott	Sound cell microphones, microphone stands, tweeters, oscilloscope units
Burgess Battery Co.	Freeport, Ill.	Main 3300	S. C. Henry	Dry cell batteries
Wm. W. L. Burnett-Radio Laboratory	San Diego, Cal.	4814 Idaho St.	Hilcrest 6350-R	Wm. W. L. Burnett	Piezo electric products, repairing frequency control equipment
Samuel Cabot, Inc.	Boston, Mass.	141 Milk St.	Hancock 1010	Samuel Cabot	Sound deadening quilt
Cellutone Record Mfg. Co.	Los Angeles, Cal.	1135 W. 42nd St.	University 2604	Sam W. Hawver	Acetate recording blanks, styli, cutting heads, recording microscopes, acetate blank conditioner
Celotex Corp.	Chicago, Ill.	919 No. Michigan Ave.	Whitehall 7010	George P. Little	Acoustical material and treatment
Centralab	Milwaukee, Wis.	900 E. Keefe Ave.	Edgewood 9200	H. E. Osmun	Sound projection controls
Clarostat Mfg. Co.	Brooklyn, N. Y.	285 No. 6th St.	Evergreen 8-6770	Potentiometers, T and L pad controls, mixer-controls
Clough-Brengle Co.	Chicago, Ill.	2815 W. 19th St.	Laundale 3121	John S. Meck	Audio oscillators, cathode ray oscilloscopes, power level indicators
Collins Radio Co.	Cedar Rapids, Ia New York City	2920 First Ave., N. E. 11 W. 42nd St.	8197 Lackawanna 4-0229	Arthur A. Collins W. J. Barkley	Transmitters, amplifiers, speech input equipment, antenna accessories, concentric transmission line, portable amplifiers, transformers, tubes, remote broadcast transmitters, crystals and crystal ovens.
Commercial Radio Equipment Co.	Kansas City, Mo.	216 E. 74th St.	Jackson 5302	Everett L. Dillard	Crystals, crystal holders, heater ovens, frequency control units, metal boxes and chassies, frequency measurements, remote control amplifiers and pre-amplifiers
Continental Electric Co.	St. Charles, Ill.	St. Charles, Ill.	St. Charles 2700	H. A. McIlvaine	Photoelectric cells
F. L. Cook	Los Angeles, Cal.	606 Parkman Ave.	Fitzroy 9833	F. L. Cook	Recording discs, needles and associated supplies
Compo Board Co.	Minneapolis, Minn.	4400 Lyndale Ave., N.	Cherry-2724	Studio construction material
Cornell-Dubilier Corp.	South Plainfield, N. J.	1090 Hamilton Blvd.	Plainfield 6-9000	O. Blake	High voltage filter condensers, mica dielectric capacitors, paper, wet and dry electrolytic condensers.
Corning Glass Works	Corning, N. Y.	Corning, N. Y.	372	W. H. Taubert	Insulators, piping for cooling coils
Coto-Coil Co.	Providence, R. I.	229 Chapman St.	Hopkins 3260	F. C. Henrikson	Transformers, insulators, etc.
Henry L. Crowley Co.	W. Orange, N. J.	1 Central Ave.	Orange 3-8602	Henry L. Crowley	Resistors, insulators, condensers
Curtis Condenser Corp.	Cleveland, O.	3088 W. 106th St.	Clearwater 1257	J. T. Curtis	Electrolytic condensers

(Continued on Page 292)

THE YEAR 1936 INCREASES BLAW-KNOX LEADERSHIP IN VERTICAL RADIATOR INSTALLATIONS

Total installations now over 550 Radiators.
Here's the List of **1936** sales at time
of going to press.

KFBB	Great Falls, Mont.	KUOA	Siloam Springs, Ark.
WBEN	Buffalo, N. Y.	WJAR	Providence, R. I. (2)
WHAS	Louisville, Ky.	KBIX	Muskogee, Okla.
KFWV	Hilo, Hawaii	WCAZ	Carthage, Ill.
KLZ	Denver, Colorado	WMC	Memphis, Tenn.
WWSW	Pittsburgh, Pa.	CJRM	Belle Plaine, Sask., Canada
CJRC	Manitoba, Canada	OAX 4E	Lima, Peru, S. A.
WMBD	Peoria, Ill.	WHEC	Rochester, N. Y.
WWRL	Woodside, L. I.	WTHT	Hartford, Conn.
WDEV	Waterbury, Vt.	HJ-4	Manizales, Columbia
WDBJ	Roanoke, Va.	WBRC	Birmingham, Alabama
KGBU	Ketchikan, Alaska	KIDO	Boise, Idaho
KCMO	Kansas City, Mo.	WKBH	LaCrosse, Wis.
KMED	Medford, Oregon	WEAN	Providence, R. I. (2)
KWTO	Springfield, Mo.	WIP	Philadelphia, Pa.
KFVS	Cape Girardeau, Mo.	WTAG	Worcester, Mass. (3)
WMIN	St. Paul, Minn.	WABY	Albany, N. Y.
KGNF	North Platte, Neb.	WSAZ	Huntington, W. Va.
CMCY	Havana, Cuba	WWVA	Wheeling, W. Va.
CRCV	Vancouver, B. C.	WRAK	Williamsport, Pa.
WDBO	Orlando, Fla.	WIBX	Utica, N. Y.
KORE	Eugene, Oregon	KGGM	Albuquerque, N. Mex.
WIOD	Miami, Fla.	Russia	Russian Government (8)
KGBP	Minneapolis, Minn.	KARK	Little Rock, Ark.
WPAD	Paducah, Ky.	KMAC	San Antonio, Texas
	Venezuela	WHFC	Cicero, Ill.
WNNY	Watertown, N. Y.	KRKO	Everett, Washington
Airport	Bangor, Maine (4)	Police	San Bernardino, Calif.
WACO	Waco, Texas		U. S. Signal Corps.
KWOS	Jefferson City, Mo.		Various Locations (15)
WJAC	Johnstown, Pa.		State Highway Patrol,
WEBR	Buffalo, N. Y.		North Carolina (5)
KMO	Tacoma, Wash.	WMBI	Chicago, Ill.
WDAF	Kansas City, Mo.	Police	Sacramento, Calif.
KXRO	Aberdeen, Wash.	WGST	Atlanta, Georgia
WTMJ	Milwaukee, Wis.	KLS	Oakland, Calif.
OKP	Prague, Czechoslovakia		

BLAW-KNOX COMPANY

2038 FARMERS BANK BUILDING

PITTSBURGH, PA.

BLAW-KNOX VERTICAL RADIATORS

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 290)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
The Daven Co.	Newark, N. J.	158 Summit St.	Market 2-2468	Lewis Newman	Potentiometers, rheostats, volume indicators, speech input controls, equalizers, variable and fixed attenuators, rotary switches, faders, resistances, mixer panels, laboratory equipment
Dencose, Inc.	New York City	1650 Broadway	Circle 6-2772	A. E. Dennis	Studio design and construction, acoustical treatment, recording and reproducing equipment
Tobe Deutschman Corp.	Canton, Mass.	Canton, Mass.	Canton 0650	C. W. Metcalf	Condensers, filterettes, measuring instruments
Doolittle & Falknor, Inc.	Chicago, Ill.	7421 S. Loomis Blvd.	Stewart 2809	E. M. Doolittle	Transmitting and associated equipment
Allen B. DuMont Laboratories	Upper Montclair, N. J.	542 Valley Road	Montclair 2-2176	Allen B. DuMont	Cathode ray tubes, oscillographs and accessories
Eastern Mike-Stand Co.	Brooklyn, N. Y.	56 Christopher Ave.,	Dickens 2-3538	Samuel Sherman	Microphone stands and accessories
Thomas A. Edison, Inc.	Kearney, N. J.	Belleville Turnpike	Kearny 2-3000	E. H. Green	Storage batteries
Eitel-McCullough, Inc.	San Bruno, Cal.	798 San Mateo Ave.	San Bruno 117	W. W. Eitel J. A. McCullough	Transmitting tubes
Electrad, Inc.	New York City	175 Varick St.	Walker 5-4585	E. Metzger	Attenuators, volume controls, faders, precision and vitreous enamel resistors
Electrical Research Products, Inc.	New York City Chicago, Ill. Los Angeles, Cal.	250 W. 57th St. 624 Michigan Ave. 7046 Hollywood Blvd.	Columbus 5-2200 Wabash 6645 Granite 1171	W. W. Simons H. W. Dodge	W. E. reproducing and associated equipment
Electro-Acoustic Products Co. (Subsidiary of Magnavox Co.)	Fort Wayne, Ind.	2131 Bueter Road	Anthony 5474	L. M. Sandwick	Monitoring equipment, speakers, bridging amplifiers
Electronic Equipment Corp.	Philadelphia, Pa.	1000 E. Mermaid Ave.	Chestnut Hill 5710	John F. Maxwell	Radio & television equipment
Electro-Voice Mfg. Co., Inc.	South Bend, Ind.	324 E. Colfax Ave.	3-7764	A. R. Kahn	Velocity and carbon microphones, microphone stands, repair service
Emar Instrument Corp.	New York City	29 W. 57th St.	Plaza 3-3016	M. P. Frutchey, Jr.	Cutting heads and complete equipment for station and recording laboratories
Evanston Sound-Proof Door Co	Evanston, Ill.	1500 Lincoln St.	Greenleaf 1975	Irving Hamlin	Sound-proof doors
Fairchild Aerial Camera Corp.	Woodside, N. Y.	62-10 Woodside Ave.	Havemeyer 9-6000	F. W. Lutz	Recording and reproducing equipment, amplifiers, pickups, rack and panel units, word spotters, blank aluminum and acetate records, needles, record duplicating process
Federal Telegraph Co.	Newark, N. J.	200 Mt. Pleasant Ave.	Humboldt 2-7000	St. G. LaFitte	Transmitting tubes, rectifier tubes, rectifier equipment
Ferranti Electric, Inc.	New York City	30 Rockefeller Plaza	Circle 7-0912	W. R. Spittal	Audio transformers and reactors, modulation equipment, plate and filament transformers, voltage regulators, voltmeters
Gates Radio and Supply Co.	Quincy, Ill.	Quincy, Ill.	Main 735	P. S. Gates	Speech input equipment, transcription equipment, power supply equipment, remote control equipment, microphones, filament supply rectifiers
General Electric Co.	Schenectady, N. Y.	1 River Road	Schenectady 4-2211	G. W. H. Enyan	Police transmitters and tubes, transmitting capacitors
General Radio Co.	Cambridge, Mass. New York City	30 State St. 90 West St.	Trowbridge 4400 Cortlandt 7-9382	C. T. Burke Myron T. Smith	Frequency and modulation monitors, distortion and noise meters, wave analyzers, power-level indicators, transformers, volume controls, oscillators
Gentry Laboratories	Independence, Mo.	803 W. Maple Ave.	O. A. Gentry	Crystals and frequency control equipment
Gould Storage Battery Corp.	Depew, N. Y.	35 Neoga St.	Jefferson 7907	J. L. Rupp	Storage batteries, battery chargers and rectifiers
Graybar Electric Co., Inc.	New York City New York City Boston Philadelphia Richmond Atlanta Cleveland Pittsburgh Detroit Cincinnati Chicago Minneapolis St. Louis Kansas City Dallas San Francisco Los Angeles Seattle	420 Lexington Ave. 180 Varick St. 287 Columbus Ave. 910 Cherry St. 6th & Cary Sts. 167-173 Walton St., N.W. 1010 Rockwell Ave. 37 Water St. 55 W. Canfield Ave. 310 Elm St. 500 S. Clinton St. 413-17 S. 4th St. 1220 Spruce St. 1644 Baltimore Ave. Austin & Wood Sts. 9th & Howard Sts. 201 Santa Fe Ave. King & Occidental Sts.	Mohawk 4-4000 Walker 5-8000 Kenmore 4567 Walnut 5405 2-2833 Jackson 2261 Cherry 1360 Court 4000 Columbia 5500 Main 0600 Webster 2800 Main 1188 Main 1610 2-4101 2-6454 Hemlock 3121 Trinity 3321 Main 4635	A. J. Eaves H. S. Taylor F. J. Stahl J. W. LaMarque J. P. Lynch W. W. Ponsford L. E. Walker F. L. Allman A. S. Wise L. B. Hathaway W. A. Wayman K. S. Deichman D. R. McKey R. E. Moore O. E. Richardson G. E. Brown W. E. Henges R. G. McCurdy J. A. Costelow Vernon R. Young Cecil Ross W. H. Johnson J. H. Ganzenhuber C. A. Marten	Transmitters, vertical radiators, speech input equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistances, transformers, motor generators, and associated apparatus; police radio equipment
Hammarlund Mfg. Co., Inc.	New York City	424 W. 33rd St.	Lackawanna 4-3023	L. A. Hammarlund	Variable condensers, trimming and padding condensers, plug-in coils, coil forms, sockets, transformers, chokes, professional receivers, laboratory equipment
Hardwick, Hindle, Inc.	Newark, N. J.	40 Hermon St.	Market 2-8200	A. H. Hardwick	Fixed and adjustable resistors, power rheostats
Hartenstine-Zane Co., Inc.	New York City	225 Broadway	Barclay 7-3141	Charles J. Hartenstine	Construction transmitter buildings, tower foundations, tower erecting, obstacle lighting, radial ground systems
Heintz & Kaufman, Ltd.	S. San Francisco, Cal.	P. O. Box 69	S. San Francisco 1515	Ralph M. Heintz	Concentric transmission line, transmitting tubes, nitrogen-filled variable condensers.
Hipower Crystal Co.	Chicago, Ill.	2035 Charleston St.	Armitage 0654	R. Groth	Crystals
Hoke Vertical Radiators	Petersburg, Va.	219 Bollingbrook St.	John J. Hoke	Vertical radiators
Holloway Co.	New York City	72 Spring St.	Canal 6-1552	Jack Holloway	Direct cut recorders, recording amplifiers, 16 in. turn tables
Hollister Crystal Co.	Wichita, Kans.	Wichita, Kans.	5-2464	Herb Hollister	Crystals and mountings
Ideal Commutator Dresser Co.	Sycamore, Ill.	Sycamore, Ill.	77	B. E. Holub	Commutator grinding, equipment, blowers, suction cleaners, solderless wire connectors, solderless lugs, fuse clamps, fuse reducers, fuse puller and testers

(Continued on Page 294)

107 BROADCASTING STATIONS

Forty-two schools and colleges, dozens of headline radio and stage actors, radio program producers and musicians, recording studios and advertising agencies.

USE PRESTO EQUIPMENT As of Dec. 1st, 1936

RECORDING TURNTABLE AND AMPLIFIER **TRANSCRIPTION TURNTABLE**



These portable units make 16" electrical transcriptions of the highest quality used on the air by leading radio stations everywhere. Recording turntable operates at either 78 or 33-1/3 RPM. Amplifier handles two turntables with instantaneous change-over for continuous recording. Receptacles are provided to plug-in pre-amplifier, radio tuner and external speakers. Can be set up for operation in a few minutes' time.



A 16", 2 speed (78 and 33-1/3 RPM) turntable for playing electrical transcriptions. Equipped with high quality lateral pick-up and gain control having 30 steps of 1 1/2 db each and taper to infinite attenuation. Cabinet has shelves for 100 transcriptions and drawer for needles, continuity, program schedules, etc. Chassis only can be furnished for station mounting. Also available in portable leatherette carrying case. Provision is made for adding recording mechanism at any time.

MODEL D PORTABLE RECORDER

A complete portable recorder in a single unit. Makes and plays 5-minute transcriptions at 78 RPM. Useful for recording commercial announcements, auditions, station breaks, theme songs and sound effects. An ideal recorder for individual artists, program directors and advertising agencies. Simple to operate. Plugs in on 110 volts A.C. Sold complete with microphone and stand.



NEW PRESTO CUTTER



Designed to match the characteristics of the Presto Green Seal Disc. Damping adjustable to compensate for loss of high frequencies on 33-1/3 RPM recordings, giving flat response on playback from 50 to 6000 cycles.

PRESTO GREEN SEAL DISC

Acknowledged to be the finest disc available for instantaneous recording. Green Seal Master Discs are now used in place of wax by leading transcription manufacturers. Discs are made in air conditioned rooms absolutely dust free where the temperature and humidity are under rigid control to assure constant uniform production. You can always depend on shipment of Green Seal Discs within a few hours after your order is received.



PRESTO

RECORDING CORPORATION

147 WEST 19th STREET

NEW YORK, N. Y.

WORLD'S LARGEST MANUFACTURERS OF INSTANTANEOUS RECORDING EQUIPMENT

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 292)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
Insuline Corp. of America	New York City	25 Park Row	Barclay 7-4460	S. J. Spector	Racks, panels, coils, coil forms, crystal holders, chokes, variable condensers, dials, plugs and switches
Insulite Co.	Minneapolis, Minn.	Builders Exchange Bldg.	Atlantic 4551	E. H. Batchelder, Jr.	Acoustical material
International Derrick and Equipment Co.	Columbus, O.	875 Michigan Ave.	University 2123	Charles E. Schuler	Vertical radiator antenna systems
International Resistance Co.	Philadelphia, Pa.	401 N. Broad St.	Walnut 2166	Ernest Searing	Resistors, volume controls
Isolantite, Inc.	New York City	283 Broadway	Rector 2-9274	H. G. Beebe	Ceramic standoff insulators, strain insulators, inductance forms bushings, concentric transmission lines and fittings
Charles F. Jacobs	New York City	270 LaFayette St.	Canal 6-0715	Chas. F. Jacobs	Antenna spreaders and adjustable separators
Jefferson Electric Co.	Bellwood, Ill.	25th Ave. and Madison St.	Mansfield 7161	J. A. Brennan	Transformers
Jenkins & Adair	Chicago, Ill.	3333 Belmont Ave.	Keystone 2130	S. E. Adair	Microphones, pre-amplifiers, microphone mixing controls, amplifiers, sound effects apparatus, transmitters, speech input equipment, reference recording apparatus, transformer and amplifier components
Jensen Radio Mfg. Co.	Chicago, Ill.	6601 S. Laramie Ave.	Hemlock 9800	Thos. A. White	Audition and monitoring equipment
Johns-Manville Co.	New York City	22 E. 40th St.	Lexington 2-7600	H. R. Berlin	Acoustical construction
E. F. Johnson Co.	Waseca, Minn.	Waseca, Minn.	E. F. Johnson	Inductors, insulators, tube sockets, air condensers
Kenyon Transformer Co., Inc.	New York City	840 Barry St.	Intervail 9-7000	F. P. L. Kenyon	Audio components and power supplies
Lapp Insulator Co.	LeRoy, N. Y.	Gilbert St.	LeRoy 385	Porcelain insulators
Lehigh Structural Steel Co.	New York City	17 Battery Pl.	Whitehall 4-1424	J. F. Neary	Vertical radiators, radio towers
Littlefuse Laboratories	Chicago, Ill.	4238 Lincoln Ave.	Bittersweet 2333	Louis J. Fohr	Transmitting fuses, neon testers, instrument fuses.
Locke Insulator Corp.	Baltimore, Md.	S. Charles & Cromwell	South 2620	F. H. Reagan	Radio insulators
Magnavox Co.	Fort Wayne, Ind.	2131 Bueter Rd.	Anthony 5474	Richard A. O'Connor	Microphones, amplifiers, dynamic speakers
Marko Storage Battery Corp.	Brooklyn, N. Y.	87 35th St.	Sunset 6-9900	H. Myers	Storage batteries
Masonite Corp.	Chicago, Ill.	111 W. Washington	Franklin 5645	R. G. Wallace	Structural insulation
Mirror Record Corp.	New York City	58 W. 25th St.	Chelsea 3-1343	Paul K. Trautwein	Aluminum and coated discs, recording equipment
National Battery Co.	St. Paul, Minn.	1728 Roblyn Ave.	Nestor 6371	G. P. Castner	Storage batteries
National Carbon Co., Inc.	New York City	30 E. 42nd St.	Vanderbilt 3-8700	John M. Spangler	Batteries and dry cells
National Gypsum Co.	Buffalo, N. Y.	190 Delaware Ave.	Lafayette 8160	Studio construction material
New Jersey Erectors	Newark, N. J.	346 Broadway	Humboldt 3-9720	Bernard I. Samuels	Tower erectors including painting, lighting, foundations, ground system
Northern Electric Co., Ltd.	Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B. C. Halifax, N. S.	1261 Shearer St. 131 Simcoe St. 65 Rone St. 150 Robson St. 86 Hollis St.	Wilbank 3131 Adelaide 0651 86-651 Seymour 1511 Bishop 8127	O. R. Harvey W. R. Ostrom W. T. Hunt T. C. Clark F. W. Johnson	Transmitters, speech input equipment, tubes, vertical radiators
Northwest Magnesite Co. (Thermax Division)	Pittsburgh, Pa.	1912 Farmers Bank Bldg.	Atlantic 0942	R. E. Bennett	Insulation, acoustical material
Ohio Brass Co.	Mansfield, O.	Mansfield, O.	Canal 4111	M. M. Kenneally	Tower insulators, high-voltage tubes and bushings
Perrine Quality Products Corp.	Waltham, Mass.	55 Rumford Ave.	Waltham 4020	Lester Perrine	Storage batteries
Phelps Dodge Copper Products Corp. (Inca Manufacturing Division)	Los Angeles, Cal.	2375 East 27th St.	Kimball 5166	R. A. Connor	Power transformers and chokes, audio transformers
Piezoelectric Laboratories	New Dorp, N. Y.	612 Rockland Ave.	Dongan Hills 6-0621	Charles G. Ligh	Crystals, temperature control ovens, frequency control units, monitors, transmitters, amplifiers, recording equipment, transcription turn tables
Poinsettia, Inc.	Pitman, N. J.	Pitman, N. J.	Frank H. Warner	Master waxes and sound recording equipment
Precision Crystal Laboratories	Springfield, Mass.	1211 Liberty St.	6-9286	Chas. W. MacConnell	Crystals and holders
Precision Piezo Service	Baton Rouge, La.	427 Asia St.	658	C. E. Pearce	Quartz crystals, crystal holders, temperature control ovens
Premier Crystal Laboratories, Inc.	New York City	719 Pulitzer Bldg.	Beekman 3-2514	W. A. Thomas	Piezoelectric crystals, holders, crystal control units, reactance meters, crystal heterodyne frequency meters, heater oven type holders, precision dials
Presto Recording Corp.	New York City Los Angeles, Cal.	139 W. 19th St. 1656 N. Serrano St.	Chelsea 2-6425 Granite 0755	S. Sholes Norman B. Neely	Instantaneous recording equipment, chemically coated recording discs, steel and sapphire cutting needles, play back needles
B. A. Proctor Co., Inc.	New York City	17 W. 60th St.	Circle 7-3774	F. C. W. Thiede	Recording equipment
Radio Apparatus Co.	Newark, N. J.	240 Central Ave.	Main 3-2020	Frank L. Kaltman	Cathode ray equipment, tubes, parts
Radio Engineering Laboratories, Inc.	Long Island City, N. Y.	25-14 41st Ave.	Stillwell 4-8071	J. Jones	Inductors, condensers, R. F. chokes, tubes, sockets, dials, panels, cabinets amplifiers, power supplies
Radio Engineering & Mfg. Co.	Jersey City, N. J.	26 Journal Square	Journal Square 2-2751	Paul A. Girard	Antenna coupling units, frequency control apparatus, tank circuit design and construction, speech input equipment amplifiers, mercury vapor rectifiers
Radio Receptor, Inc.	New York City	106 Seventh Ave.	Chelsea 3-1382	L. Arnson	Amplifiers, microphones, antenna tuning house
Radio Television Industries Corp.	Reading, Mass.	2 Linden St.	Reading. 0440	L. E. Dickinson	Microphones, microphone stands, amplifiers, mixers, mixing panels, power level indicators, speech input equipment
Radiotone Recording Co.	Hollywood, Cal.	6103 Melrose Ave.	Granite 6972	F. H. Brown	Recording machines and amplifiers, cutting stylii, needles, recording blanks, microphones, turn tables
Radio Transceiver Laboratories	Richmond Hill, N. Y.	8627 115th St.	Richmond Hill 2-1825	Frank Jacobs	Portable transmitters and receivers
Radolek Co.	Chicago, Ill.	601 W. Randolph St.	Monroe 5434	W. C. Braun	Amplifiers, pre-amplifiers
Rangertone, Inc.	Newark, N. J.	201 Verona Ave.	Humboldt 2-0123	R. H. Ranger	Electric chimes, electric organs, instantaneous recording equipment

(Continued on Page 296)

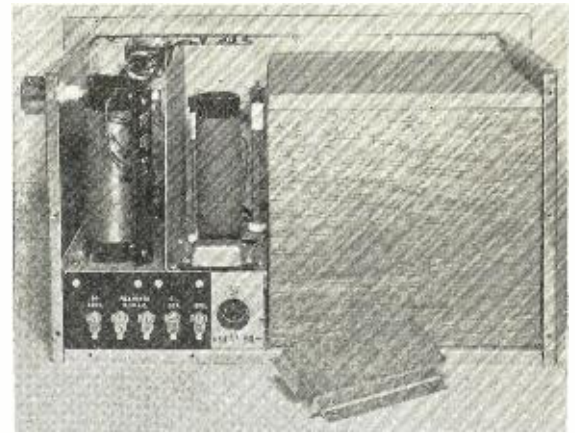
FREQUENCY CONTROL EQUIPMENT

AUTOMATIC FREQUENCY CONTROL UNIT

TYPE 350-A

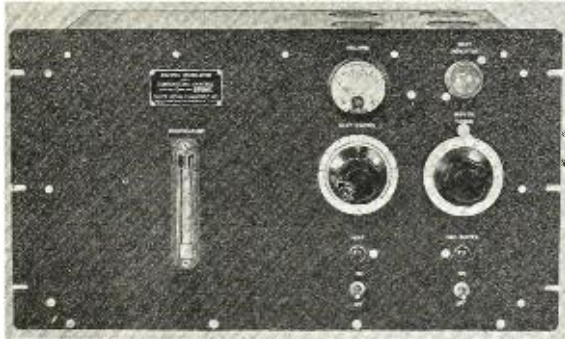
Recommended for stations demanding the ultimate in precision frequency control.

This new unit has been designed not only to comply with the F. C. C. rules for Broadcast service effective November 12, 1936, but to anticipate the enactment of possible future regulations for closer adherence to an assigned frequency.



UNIT 350-A INCORPORATES THE FOLLOWING FEATURES:

- Precision crystal heat chamber (operating at $50^{\circ}\text{C.} \pm 0.1^{\circ}\text{C.}$) which accommodates a Type 157-A Holder.
- Precision Thermometer graduated in 0.1°C. steps.
- Crystal oscillator and buffer-amplifier stage compensated for temperature variations.
- Frequency stability of less than $0.5 \sim/\text{MC}/^{\circ}\text{C.}$ when PCL low-drift crystal used.
- Unit completely shielded and filtered against R.F. leakage.



HEATER HOLDER TYPE 500

This holder is especially recommended for use where extremely precise frequency stability is not absolutely essential and where economy in the cost of equipment is a deciding factor. When used with a low-drift crystal this holder may be depended upon to maintain the temperature of the crystal chamber well within the FCC specification of 1°C.

- Available in featherweight and standard models.
- Featherweight model, designed to withstand vibration, is recommended for aircraft and portable transmitter service. It can be mounted in any position. This holder is used for frequencies from 2000 KC to 8 MC.
- The standard model is used for frequencies from 100 KC to 8 MC.
- A micrometer adjusting screw permits precision setting of frequency.
- Temperature control is maintained over an extremely wide range.
- Plugs into standard 5-prong socket.
- Grid connection available at top or bottom of holder.
- Either model can be furnished for 6.3 or 12 volt heater supply. Maximum wattage consumed at sub-zero temperatures 12 watts.



PRECISION HOLDER TYPE 157-A

A precision air gap crystal holder of glazed Isolantite incorporating the highest quality workmanship and materials. It has been approved by the F.C.C. for Broadcast Station use. We have developed a new technique which makes it possible for stations desiring to switch over to low-drift crystals, to accomplish a zero-beat adjustment with minimum interruption of service. Write for full particulars.

Premier broadcast crystals are approved by the F.C.C. All crystals are made of the finest quality Brazilian Quartz. Accuracy of calibration is unconditionally guaranteed. Our primary standard of frequency is maintained accurate to within 5 parts in 10 million. We check daily with Arlington and bi-weekly with WWV. We are fully equipped to make prompt delivery of both quartz and tourmaline crystals.

*We invite your correspondence on frequency control problems
Send for a complete set of bulletins*



- Output terminal designed for shielded transmission line.
- Output sufficient to swing medium power class "C" tube.
- Output frequency stability independent of load conditions.
- No frequency adjustment necessary when unit is calibrated with crystal and tubes prior to shipment.
- Designed for standard relay rack mounting.

PREMIER CRYSTAL LABORATORIES, INC.

719 Pulitzer Building
NEW YORK, N. Y., U. S. A.

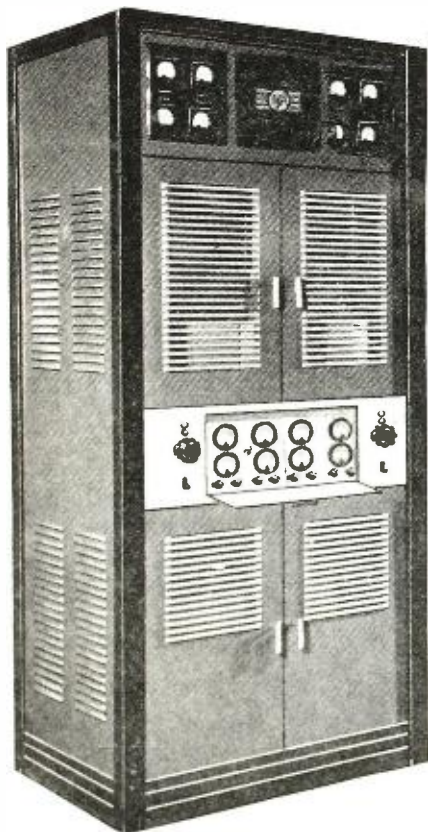


DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 294)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER	PRODUCTS
Ray-O-Vac Co.	Madison, Wis.	2317 Winnebago St.	Badger 193	L. H. Keller	"A", "B" and "C" dry batteries
Raytheon Mfg. Co. (Electrical Equipment Division)	Waltham, Mass.	190 Willow St.	Waltham 4610	G. E. Bertram	Rectified AC power supplies, battery eliminators, voltage regulators
RCA Manufacturing Co. (RCA Victor Division)	Camden, N. J. New York City Chicago, Ill. San Francisco, Cal. Dallas, Tex. Atlanta, Ga.	Front & Cooper Sts. 1270 Sixth Ave. 589 E. Illinois St. 170 Ninth St. 2211 Commerce St. 492 Peachtree St.	Camden 8000 Columbus 5-6500 Randolph 4626 Underhill 2302 Dallas 7-1371 Walnut 5946	J. R. Baker T. A. Smith H. C. Vance W. H. Beltz W. M. Witty D. A. Reesor	Transmitters, tubes, microphones, speech input equipment and associated apparatus, field intensity meters, frequency monitors, modulation monitors, beat frequency oscillators, cathode ray oscillographs, mica condensers, transcription turntables, laboratory and test equipment
RCA Victor Co., Ltd.	Montreal, Can. Halifax, N. S. Toronto, Ontario Winnipeg, Man. Calgary, Alberta Vancouver, B. C.	925 Lenoir St. 28 Beach St. 36 Breadalbane St. 135 Princess St. Northern Electric Bldg. 1206 Homer St.	Wellington 3671 Bishop 2778 Midway 8454 2-6801 Main 4476 Marpole 712	E. C. Grimley C. C. Bowers F. W. Radcliffe E. P. Burns C. R. Gordon F. A. Boyle	Transmitters, tubes, microphones, speech input equipment and associated apparatus, field intensity meters, frequency monitors, modulation monitors, beat frequency oscillators, cathode ray oscillographs, mica condensers, transcription turntables, laboratory and test equipment
Recording Equipment Mfg. Co.	Los Angeles, Cal.	6611 Sunset Blvd.	Hillside 7277	A. Lazarus	Recording units
Remler Co., Ltd.	San Francisco, Cal.	19th & Bryant Sts.	Valencia 3435	F. G. Hawkinson	Microphones, amplifiers, speech input and control equipment, transcription reproducing units, turntables, pickups attenuators
Scientific Radio Service	Hyattsville, Md.	124 Jackson Ave.	Hyattsville 849	H. D. Eisenhauer	Piezo electric crystals and holders
Seattle Radio Supply	Seattle, Wash.	2117 Second Ave.	Seneca 2345	R. C. James, Sr.	Equipment manufacturers' representative
Shure Brothers Co.	Chicago, Ill.	225 W. Huron St.	Delaware 8383	S. N. Shure	Crystal, condenser and carbon microphones, microphone stands
Hector R. Skifter	St. Paul, Minn.	St. Paul Hotel	Cedar 4401	Hector R. Skifter	Audio and transmitting equipment, field intensity measuring equipment
Sound Apparatus Co.	New York City	150 W. 46th St.	Bryant 9-8776	Arthur W. Niemann	Synchronous motors, recording and reproducing equipment, high speed level recorder
Speak-O-Phone Recording and Equipment Co.	New York City	23 W. 60th St.	Columbus 5-1350	C. A. Austin	Instantaneous recording equipment
Standard Transformer Corp.	Chicago, Ill.	850 Blackhawk St.	Lincoln 5600	Jerome J. Kahn	Power transformers, audios and chokes
Sundt Engineering Co.	Chicago, Ill.	4238 Lincoln Ave.	Bittersweet 2333	E. V. Sundt	Neon tubes, surge protectors, arc suppressors, neon pocket testers, tuning wands, neobeam oscilloscope
Taylor Tubes, Inc.	Chicago, Ill.	2341 Wabansia Ave.	Armitage 1730	Frank J. Hajek	Transmitting tubes
Tech Laboratories	Jersey City, N. J.	793 Newark Ave.	Journal Sq. 2-2751	Magnus Bjorndal	Attenuators, volume indicators, volume controls, line equalizers, faders, switches, condensers, resistors, gain sets, gain controls, transmission measuring sets
Techna Corp.	San Francisco, Cal.	926 Howard St.	Douglas 1328	Robert B. Walder	Speech input equipment, transcription and recording equipment
Thomas & Betts Co.	Elizabeth, N. J.	36 Butler St.	Elizabeth 3-2600	N. J. McDonald	Sheath-grounding, wire terminals, two-way connectors, solderless terminals and cable fittings
Thordarson Electric Mfg. Co.	Chicago, Ill.	500 W. Huron St.	Whitehall 6444	C. P. Cushway	Transformers, amplifiers
Timber Engineering Co.	Washington, D. C.	1337 Conn. Ave., N. W.	Decatur 1052	Harry G. Uhl	Plans, specifications and quantity surveys for wood radio towers, wood tower timber connectors
Triplett Electrical Instrument Co.	Bluffton, O.	Harmon Road	323W	R. L. Triplett	Measuring equipment, radio testing instruments
Truscon Steel Co.	Youngstown, O.	1315 Albert St.	3-2171	K. D. Mann	Vertical radiators
Turner Co.	Cedar Rapids, Ia.	909-17th St., N.E.	2-3527	F. W. Clemens	Microphones, remote setups, amplifiers
Union Fibre Co.	Winona, Minn.	Winona, Minn.	5435	H. N. Scherer	Acoustical material
United Electronics Co.	Newark, N. J.	42 Spring St.	Humboldt 2-0577	C. A. Rice	Transmitting tubes
United Sound Engineering Co.	St. Paul, Minn.	2233 University Ave.	Nestor 3106	H. M. Richardson	Cathode ray oscillographs, beat frequency audio oscillator
Upton Co.	Lockport, N. Y.	Lockport, N. Y.	2300	Studio construction and insulation material
United States Gypsum Co.	Chicago, Ill.	300 W. Adams St.	State 6100	S. P. Walker	Studio construction material, acoustical material
U. S. Wind Engine & Pump Co.	Batavia, Ill.	Batavia, Ill.	1205	Le B. Turner	Radio towers
United Transformer Co.	New York City	72 Spring St.	Canal 6-6560	S. L. Baraff	Transformers, rectifiers, high Q coils, amplifier kits
Universal Battery Co.	Chicago, Ill.	3410 S. La Salle St.	Boulevard 6065	Robert D. Mowry	Storage batteries
Universal Microphone Co., Ltd.	Inglewood, Cal.	424 Warren Lane	Inglewood 2150	J. R. Fouch	Microphones, microphone stands, recording machines, blanks, stylii
Utah Radio Products Co.	Chicago, Ill.	812 Orleans St.	Superior 8388	Ira J. Owen	Speakers, transformers, volume and tone controls, jacks, switches, potentiometers, rheostats, plugs
Ward Leonard Electric Co.	Mt. Vernon, N. Y.	31 South St.	Fairbanks 4-1015	A. A. Berard	Rheostats, relays, resistors, rectifiers, A. C. voltage regulators
Washington Institute of Technology	Washington, D. C.	McLachlen Bldg.	District 1518	Dr. F. G. Kear	Directional antennas and excitation systems
Webster Electric Co.	Racine, Wis.	Racine, Wis.	Jackson 6776	R. Ferda	Sound amplifiers, electric phonograph pickups
Western Electric Co. (See Graybar Electric Co.)					
Western Radio Engineering Co.	St. Paul, Minn.	5th & St. Peter Sts.	Garfield 3400	Stanley E. Hubbard	Transmitters, audio amplifying and control equipment
Westinghouse Electric & Mfg. Co.	Chicopee Falls, Mass.	Main St.	Chicopee 600	Walter C. Evans	High voltage rectifiers, high voltage condensers (oil, air, nitrogen); transmitting inductances, tower lighting and protective equipment, motor generators, transformers and reactors voltage regulators, instruments and meters
Weston Electrical Instrument Co.	Newark, N. J.	614 Freylinghusen Ave.	Bigelow 3-4700	V. E. Jenkins	DB meters, vacuum tube voltmeters, oscillators, volt-ohmmeters, panel instrument, output meters, AC-DC Thermo-couple panel instruments
Willard Storage Battery Co.	Cleveland, O.	E. 131st St. & St. Clair Ave.	Glenville 2600	Storage batteries
Wright's Electrical Instrument Laboratory	Portland, Ore.	Reed College	Sellwood 1234	John Wright	Special indicating instruments, repairs and rebuilt instruments and thermo-couplers
Weyerhaeuser Sales Co.	St. Paul, Minn.	First National Bank Bldg.	Garfield 7601	Studio construction material

Get the facts and features about
RCA's Two New Transmitters



NEW RCA TRANSMITTER 250-D

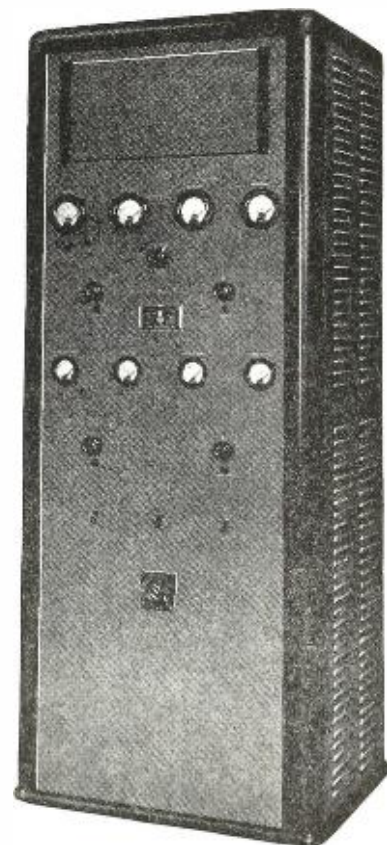
... rated at 250 watts and 100 250 watts. A low power transmitter and a basic exciter unit. Simple, efficient operation. Fine performance. Easy accessibility. Low operating cost. Most modern design. 16 operating meters, conveniently located. Inter-locking doors for safety. Easy installation.

The RCA 250-G HIGH FIDELITY TRANSMITTER and RCA 250-D TRANSMITTER provide many splendid features

Space won't permit us to tell you one-tenth of all the fine features RCA has built into these two new transmitters.

Both are RCA's newest. Into them go the same quality workmanship and materials which for years have distinguished RCA equipments. They are the latest addition to a line of transmitters which have received the approval of broadcast engineers from coast to coast.

You'll want to know more about them, so drop us a line. We'll send you the facts and features about these transmitters that tell you more than a thousand fancy words. There's no obligation, of course. Just ask—and the information is yours—free!



NEW RCA HIGH FIDELITY TRANSMITTER 250-G

... a complete broadcast transmitter rated 100 250 watts (also available for 100 watts as "Type 100-G"). Includes space for Type 66-A Modulation Monitor. Provides unequalled performance to prevent early obsolescence and assure high fidelity. Generous safety factors and conservative tube

operation make certain uninterrupted programs. Low operating cost because of low power input. Easy accessibility. Has four chassis—High Voltage Rectifier—Modulator—Low Level R.F. and Low Level Rectifier—High Level R.F.—each of which may be removed simply and quickly.



Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J.

A Service of the Radio Corporation of America

NEW YORK, 1270 Sixth Avenue • CHICAGO, 589 E. Illinois St. • ATLANTA, 190 Peachtree Street, N. E. • DALLAS, 2211 Commerce Street • SAN FRANCISCO, 170 Ninth Street

RCA'S NEW SPEECH INPUT

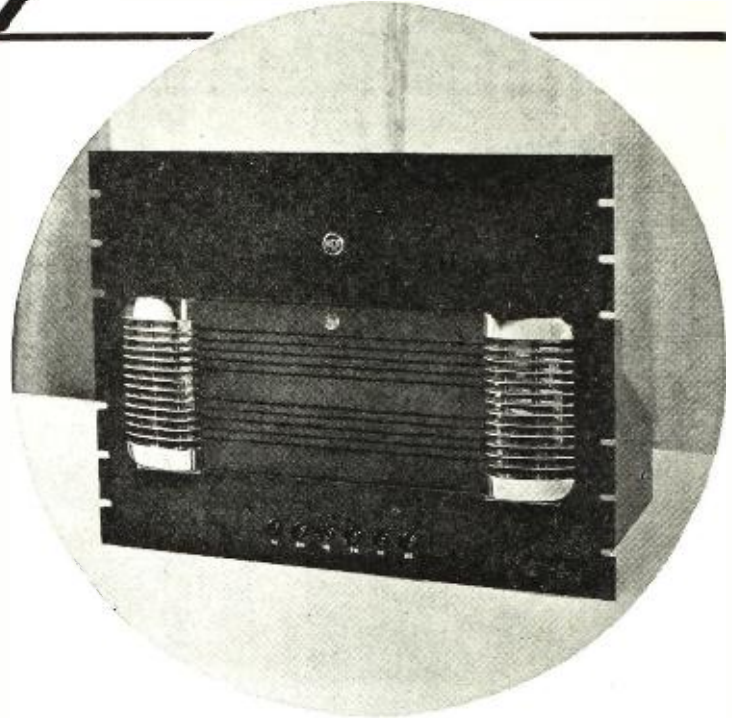


many modern

Styled in the modern manner, this fine new equipment offers many extra value features that make it outstanding. The result of RCA sound engineering, it will make any station—a *better* station

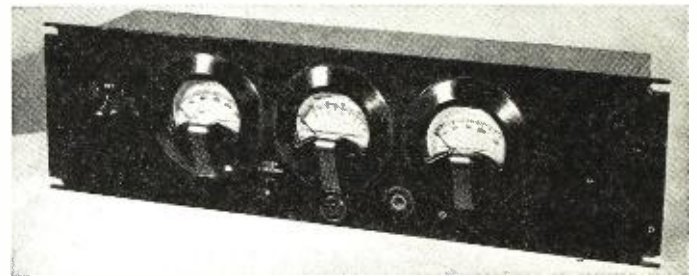
Broadcast engineers all over America will be interested in RCA's new speech input equipment—the latest developments from Radio Headquarters, stressing advanced design plus many other fine features.

This new equipment is the finest available. Proof of RCA's superiority is demonstrated by the fact that RCA speech input equipment is used in an overwhelming majority of the best broadcasting studios. And proof of this new equipment's quality is shown in the many extra value features RCA offers. Literature and technical data may be secured by writing to the address below.



Advance Designed Pre-Amplifier, Type 41-C . . . Panel door in front opens to provide quick and easy access to all

tubes. Has hinged chassis construction and easy accessibility to wiring and component parts.



Modern Meter Panel 15-C . . . has new, streamlined meter cases with illuminated dials.

D. C. Volt Meter, 0-250 Volts. Milliammeter, 0-10 M. A. A. C. Line Volt Meter, 0-150 Volts.

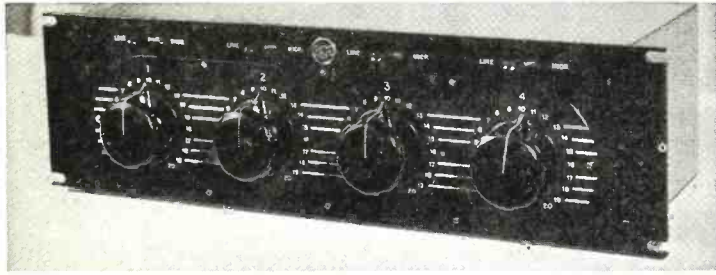


Broadcast

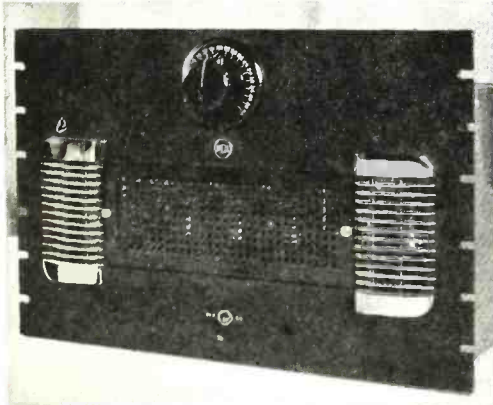
RCA MANUFACTURING COMPANY, INC., CAMDEN, NEW JERSEY

EQUIPMENT HAS

quality features!

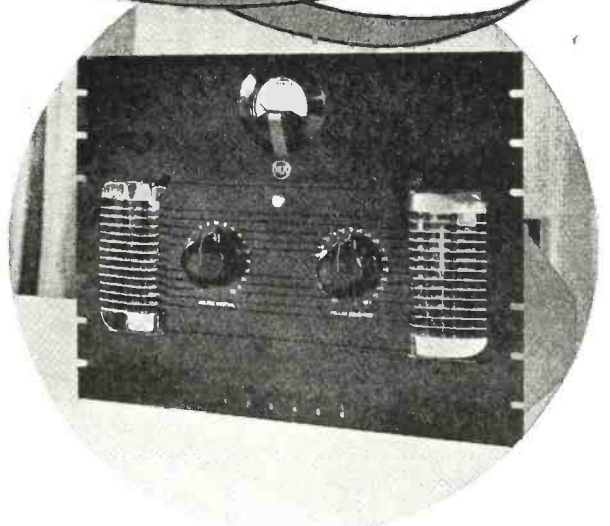
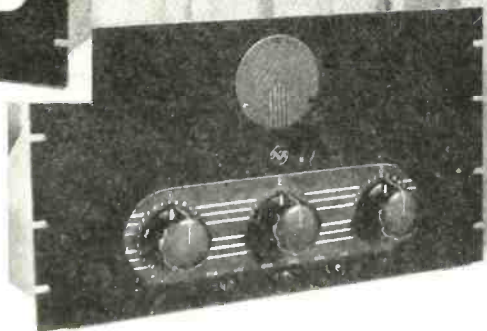


This four-position mixer panel includes four wire-wound, balanced ladder attenuators. Key switch with each meter provides extra input circuits, either remote lines, transcription circuits, or additional microphone circuits.



At left—High Fidelity Monitoring Amplifier, Type 94-C . . . improvement of RCA Type 4194-B, with double the output, decreased distortion, double the gain (sufficient for direct operation from transcription equipment). Greater accessibility.

At right—New Tri-Amplifier Type 58-A . . . something entirely new in speech input units, providing pre-amplification of three microphone outputs, high level, three-position mixing system, switching of three extra 250-ohm inputs.

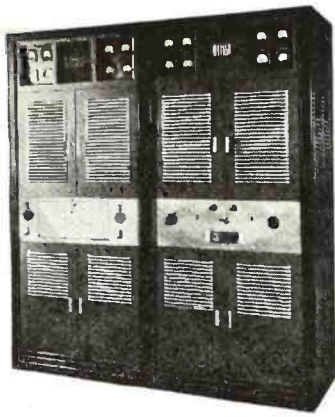


Above—Program Amplifier Type 40-D . . . with new "peak reading" volume indicator and illuminated volume indicator meter. An improvement over popular RCA Type 40-C, having better accessibility, more ventilation, increased volume indicator range and push keys for instant individual tube metering.

Equipment

A Service of the Radio Corporation of America

NEW YORK, 1270 Sixth Avenue
CHICAGO, 589 E. Illinois St.
ATLANTA, 490 Peachtree Street, N. E.
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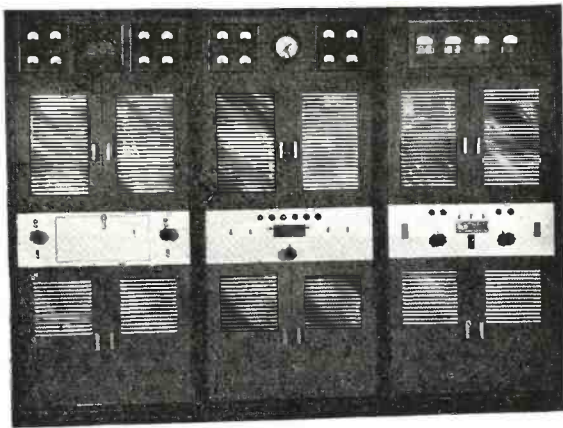
This is the transmitter for a 100-250 watt station ... 250-F. It becomes an exciter unit when you

ADD

The 1-D Power Amplifier. And the result is a 1-D TRANSMITTER RATED AT 1000 WATTS.

POWER

Now you want to increase power again—to 5 kilowatts—so you retain the 250-F and add equipment as shown below. The result is the 5-C, 5 K-W Transmitter.



Exciter 250-F

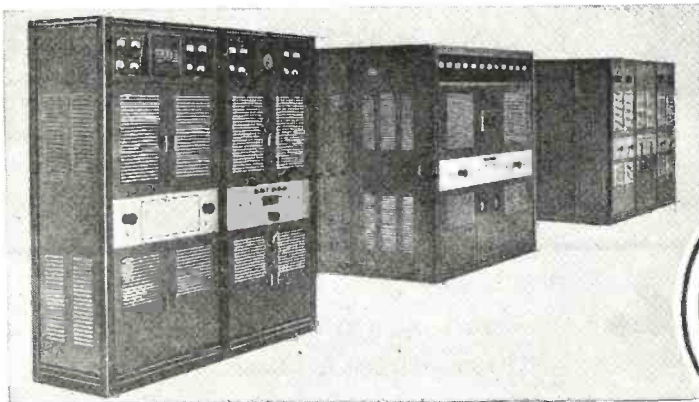
AA-4244, 5 K-W Power Amplifier

AP-4242 Rectifier

POWER

POWER

Then, when you go to 50 kilowatts, you again find it easy and inexpensive—the RCA way! You merely add again, as shown, and you have the 50 K-W Transmitter!



Exciter 250-F

AA-4244

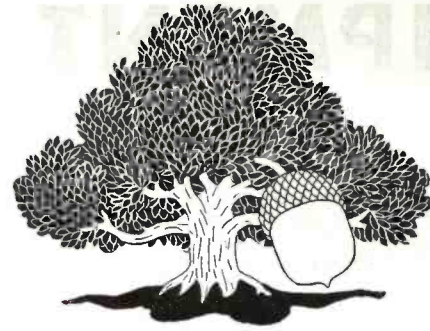
50 K-W Amplifier

50 K-W Rectifier

POWER

POWER

POWER



**From small
Broadcast Stations
grow giant ones ...
cheaply and
conveniently when
the Transmitting
Equipment is RCA!**

When buying transmitting equipment, it will pay you to buy RCA. For, through RCA's policy of coordination, you can expand the power of your station conveniently and at a minimum of cost.

A typical example is shown on this page. At the left is illustrated the growth of a 100-250 watt station to 50 kilowatts—retaining original unit and simply adding new ones. Remember, with RCA equipment, you too can save in this way! We will gladly send you more complete details, without obligation, on request.



*Broadcast
Equipment*

RCA Manufacturing Company, Inc., Camden, New Jersey

A Service of the Radio Corporation of America

NEW YORK, 1270 Sixth Avenue • CHICAGO, 589 E. Illinois Street • ATLANTA, 490 Peachtree Street, N. E.
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Executive and Staff Personnel of the Federal Communications Commission

Headquarters Office: Postoffice Building, Washington, D. C., Phone District 1654

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Assistant Secretary: Annette E. Hutterly.
Clerk: Lucille S. Smith.
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Vacant: Secretary.
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Secretary: Pansy E. Wiltshire.

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Secretary: Louise Duncan.
William H. Bauer, Head Attorney.

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Violet Lowry, Junior Attorney.
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Max H. Aronson, Examiner.
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James L. McDowell, Attorney.

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E. K. Jett, Assistant Chief Engineer (Telegraph).
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Edward Cruse, Assistant Chief Engineer (Telephone).
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Secretary: Lillian Conley.
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George C. Davis, Associate Engineer.
Ralph L. Clark, Associate Engineer.
Harold Link, Engineering Aide.
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Raymond Asserson, Senior Engineer.
Edwin Lee White, Senior Engineer.
A. T. Jenkins, Senior Engineer.
Marion H. Woodward, Senior Engineer.
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Paul M. Lion, Engineer.
L. C. Quaintance, Associate Engineer.
Leslie R. Brady, Assistant Engineer.
B. J. Shimeall, Assistant Engineer.
H. E. Broyles, Assistant Engineer.
S. H. Pearce, Assistant Engineer.
Glen E. Nielsen, Senior Engineering Aide.
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R. D. Jones, Principal Engineer.
George J. Dempsey, Associate Engineer.
Edward W. Allen, Associate Engineer.
James A. Beaver, Jr., Engineering Aide.

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Examiners:
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Melvin H. Dalberg, Principal Examiner.
George H. Hill, Senior Examiner.
Rosel H. Hyde, Senior Examiner.
Ralph L. Walker, Senior Examiner.
Robert L. Irwin, Examiner.

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Secretary: Ruth Richter.
Chief of Broadcast Section: Clara M. Tehl.
Chief of Commercial Section: John Fulmer.
Chief of Amateur Section: J. B. Beadle.

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Secretary: Frances Groom.
Riley A. Gwynn, Assistant Chief.
Secretary: Doreen Clark.

Docket Section

Mary Belle Anthony, Chief.

Information (Press) Section

G. Franklin Wisner, Chief.

Other Sections

Robert E. Hodson, Minute Clerk.
L. A. Corridon, Chief of Audits & Accounts.
Paul Sheehy, Chief of Duplicating Section.
T. A. Gates, Chief Supplies.
W. Theodore Pierson, Chief of Mails and Files.

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March 15, 1927—November 24, 1927 (Deceased)
Orestes H. Caldwell, New York.
March 15, 1927—February 23, 1929
Eugene O. Sykes, Mississippi.
March 15, 1927—
Henry A. Bellows, Minnesota.
March 15, 1927—October 31, 1927
Colonel John F. Dillon, California.
March 15, 1927—October 8, 1927 (Deceased)
Sam Pickard, Kansas.
November 1, 1927—January 31, 1929
Harold A. Lafount, Utah.
November 14, 1927—July 10, 1934
Ira E. Robinson, West Virginia.
March 29, 1928—January 15, 1932
General C. McK. Saltzman, Iowa.
May 2, 1929—July 19, 1932
William D. L. Starbuck, New York.
May 2, 1929—May 23, 1934
Thad H. Brown, Ohio.
January 21, 1932—
James H. Hanley, Nebraska.
April 1, 1933—July 10, 1934

FIELD OFFICES OF THE FEDERAL COMMUNICATIONS COMMISSION

Director of Field Section: William D. Terrell, Washington, D. C.

District No.	Address	Phone No.	Inspectors	District No.	Address	Phone No.	Inspectors
1	U. S. Customhouse, Boston, Mass.	Hubbard 6739	Charles C. Kolster, <i>Inspector in Charge</i> Walter J. Butterworth Myron A. Tong Roger E. Phelps Nathan Hallenstein	13	New Courthouse Bldg., Portland, Ore.	Tabor 3325	Kenneth G. Clark, <i>Inspector in Charge</i> Robert Landsburg Stacy W. Norman Lee R. Dawson
2	641 Washington St., New York City	Canal 6-2100	Arthur Batcheller, <i>Inspector in Charge</i> Charles T. Manning Eugene C. Cochran Walter J. Howell Arthur S. Fish Forest F. Ruffern Howard C. Looney	14	New Federal Bldg., Seattle, Wash.	Seneca 3100	London C. Herndon, <i>Inspector in Charge</i> George V. Wiltse Alfred K. Robinson Sigfred F. Berge
3	Customhouse, Philadelphia, Pa.	Market 8000	Louis E. Kearney, <i>Inspector in Charge</i> Ivan H. Loucks	15	Customhouse, Denver, Colo.	Keystone 4151	Edwin S. Heiser, <i>Inspector in Charge</i>
4	Fort McHenry, Baltimore, Md.	South 2170	George E. Sterling, <i>Inspector in Charge</i> L. A. Newcomb Hyman A. Cohen Edward W. Chapin Charles A. Eiler	16	Main Post Office Bldg., St. Paul, Minn.	Cedar 2577	C. W. Loeber, <i>Inspector in Charge</i>
5	New Courthouse Bldg., Norfolk, Va.	24-963	Edward B. Barrett, <i>Inspector in Charge</i> William R. Foley	17	Federal Bldg., Kansas City, Mo.	Harrison 2920	William J. McDonell, <i>Inspector in Charge</i> W. D. Johnson
6	411 Federal Bldg., Atlanta, Ga.	Jackson 1061	George S. Turner, <i>Inspector in Charge</i> George H. Walker George K. R. Hogg Paul H. Herber C. H. O'Neil	18	Engineering Bldg., Chicago, Ill.	State 8900	H. D. Hayes, <i>Inspector in Charge</i> Jesse E. Brown H. T. Gallaher
7	Post Office, Miami, Fla.	2-1788	Joe H. M. Kelley, <i>Inspector in Charge</i>	19	New Federal Bldg., Detroit, Mich.	Randolph 4258	Emery H. Lee, <i>Inspector in Charge</i> John A. Russ Richard J. Cotton Glen W. Farnhart
8	Customhouse, New Orleans, La.	Market 6150	Thos. G. Deibel, <i>Inspector in Charge</i> Louis J. N. DeTroy	20	Federal Bldg., Buffalo, N. Y.	Washington 1741	Edwin W. Grinnell, <i>Inspector in Charge</i> Frank J. Smith
9	Prudential Bldg., Galveston, Tex.	1932	Louis E. McCabe, <i>Inspector in Charge</i>	21	Ala. Tower, Honolulu, Hawaii	9-79	James M. Chapple, <i>Inspector in Charge</i>
10	Federal Bldg., Dallas, Tex.	5-5943	Frank M. Keatley, <i>Inspector in Charge</i> Harry E. Peck		Grand Central Station, Central Frequency Measurement Station	Grand Central 4240	Bertram E. Wolf, <i>Inspector in Charge</i> George E. Jackson Adolph Anderson W. E. Abbott H. C. Anderson Graham Ralph J. Gordon
11	Riverside Bldg., Los Angeles, Cal.	March 5008	Bernard H. Lauer, <i>Inspector in Charge</i> John H. Hays Violet R. Hays Janet A. Hines		National Training Station, Grand Central Station, New York, N. Y.	75	Frank L. Weston, <i>Inspector in Charge</i> Fred Ball
12	Customhouse, San Francisco, Cal.	Market 6208	V. F. Johnson, <i>Inspector in Charge</i> Francis A. Shan Paul R. Fenwick Frank L. H. Hogg Herbert H. Smith				Accounting Field Office
				1	Brooklyn, New York, New York	W. 43rd St. 4-590	James L. Bailey, <i>Accountant in Charge</i>

FCC Rules and Regulations Applicable to Broadcast Stations

EXCERPTS PERTAINING TO BROADCAST STATIONS FROM GENERAL RULES AND REGULATIONS

23. Where an emergency exists affecting safety to life or property, the Commission may, in its discretion, waive any part or all of its regulations governing the filing of applications.

The licensee of any radio transmitting station may, during a period of emergency in which the normal communication facilities are disrupted as a result of hurricane, flood, earthquake, or similar disaster, utilize such station for emergency communication service in communicating with points other than those specified in the station license, provided (1) that at the beginning of such emergency use immediate notice be sent to the Commission and the inspector in charge of the district in which the station is located stating the nature of the emergency and the use to which the station is being put, and (2) that the emergency use of the station shall be discontinued as soon as substantially normal communication facilities are again available and the Commission and the inspector in charge be notified immediately when such special use of the station is terminated. The Commission may at any time order the discontinuance of such service.

27. All station licenses will be issued so as to expire at the hour of 3 a. m., Eastern Standard Time. The normal license periods and expiration dates are as follows:

a. Broadcast station licenses will be issued for a normal license period of 6 months, expiring as follows:

(1) For stations operating on the frequencies 640, 650, 660, 670, 680, 700, 710, 720, 740, 750, 760, 770, 790, 800, 810, 820, 830, 850, 860, 870, 970, 980, 990, 1,000, 1,020, 1,040, 1,050, 1,060, 1,070, 1,080, 1,090, 1,100, 1,110, 1,130, 1,140, 1,150, 1,160, 1,170, 1,180, 1,190 kilocycles August 1 and February 1.

(2) For stations operating on the frequencies 550, 560, 570, 580, 590, 600, 610, 620, 630, 780, 880, 890, 900, 920 kilocycles September 1 and March 1.

(3) For stations operating on the frequencies 930, 940, 950, 1,010, 1,120, 1,220, 1,230, 1,240, 1,250, 1,260, 1,270, 1,280, 1,290 kilocycles October 1 and April 1.

(4) For stations operating on the frequencies 1,300, 1,320, 1,330, 1,340, 1,350, 1,360, 1,380, 1,390, 1,400, 1,410, 1,430, 1,440, 1,450, 1,460, 1,470, 1,480, 1,490 kilocycles November 1 and May 1.

(5) For stations operating on the frequencies 1,200, 1,210, 1,310 kilocycles December 1 and June 1.

(6) For stations operating on the frequencies 1,370, 1,420, 1,500 kilocycles January 1 and July 1.

30. The following list of the radio districts gives the address of each field office of the Commission and the territory embraced in each district:

District No. 1. Customhouse, Boston—Territory: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

District No. 2. Federal Building, 641 Washington St., New York City—Territory: New York (Albany, Bronx, Columbia, Delaware, Dutchess, Greene, Kings, Nassau, New York, Orange, Putnam, Queens, Rensselaer, Richmond, Rockland, Schenectady, Suffolk, Sullivan, Ulster, and Westchester Counties); New Jersey (Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Passaic, Somerset, Sussex, Union, and Warren Counties).

District No. 3. Room 1200, New U. S. Customhouse, 2nd and Chestnut Sts., Philadelphia, Pa.—Territory: Pennsylvania (Adams, Berks, Bucks, Carbon, Chester, Cumberland, Dauphin, Delaware, Lancaster, Lebanon, Lehigh, Monroe, Montgomery, Northampton, Perry, Philadelphia, Schuylkill, and York Counties); New Jersey (Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Ocean, and Salem Counties); Delaware (Newcastle County).

District No. 4. Fort McHenry, Baltimore, Md.—Territory: Maryland, District of Columbia, Virginia (Arlington, Clark, Fairfax, Fauquier, Frederick, Loudoun, Page, Prince William, Rappahannock, Shenandoah, and Warren Counties); Delaware (Kent and Sussex Counties).

District No. 5. 402 New Post Office Bldg., Norfolk, Va.—Territory: Virginia (All except district 4); North Carolina (All except district 6).

District No. 6. 411 Federal Annex, Atlanta, Ga.—Territory: Alabama, Georgia, South Carolina, Tennessee, North Carolina (Ashe, Avery, Buncombe, Burke, Caldwell, Cherokee, Clay, Cleveland, Graham, Haywood, Henderson, Jackson, McDowell, Macon, Madison, Mitchell, Polk, Rutherford, Swain, Transylvania, Watauga, and Yancey Counties).

District No. 7. P. O. Box 150, Miami, Fla.—Territory: Florida, Puerto Rico, Virgin Islands.

District No. 8. 326 Customhouse, New Orleans, La.—Territory: Arkansas, Louisiana, Mississippi, Texas (City of Texarkana only).

District No. 9. 209 Prudential Bldg., Galveston, Tex.—Territory: Texas (Aransas, Brazoria, Brooks, Calhoun, Cameron, Chambers, Fort Bend, Galveston, Goliad, Harris, Hidalgo, Jackson, Jefferson, Jim Wells, Kenedy, Kleberg, Matagorda, Nueces, Refugio, San Patricio, Victoria, Wharton, and Wilbacy Counties).

District No. 10. 464 Federal Bldg., Dallas, Tex.—Territory: Texas (All except district 9 and the city of Texarkana); Oklahoma, New Mexico.

District No. 11. 1105 Rives-Strong Bldg., Los Angeles, Calif.—Territory: Arizona, Nevada (Clarke County); California (Imperial, Kern, Inyo, Los Angeles, Orange, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, and Ventura Counties).

District No. 12. 328 Customhouse, San Francisco, Calif.—Territory: California (All except district 11); Nevada (All except Clarke County); Guam, American Samoa.

District No. 13. 207 New U. S. Courthouse, Portland, Ore.—Territory: Oregon, Idaho (All except district 14).

District No. 14. 808 Federal Office Bldg., Seattle, Wash.—Territory: Alaska, Washington, Idaho (Benewah, Bonner, Boundary, Clearwater, Idaho, Kootenai,

Latah, Lewis, Nez Perce, and Shoshone Counties); Montana (Beaverhead, Broadwater, Cascade, Deerlodge, Flathead, Gallatin, Glacier, Granite, Jefferson, Lake, Lewis and Clark, Lincoln, Madison, Meagher, Mineral, Missoula, Pondera, Powell, Ravalli, Sanders, Silver Bow, Teton, and Toole Counties).

District No. 15. 538, Customhouse, Denver, Colo.—Territory: Colorado, Utah, Wyoming, Montana (Except district 14).

District No. 16. 927 Main Post Office Bldg., St. Paul, Minn.—Territory: North Dakota, South Dakota, Minnesota, Michigan (Alger, Baraga, Chippewa, Delta, Dickinson, Gogebic, Houghton, Iron, Keweenaw, Luce, Mackinac, Marquette, Menominee, Ontonagon, and Schoolcraft Counties); Wisconsin (All except district 18).

District No. 17. 410 Federal Bldg., Kansas City, Mo.—Territory: Nebraska, Kansas, Missouri, Iowa (All except district 18).

District No. 18. 2022 Engineering Bldg., Chicago, Ill.—Territory: Indiana, Illinois, Iowa (Allamakee, Buchanan, Cedar, Clayton, Clinton, Delaware, Dea Moines, Dubuque, Fayette, Henry, Jackson, Johnson, Jones, Lee, Linn, Louisa, Muscatine, Scott, Washington, and Winneshiek Counties). Wisconsin (Columbia, Crawford, Dane, Dodge, Grant, Green, Iowa, Jefferson, Kenosha, Lafayette, Milwaukee, Ozaukee, Racine, Richland, Rock, Sauk, Walworth, Washington, and Waukesha Counties).

District No. 19. 1025 New Federal Bldg., Detroit, Mich.—Territory: Michigan (All except district 16); Ohio, Kentucky, West Virginia.

District No. 20. 514 Federal Bldg., Buffalo, N. Y.—Territory: New York (All except district 2); Pennsylvania (All except district 3).

Territory No. 21. Aloha Tower, Honolulu, T. H.—Territory: Territory of Hawaii.

EXCERPTS PERTAINING TO BROADCAST STATIONS FROM RULES OF PRACTICE AND PROCEDURE*

(103.5) Any amendment to an application shall be subscribed and verified in the same manner as was the original application.

(103.9) Each application shall be specific with regard to frequency or frequencies, power, hours of operation, and all other terms of the instrument of authorization requested. An application for broadcast facilities in the band 550 kc to 1600 kc shall be limited to one specific frequency. An application for a radio station construction permit or license requesting alternative facilities will not be accepted.

(103.19) 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 to utilize additional hours of operation, approval may not be granted if another broadcast station is licensed to operate in the same locality during the hours requested.

In any event, no such request will be considered unless:

(a) It is received in the Commission at least ten days previous to the date of proposed operation.

(b) If request is for operation upon a clear channel, it shall be supported by the consent of the dominant clear channel station.

(c) Request for any frequency shall be supported by the consent of each station licensed for operation upon the frequency, where consenting station is located at a distance less than that given in the latest published table of recommended separations.

(d) Request made by a sharing time station shall be supported by the consent of the station with which the licensee requesting the same shares time.

Consent shall be forwarded direct to the Commission by the consenting station and shall show whether the same is for simultaneous operation or whether consenting station is giving up the time sought by applicant.

Any or all of the foregoing requirements of paragraphs (a), (b), (c) and (d), may be waived by the Commission in cases of emergency, the nature of which shall be fully explained by the licensee in the request for authorization.

(105.23) 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, which are binding upon licensee or the terms and conditions of a license, shall, within 3 days from such receipt, send a written reply 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. 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 the 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.

* Rules of Practice and Procedure may be obtained from Supt. of Documents, Washington, D. C., for 10 cents.

(Continued on page 304)

An Organization of Qualified Radio Engineers
Dedicated to The Service of Broadcasting



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THIS ORGANIZATION HAS NO CONNECTION WITH ANY
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FCC Rules and Regulations Applicable to Broadcast Services

(Continued from page 302)

RULES GOVERNING REGULAR BROADCAST STATIONS (FULL TEXT)

69. The band of frequencies extending from 550 to 1,500 kilocycles, both inclusive, is allocated for use by broadcast stations. This band of frequencies is referred to herein as the "broadcast band."

CLASSES OF BROADCAST STATIONS

70. For the purposes of allocation of frequencies, power, and time of operation, broadcast stations are classified as follows:

A. Frequency and Power Designations

- a. Clear channel.
- b. High power regional.
- c. Regional.
- d. Local.

B. Time Designation

- a. Unlimited time.
- b. Limited time.
- c. Daytime.
- d. Sharing time.
- e. Part time.
- f. Specified hours.

DEFINITIONS

71. The term "broadcast station" means a station used for the dissemination of radiotelephone emissions intended to be received by the public.

72. The term "clear channel station" means a station licensed to operate on a frequency designated as a clear channel. (See par. 116.)

73. The term "high power regional station" means a station licensed to operate simultaneously with one or more stations assigned to the same frequency designated for such use and with an authorized power of not less than 5 kilowatts. (See par. 119.)

74. The term "regional station" means a station licensed to operate simultaneously with one or more stations assigned to the same frequency designated for such use, and with an authorized power of not less than 250 watts nor more than 1,000 watts at night, and not more than 5,000 watts during daytime. (See par. 120.)

75. The term "local station" means a station licensed to operate with other stations assigned to the same frequency designated for such use, and with an authorized power of 100 watts at night and not more than 250 watts during daytime. (See par. 121.)

76. The term "unlimited time station" means a station licensed to operate without a maximum limit as to time.

77. The term "limited time station" means a station licensed to operate, on a frequency designated as a clear channel, during daytime, and until local sunset, or until sunset at the dominant clear channel station, and in addition during night hours, if any, not used by the dominant clear channel station.

78. The term "daytime station" means a station licensed to operate during the hours between 6 a. m. and local sunset, or until sunset at the dominant station if farther west than the daytime station.

79. The term "sharing time station" means a station the operating hours of which are so restricted by the station license as to require a division of time with one or more other stations using the same frequency in the same geographical area.

80. The term "part-time station" means a station, the operating hours of which are specified in the station license as a fraction of the total hours of the broadcast day, and the use of the same frequency during the remainder of the time not assigned to any other station in the same geographical area.

81. The term "specified hours station" means a station the exact operating hours of which are specified in the license.

82. The term "Canadian exclusive frequency" means a frequency in the broadcast band which is reserved for exclusive use by stations located in the Dominion of Canada.

83. The term "Canadian shared frequency" means a frequency in the broadcast band used simultaneously by broadcast stations located in the Dominion of Canada and the United States, its Territories and possessions.

84. The term "daytime" means that period of time between 6 a. m. and local sunset.

85. The term "nighttime" means that period of time between local sunset and 12 midnight.

86. The term "sunset" means, for each particular location and during any particular month, the average time of sunset as specified in the license of a broadcast station. For a tabulation of average sunset time for each month at various points in the United States see paragraph 181.

87. The term "broadcast day" means that period of time between 6 a. m. and 12 midnight, local standard time.

88. The term "experimental period" means that period of time between 12 midnight and 6 a. m. This period may be used for experimental purposes by the licensee of any broadcast station, on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period and provided further that no "daytime" station or "specified hours" station may broadcast any commercial or sponsored program during this period.

89. The term "main studio" means, as to any station, the studio from which the majority of its local programs originate, and/or from which a majority of its station announcements are made of programs originating at remote points.

90. The term "portable transmitter" means a transmitter so constructed that it may be moved about conveniently from place to place, and is in fact so moved about from time to time, but not ordinarily used while in motion. In the broadcast band, such a transmitter is used for making field intensity measurements in locating a satisfactory site before the erection of a permanent

transmitter. A portable broadcast station will not be licensed for regular transmission of programs intended to be received by the public.

91. The term "auxiliary transmitter" means a transmitter maintained only for transmitting the regular program of a station in case of failure of the main transmitter.

92. The term "authorized power" or "licensed power" means the power assigned to a station by the Commission, and specified in the instrument of authorization.

93. The term "maximum rated carrier power" means the power determined by the design of a transmitter and type and number of vacuum tubes used in the last radio stage. This power is to be distinguished from the operating power; in general it is the maximum power at which the transmitter can be operated satisfactorily.

94. The term "operating power" means the power that is actually transmitted by the station. This power is determined by one of several methods hereinafter set out. (See par. 134.) The operating power shall be the same as the licensed power.

95. The term "plate input power" means the product of the direct plate voltage applied to the tubes in the last radio stage and the total direct current flowing to these tubes, measured without modulation.

96. The term "last radio stage" means the oscillator or radio-frequency power amplifier stage that supplies power to the antenna.

97. The term "antenna input power" or "antenna power" means the product of the total antenna resistance and the square of the antenna current at the operating frequency.

98. The term "modulation" means the process whereby the frequency or amplitude of a radio wave is varied in accordance with a sound wave.

99. The term "modulator" means the last audio frequency amplifier stage which modulates a radio stage.

100. The term "modulated stage" means the radio-frequency amplifier stage to which the modulator is coupled and which is modulated.

101. The term "percentage modulation" means the ratio of half the difference between the maximum and minimum amplitudes of a modulated wave to the average amplitude, expressed in percentage.

102. The term "maximum percentage of modulation" means the greatest percentage of modulation that may be obtained by a transmitter without producing in its output more than 10 per cent combined audio harmonics.

103. The term "combined audio harmonics" means the sum of the amplitudes of all the various harmonic components.

104. The term "high level modulation" means that the plate circuit of the last radio stage is modulated.

105. The term "low level modulation" means that a radio stage before the last one is modulated, and the last radio stage operates only as a linear power amplifier.

106. The term "grid bias modulation in the last radio stage" means that the grid bias of the last radio stage is varied by the audio-frequency power supplied by the modulator. If such modulation is employed in other than the last radio stage it is low-level modulation.

107. The term "antenna resistance" means the total resistance of the transmitting antenna system at the operating frequency and at the point at which the antenna current is measured.

108. The term "antenna current" means the radio-frequency current in the antenna with no modulation.

113. The licensee of a station shall not move its main studio outside the borders of the city, State, district, Territory, or possession in which it is located without first making written application to the Commission for authority to so move, and securing written permission for such removal. A licensee need not obtain permission to move the main studio from one location to another within a city or town, but shall promptly notify the Commission of any such change in location.

ALLOCATION OF FACILITIES

115. Within the broadcast band a separation of 10 kilocycles will be maintained between the carrier frequencies assigned for use by broadcast stations. The carrier frequencies assigned will be multiples of 10 between 550 and 1,500 kilocycles, both included. The national standard of radio frequency maintained by the Bureau of Standards, Department of Commerce, shall be the basis for all frequency measurements and assignments will be made on the basis of this standard.

116. The following frequencies are designated as clear channels and are allocated for use by clear-channel stations:

640, 650, 660, 670, 680, 700, 710, 720, 740, 750, 760, 770, 790, 800, 810, 820, 830, 850, 860, 870, 970, 980, 990, 1,000, 1,020, 1,040, 1,050, 1,060, 1,070, 1,080, 1,090, 1,100, 1,110, 1,130, 1,140, 1,150, 1,160, 1,170, 1,180 and 1,190 kilocycles.

117. The authorized power of a dominant clear channel station shall be not less than 5 kilowatts nor more than 50 kilowatts.

119. The following frequencies are designated as high power regional frequencies and allocated for use by high power regional stations permitted to operate simultaneously with a power not less than 5 kilowatts:

1,460, 1,470, 1,480 and 1,490 kilocycles.

120. The following frequencies are designated as regional frequencies and are allocated for use by regional stations, which are permitted to operate simultaneously unless otherwise restricted:

(Continued on page 308)

¹ See Executive Agreement Series No. 34, "Radio broadcasting, arrangement between the United States of America and the Dominion of Canada." Copies of this agreement may be obtained from the Superintendent of Documents.

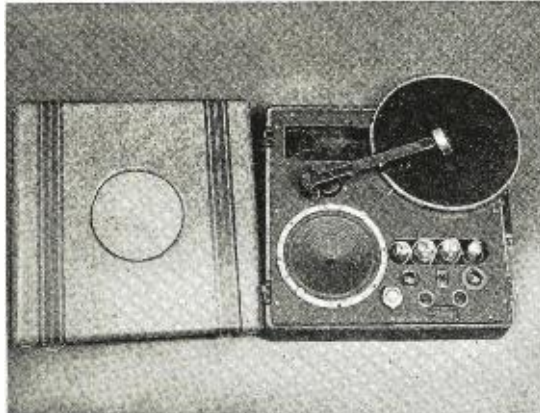
U.S. RESEARCH CORP.

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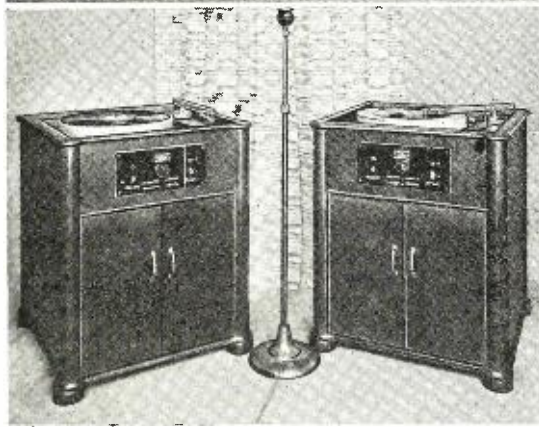
PORTABLE TRANSCRIPTION PLAYBACK

A COMPACT reproducer, complete amplifier and loud speaker suitable for operation on either AC or DC; sufficient volume to fill small auditorium; equipped with volume and tone control. Supplied with Universal pick-up head for lateral or vertical recordings. Weight approximately 26 pounds. Shown in top photo.



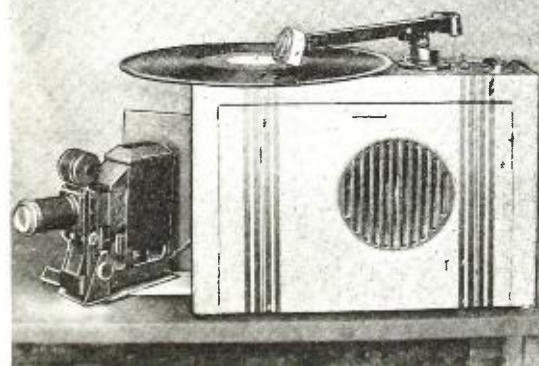
STUDIO TRANSCRIPTION UNITS

IN SOLIDLY constructed, highly polished wooden cabinets with record storage space. Speeds: 78 r.p.m. and 33-1/3. Instantaneous interchange by lever; no lifting or removing platter. Dynamically balanced motors eliminate hum or wow. Patented universal high fidelity pickup operates vertical or lateral recordings, connected through wide range compensated unit for peaked highs or lows. Plays 10", 12" or 16" transcriptions without physical change. Shown in center photo.



SLIDE FILM TRANSCRIPTION UNIT

A COMPLETELY self contained portable 35 mm slide film sound unit, operating on AC or DC. Suitable for reproduction in auditorium seating 500 people. With this equipment we offer a complete motion picture service in production of slide film strips, direction, script writing and production of records used with film strip. Shown in bottom photo.



WAX FILM AND DIRECT RECORDING EQUIPMENT

COMPLETE manufacturing service on heavy duty wax studio recorders. Photographic sound on film recorder. Film recorder using direct embossing or cutting method to record continuously for 14 hours at a cost of \$5.00. Permanent or portable equipment. Direct recording equipment both studio and portable. Studio equipment in solid, polished wooden cases as in center photo. Portable unit in conventional design, equipped with dynamically balanced drive motors, high fidelity cutters and pickup heads.

BROADCASTING STUDIOS

COMPLETE TECHNICAL advisory service on the redesign or construction of broadcasting studios. Our main studios consist of a completely sound treated studio, 40' x 25' with sound effect equipment, Western Electric Microphones, Jenkins-Adair Amplifiers, Skully Wax Recorders and U. S. Research Direct Recorders. In addition, we have a theatre which seats 1200 people with a sound-proof control booth located in the orchestra pit.

TECHNICAL CONSULTING SERVICES

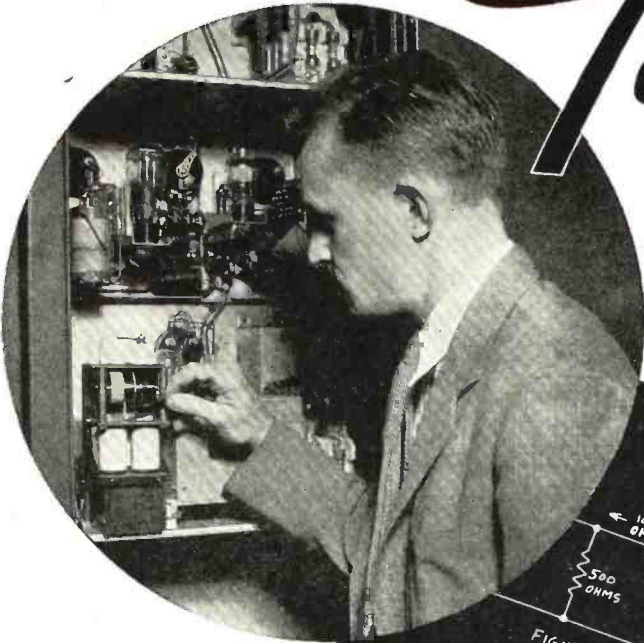
WE OFFER a complete consultation service on radio problems not only for engineering purposes, but programs and general production work.

EQUIPMENT U. S. Research Corp. produces specialized motion picture equipment such as complete developing equipment (one man laboratory) optical reduction sound track printers, optical reduction picture printers, contact printers and microphotographic apparatus. This plant is fully equipped to handle the production of any mechanism which is to be used in radio, motion pictures or television.

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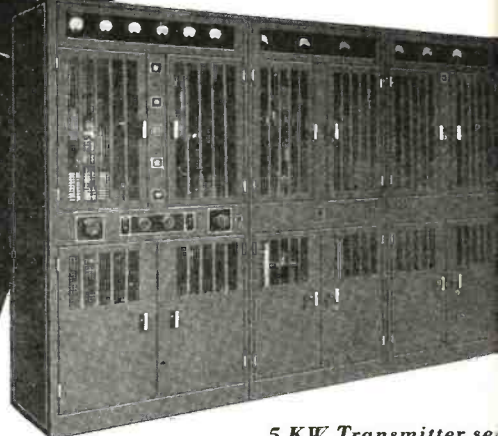
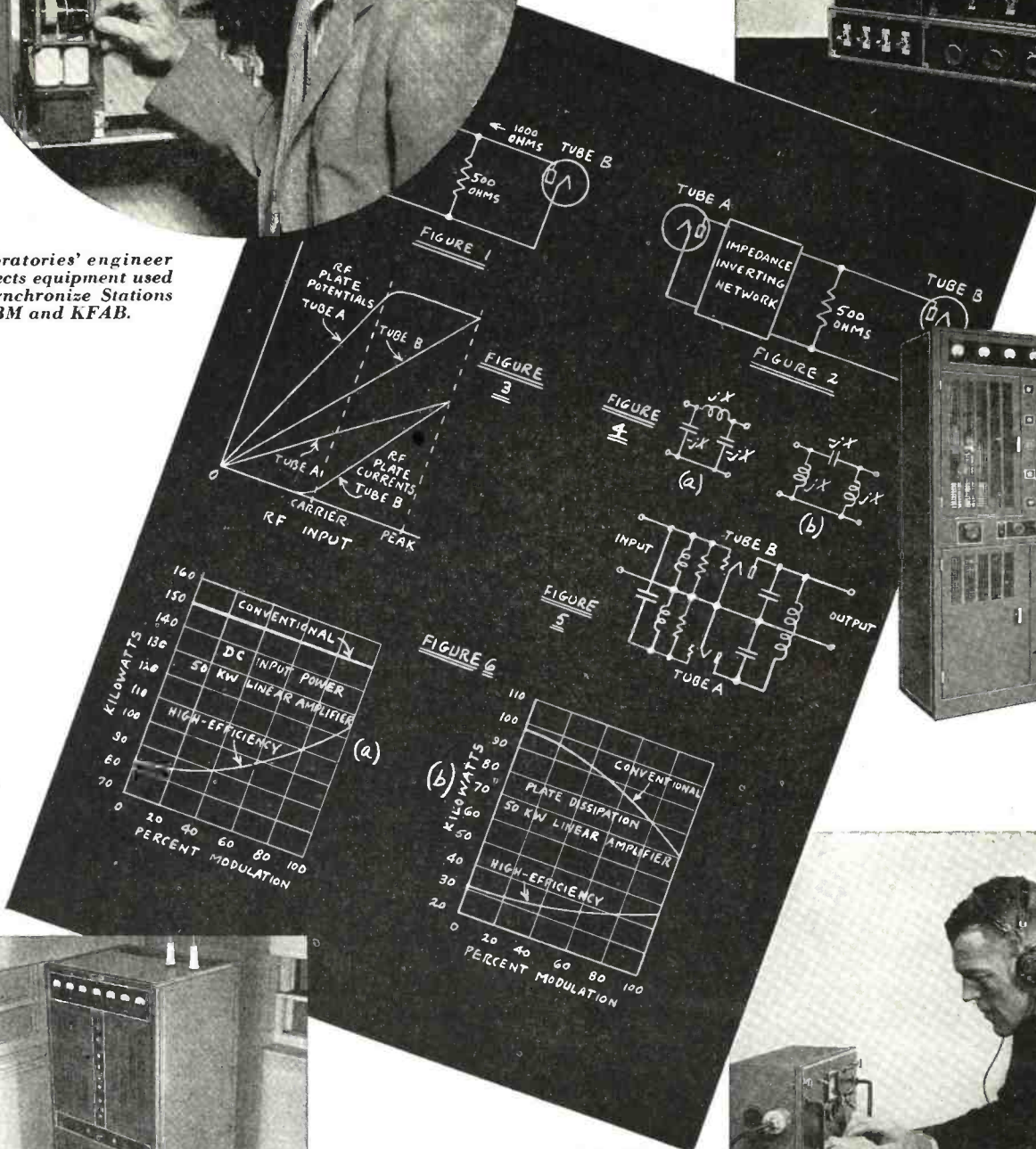
Teamed-up for



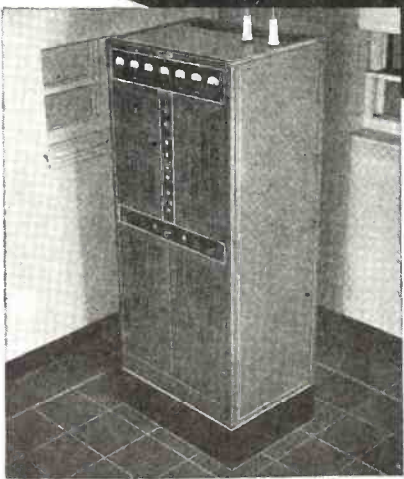
Laboratories' engineer inspects equipment used to synchronize Stations WBBM and KFAB.



The 23A Speech Input—first the need for a compact size.



5 KW Transmitter seen at WSAI, WHN, WWJ and other stations—leaders who have stepped up their power.



Free-hand drawings made by Mr. Doherty to explain the theory and operation of his circuit.

Western Electric 23A Transmitter seen at WCLO—one of many new 100-250 watt installations.



Using the 22A Portable Speech Input and the famous eight-ball outstanding developments by Bell Laboratories' engineers.

Better Broadcasting!

. . . this unbeatable combination:

1. Bell Telephone Laboratories
2. Western Electric
3. Graybar Electric

■ Hundreds of broadcasters use Western Electric equipment because they have faith in the trio behind it. ☉ Bell Laboratories has made such outstanding contributions to broadcasting as the eight-ball mike, stabilized feedback, the Doherty circuit, the popular 23A Transmitter. ☉ Western Electric—maker of Bell Telephones since 1882—is the recognized leader in radio telephone apparatus for aviation, police and marine use as well as broadcasting. ☉ Graybar—with 79 branch houses—is always at hand to render prompt service.

☉ These three organizations work closely with broadcasters in engineering installations to meet individual problems. ☉ Rely on this trio for all your broadcasting needs.



Graybar's 79 branches are strategically spotted to assure fast and reliable service on Western Electric equipment.

Western Electric

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RADIO TELEPHONE BROADCASTING EQUIPMENT

FCC Rules and Regulations Applicable to Broadcast Services

(Continued from page 304)

550, 560, 570, 580, 590, 600, 610, 620, 630, 780, 880, 890, 900, 920, 930, 940, 950, 1,010, 1,120, 1,220, 1,230, 1,240, 1,250, 1,260, 1,270, 1,280, 1,290, 1,300, 1,320, 1,330, 1,340, 1,350, 1,360, 1,380, 1,390, 1,400, 1,410, 1,430, 1,440, and 1,450 kilocycles.

The operating power of such a station shall not be less than 250 watts, nor during nighttime greater than 1,000 watts, nor during daytime greater than 5,000 watts.

120.1 (a) The following frequencies are allocated for assignment to special broadcast stations on an experimental basis: 1530, 1550 and 1570 kilocycles. Two or more stations may be licensed for simultaneous operation on each frequency.

(b) Licenses for special broadcast stations 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 and practical application of high fidelity broadcasting, and will be in addition to and advancement of the work done by other classes of regular broadcast stations.

2. That the program of research and experimentation includes a thorough study of advanced antenna design, field intensity surveys and plans for a comprehensive analysis of the response of listeners.

3. That the transmitter and all studios will be equipped so that transmission will be of high fidelity.

4. That the operation and experimentation will be under the direct supervision of a qualified engineer with an adequate staff of engineers qualified to carry on the program of research and experimentation.

5. That the programs transmitted, either sponsored or sustaining, will not interfere with the proper prosecution of the program of research and experimentation.

6. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program of research and experimentation.

7. That the program of research and experimentation will be reasonably independent of the income derived from sponsored programs.

8. That the public interest, convenience and necessity will be served through the operation of the proposed station.

(c) The Commission may require from time to time a licensee of a special broadcast station to conduct experiments that are deemed desirable and reasonable for the development of the service.

(d) The program of research and experimentation as offered in compliance with the requirements of obtaining a license for a special broadcast station, shall be adhered to in the main unless the licensee is authorized to do otherwise by the Commission.

(e) The authorized power of a special broadcast station will not exceed 1 kilowatt. However, the licensee may operate at less than the authorized power where such operation facilitates experimentation.

(f) The licensee of a special broadcast station is not required to adhere to a regular schedule, but shall actively conduct a program of research and experimentation or transmission of programs.

(g) A supplemental report shall be filed with and made a part of each application for a renewal of license of a special broadcast station and shall include statements of the following in the order designated:

1. Comprehensive summary of all research and experimentation conducted.
2. Conclusions and outline of proposed program for further research and development.
3. Number of hours operated, including percentage of sponsored programs.
4. Fidelity characteristics of the equipment, including the transmitter, studio equipment and the telephone lines over which the programs are regularly carried from the studio to the transmitter and the methods used to determine such characteristics.

(h) All rules applying to regular broadcast stations shall apply equally to special broadcast stations, except where in conflict with any term of this rule.

121. The following frequencies are designated as local frequencies and allocated for use by local stations, which are to operate simultaneously, unless otherwise restricted, with a power of 100 watts during nighttime and not to exceed 250 watts during daytime:

1,200, 1,210, 1,310, 1,370, 1,420, and 1,500 kilocycles.

122. The following frequencies are designated as Canadian exclusive frequencies reserved for use by broadcast stations located in the Dominion of Canada and will not be assigned to any station licensed by the Commission:

690, 730, 840, 910, 960, and 1,030 kilocycles.

123.

124. The following shows the classification of each carrier frequency in the broadcast band:

CLASSIFICATION OF FREQUENCIES IN BROADCAST BAND

Fre- quency (kilo- cycles)	Classification	Fre- quency (kilo- cycles)	Classification
550	Regional	1,030	Canadian exclusive
560	Regional	1,040	Clear
570	Regional	1,050	Clear—Canadian shared
580	Regional	1,060	Clear
590	Regional	1,070	Clear
600	Regional—Canadian shared	1,080	Clear
610	Regional	1,090	Clear
620	Regional	1,100	Clear—Canadian shared
630	Regional—Canadian shared	1,110	Clear
640	Clear	1,120	Regional—Canadian shared
650	Clear	1,130	Clear
660	Clear	1,140	Clear
670	Clear	1,150	Clear
680	Clear	1,160	Clear
690	Canadian exclusive	1,170	Clear
700	Clear	1,180	Clear
710	Clear	1,190	Clear
720	Clear	1,200	Local
730	Canadian exclusive	1,210	Local
740	Clear	1,220	Regional
750	Clear	1,230	Regional
760	Clear	1,240	Regional
770	Clear	1,250	Regional
780	Regional—Canadian shared	1,260	Regional
790	Clear	1,270	Regional
800	Clear	1,280	Regional
810	Clear	1,290	Regional
820	Clear	1,300	Regional
830	Clear	1,310	Local
840	Canadian exclusive	1,320	Regional
850	Clear	1,330	Regional
860	Clear	1,340	Regional
870	Clear	1,350	Regional
880	Regional—Canadian shared	1,360	Regional
890	Regional	1,370	Local
900	Regional	1,380	Regional
910	Canadian exclusive	1,390	Regional
920	Regional	1,400	Regional
930	Regional—Canadian shared	1,410	Regional
940	Regional	1,420	Local
950	Regional	1,430	Regional
960	Canadian exclusive	1,440	Regional
970	Clear	1,450	Regional
980	Clear	1,460	Regional—high power
990	Clear	1,470	Regional—high power
1,000	Clear	1,480	Regional—high power
1,010	Regional	1,490	Regional—high power
1,020	Clear	1,500	Local

EQUIPMENT

125. The maximum rated carrier power of broadcast transmitters authorized to be installed in the several classes of stations shall be as given in the following table:

LIMIT OF MAXIMUM RATED CARRIER POWER

Class of station	Authorized power	<i>Maximum rated carrier power per- mitted to be installed</i>
Local	100 watts	100 watts
	100 watts night and 250 watts day	250 watts
Regional and high-power regional	250 to 1,000 watts	1,000 watts
	2,500 to 5,000 watts	5,000 watts
High-power regional and clear channel	The maximum rated carrier power of transmitters installed in stations with an authorized power greater than 5,000 watts shall be not more than twice the authorized power.	

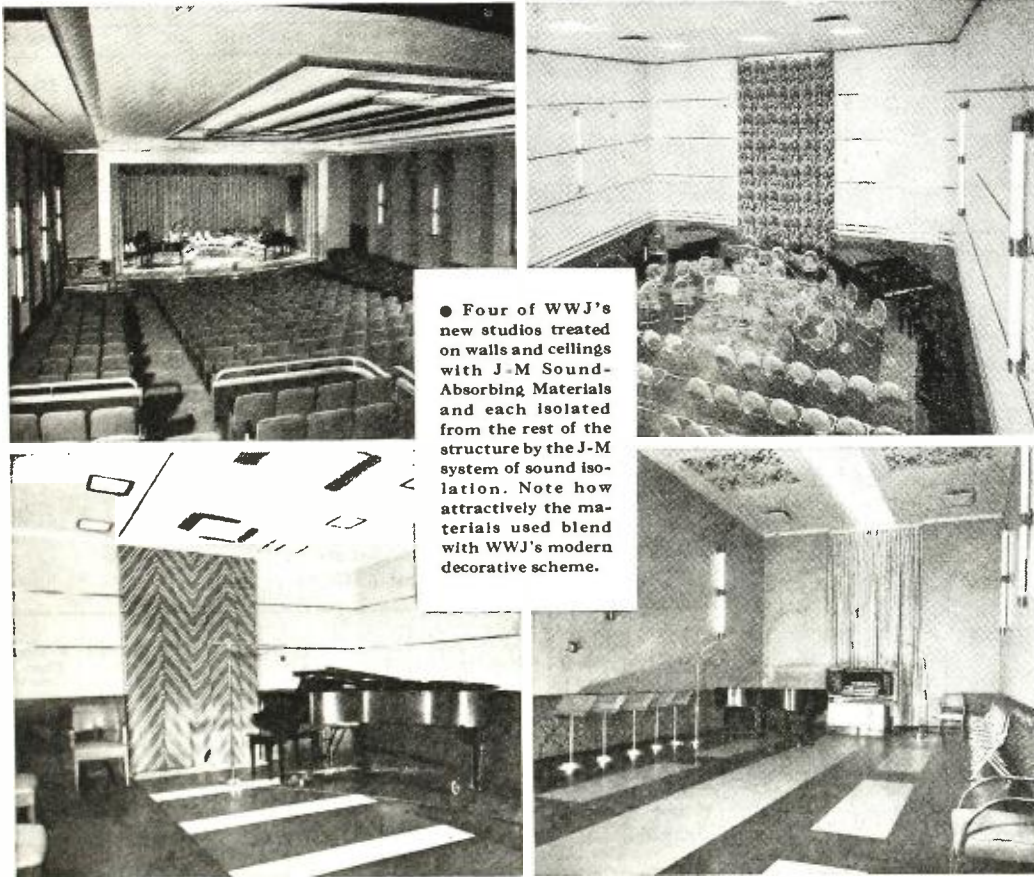
126. The maximum rated carrier power of a broadcast transmitter shall be the same as the sum of the power ratings of all the vacuum tubes in the last radio stage. The power rating of a vacuum tube is determined by its design and class of operation or system of modulation as set out in paragraph 127, tables A, B, and C. These tables shall apply to transmitters employing the different systems of modulation or classes of operation in the last radio stage as follows:

(Continued on page 310)

J-M SOUND CONTROL

assures Quality Broadcasting

for new WWJ Studios



● Four of WWJ's new studios treated on walls and ceilings with J-M Sound-Absorbing Materials and each isolated from the rest of the structure by the J-M system of sound isolation. Note how attractively the materials used blend with WWJ's modern decorative scheme.

WWJ's new studios will never be troubled with faulty broadcasting due to improper sound control.

For here Johns-Manville Acoustical Engineers, employing J-M sound-control materials and methods, were responsible for the solving of every noise and acoustical problem.

All studios and auxiliary spaces, control and transcription rooms, observation booths . . . even the transmitting station and business offices . . . have been scientifically treated with J-M Sound-Absorbing Materials. The completeness with which sound has thus been brought under control at WWJ represents an outstanding contribution to quality broadcasting.

WWJ is but one of many broadcasting studios that have benefited from J-M's constant improvements of acoustical and sound-isolation materials, and from the free Johns-Manville consulting service offered to studio engineers and to architects engaged in broadcast-studio design. (This service even goes so far as to assist in the proper selection of the building to house the studios.)

As for older studios—more and more are they coming to realize there is no need to remain acoustically obsolete because they were constructed before the latest sound-control materials and methods were developed. Studios which have modernized or rebuilt during the past few years have found Johns-Manville Acoustical-Engineering Service a vital factor in assuring quality broadcasting.

For full details, write to Johns-Manville, 22 E. 40th Street, New York City.

J-M SOUND CONTROL IN THESE STATIONS, TOO

These stations called upon Johns-Manville to meet and solve sound-control problems of varied natures:

KDKA WOW WKY WENR WMAQ WABC KRLD
 WOR WJSV WCCO WFAF WGN WKRC
 WDKJ KTBS KWKH WDRC WBBM
 KMBC WNAX

JM **Johns-Manville** **SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE**

FCC Rules and Regulations Applicable to Broadcast Services

(Continued from page 308)

(1) Table A applies to transmitters employing high-level modulation or plate modulation of the last radio stage.

(2) Table B applies to transmitters employing low-level modulation or the last radio stage operating as a linear power amplifier.

(3) Table C applies to transmitters employing grid bias modulation in the last radio stage.

127. The approved power ratings of vacuum tubes for operation in the last radio stage of broadcast transmitters are fixed as set out in the following tables:

TABLE A¹

Power Rating of Vacuum Tubes for High-Level Modulation or Plate Modulation in the Last Radio Stage

Power Rating (watts)	Amperex	Collins	De Forest	Eitel McCullough	Federal Telegraph	Heintz & Kaufman	Hy-grade Syl- vania	RCA Mfg. Co.	United Elec- tronics	Western Elec- tric
50				50T						211D 211E 248A 276A
75	HF 100 203-A 211 838 852 860	C-203A C-211	503-A 511 552 560		F-303-A F-311-A F-352-A	154	203-A 211 852 860	203-A 211 838 850 852 860	303A 311 361-A 938 952	242A 242B 242C 260A 261A 284A 295A
100					F-102-A F-108-A					
125	HF200 203H 211C 211D 211H 805	C-200 C-201 C-211D		150T				803 805	905	
250	204-A HF-300	C-204A C-300	504-A 561 571		F-204-A F-212-E F-331-A	354	204-A 212-D 831 861	204-A 831 861	304-A 312-E	212D 212E
350	849		549	300T	F-100-A F-349-A		849	849	949	270A
500						255				251A
750	851		551	500T	F-351-A		851	851	951	279A
1,000					F-346-A	1,554	846	846		
2,500			520-B 520-M		F-328-A F-3652-A	3,054	820-B	1,652		228A
5,000			507 548 563		F-307-A F-320-A F-320-B F-348-A F-363-A		207 848 863 891 892	207 848 863 891 892		220B
10,000					F-101-B F-110-A F-110-X F-116-A F-332-A F-332-B F-332-C F-358-A			858		232A 232B
40,000								862 898		298-A

If in an application to the Commission a vacuum tube of a type number and power rating not given in the foregoing tables is specified for operation in the last radio stage, it may be accepted provided there is also submitted to and approved by the Commission the manufacturer's rating of the vacuum tube for the system of modulation or class of service contemplated. These data must be supplied by the manufacturer.

TABLE B¹

Power Rating of Vacuum Tubes for Low-Level Modulation or Last Radio Stage Operating as Linear Power Amplifier

Power Rating (watts)	Amperex	Collins	De Forest	Eitel McCullough	Federal Telegraph	Heintz & Kaufman	Hy-grade Syl- vania	RCA Mfg. Co.	United Elec- tronics	Western Elec- tric
25						164		203-A		
50	HF-200 203 H 211 H			150-T		354		803		242-B 242-C
75	HF-300 212 E		504-A		F-304-A F-312-A		204-A 212-D	204-A	304-A 312-E	212D 212E
125			549	300-T	F-100-A F-349-A		849	849	949	270A
250			551	500-T	F-351-A	255 1,554	851	851	951	251A
500					F-346-A	3,054	846	846		279A
1,000					F-328-A F-3652-A		820-B	1,652		228A
2,500				507 569	F-307-A F-320-A F-320-B F-363-A		207 863	207 863 892		220B
5,000					F-358-A			858		
8,500					F-101-B F-110-A F-110-X F-116-A F-332-A F-332-B F-332-C					232A 232B
25,000								862 898		298-A

TABLE C¹

Power Rating of Vacuum Tubes for Grid Bias Modulation in the Last Radio Stage

Power Rating (watts)	Amperex	Collins	De Forest	Eitel McCullough	Federal Telegraph	Heintz & Kaufman	Hy-grade Syl- vania	RCA Mfg. Co.	United Elec- tronics	Western Elec- tric
50						354				212E 270A
100					300T					
125					500T					
250						255				
500						3,054				
2500					F-307-A					

¹ These tables apply only to tube ratings for use in the last radio stage of broadcast transmitters and may not be applicable to any other service.

(Continued on page 312)

PAUL F. GODLEY

Consulting Radio Engineer

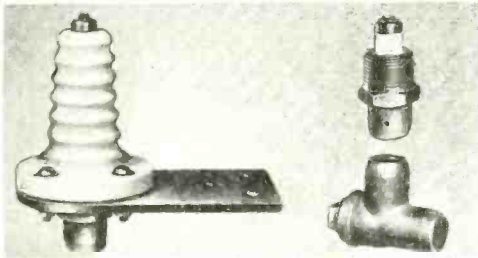
Montclair, N. J.

"25 Years of Professional Background"

FROM
TRANSMITTER
 TO *Antenna*
 A Complete Installation with
**ISOLANTITE COAXIAL
 TRANSMISSION LINE**



WESTERN ELECTRIC ultra high frequency Police Radio Transmitter, Station W2XEM, Newark, N. J.



National Newark and Essex Bank Building. Showing location of transmitter and antenna connected by ISOLANTITE COAXIAL TRANSMISSION LINE.

In the rapidly developing technique of radio communication engineers recognize the coaxial transmission line as the most efficient means of conducting radio frequency energy from point to point and from transmitter to antenna.

ISOLANTITE INC. has been closely identified with this development and now announces A COMPLETE COAXIAL TRANSMISSION LINE SYSTEM for ultra high frequency and broadcasting stations.

Write for our complete bulletin on this product. ISOLANTITE INC., 233 Broadway, N. Y. C. Factory at Belleville, N. J.

Sold only through Graybar Electric Company and Manufacturers of transmitting equipment

Isolantite
CERAMIC INSULATORS

FCC Rules and Regulations Applicable to Broadcast Services

(Continued from page 310)

128. If the maximum rated carrier power of any broadcast transmitter, as determined by paragraphs 126 and 127, does not give an exact rating as recognized in the Commission's plan of allocation, the nearest rating thereto shall apply to such transmitter.

129. No licensee shall change the number of vacuum tubes, change to vacuum tubes of different power rating or class of operation in the last radio stage, or change system of modulation without the authority of the Commission.

130. Other changes which do not affect the maximum power rating or operating power of the transmitter or the operation or precision of the frequency-control equipment may be made at any time without authority of the Commission, but in the next succeeding application for renewal of license such changes must be shown in full.

*131.(a) All applicants for new, additional, or different broadcast facilities and all licensees requesting authority to move the location of the station shall specify a radiating system the efficiency of which complies with the requirements of good engineering practice for the class and power of the station.

(b) The Commission will publish from time to time specifications deemed necessary to meet the requirements of good engineering practice.

(c) No broadcast station licensee shall change the physical height of the transmitting antenna, or supporting structures, or make any changes in the radiating system which will measurably alter the radiation patterns except upon written application to and authority from the Commission.

(d) The antenna and/or supporting structure shall be painted and illuminated in accordance with the specifications supplied by the Commission pursuant to Section 303 (q) of the Communications Act of 1934.

(Continued on page 314)

*MINIMUM ANTENNA HEIGHTS REQUIRED FOR BROADCAST STATIONS PURSUANT TO RULE 131

A review of the antenna systems employed by broadcast stations reveals that there are now many antennas in use that the radiating efficiency does not comply with the requirements of good engineering practice. In many cases a material improvement in the coverage of the station could be accomplished by erecting an efficient radiating system. This increase in coverage may be more than could be accomplished by doubling the power.

It is the obligation of the licensee of every station to make efficient usage of the assignment granted by the Commission. It is not the intention of the Commission at this time to require all stations with questionable radiating systems to install antennas having the required efficiency, but it is the intention not to grant additional facilities to licensees of broadcast stations unless they are making efficient usage of the assignment already granted. That is, the licensee of a broadcast station requesting more power, change in time of operation, different frequency, or move of the transmitter, must have an antenna for the assignment requested that meets with the minimum requirements before favorable consideration will be given.

The attached graph shows the minimum physical height of antenna proper or minimum effective field intensity that stations must have before additional facilities will be granted.

These minimum actual physical vertical heights of antennas permitted to be installed are shown by curves A, B, C and D of Figure 1 as follows:

A—Local Channel Stations, 100 watts night and day or 100 watts night and 250 watts day, or a minimum effective field intensity at one mile of 40 mv/m for 100 watts.

B—Regional Channel, limited time, day, etc., Stations 250 watts to 1000 watts night and day, or a minimum effective field intensity at one mile of 150 mv/m for 1 kilowatt.

C—All stations other than Dominant Clear Channel Stations having an operating power night or day greater than one kilowatt and less than 25 kilowatts, or a minimum effective field intensity at one mile of 175 mv/m for one kilowatt.

D—All Dominant Clear Channel Stations and all other stations having a maximum operating power night or day of over 10 kilowatts, or a minimum effective field intensity at one mile of 200 mv/m for one kilowatt.

The heights given on the graph for the antenna apply regardless of whether the antenna is located on the ground or on a building. Except for the reduction of shadows locating the antenna on a building does not necessarily increase the efficiency. In applying these curves the maximum operating power shall determine which curve is applicable.

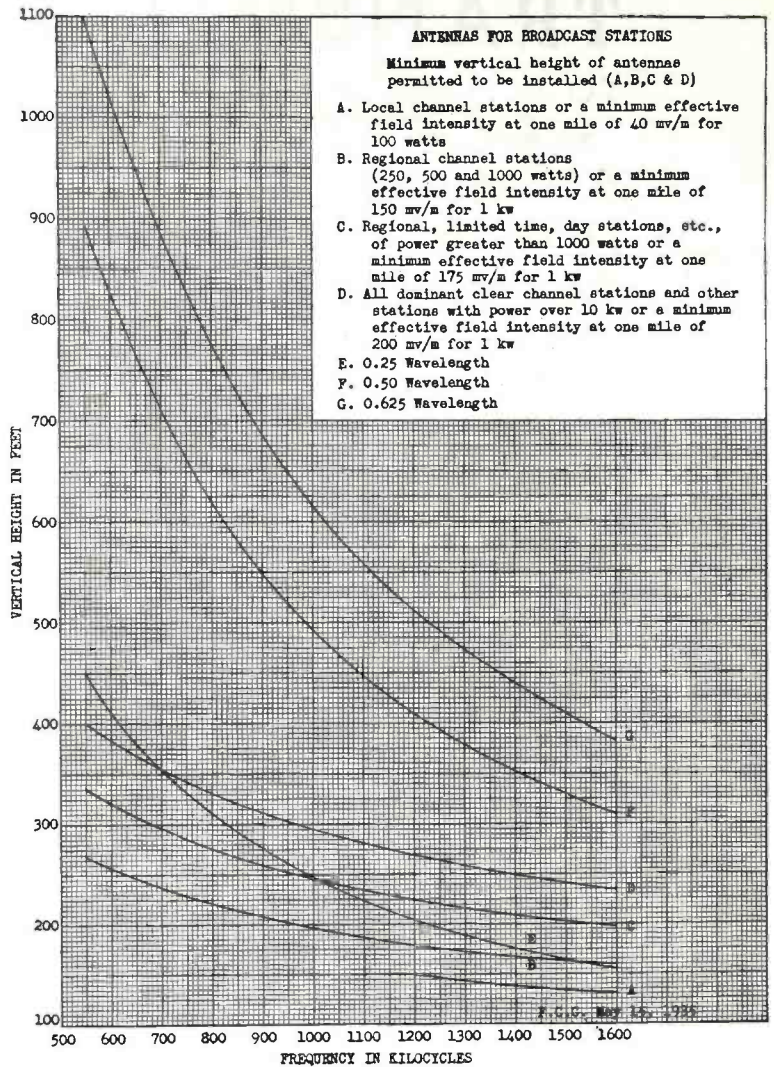
In case it is contended that the required antenna efficiency can be obtained without antennas of the height specified, a complete field intensity survey must be supplied to the Commission showing that the field intensity at a mile without attenuation fulfills at least the minimum requirements. This field survey must be made by a qualified engineer using equipment of acceptable accuracy.

To obtain the maximum efficiency of which any antenna is capable, a good ground or counterpoise system must be employed.

At the present state of the art, it appears that where a vertical radiator is employed the ground system should consist of radial wires at least $\frac{1}{4}$ wave length long. There should be as many of these radials as practicable and in no event less than 70. These wires should be buried only deep enough to provide

Antenna Regulations Promulgated by FCC

(According to Rule 131)



THIS graph shows the minimum physical height of antenna proper or minimum effective field intensity that stations must have before additional facilities will be granted under Rule 131 adopted Oct. 31, 1935, by FCC. The minimum actual physical vertical heights of antennas permitted to be installed are shown by curves A, B, C, and D as follows:

A—Local channel stations, 100 watts night and 250 watts day, or a minimum effective field intensity at one mile of 40 mv/m for 100 watts.

B—Regional channel, limited time, day etc. stations 250 watts to

1000 watts night and day, or a minimum effective field intensity at one mile of 150 mv/m for one kilowatt.

C—All stations other than dominant clear channel stations having an operating power night or day greater than one kilowatt and less than 25 kilowatts, or a minimum effective field intensity at one mile of 175 mv/m for one kilowatt.

D—All dominant clear channel stations and all other stations having a maximum operating power night or day of over 10 kilowatts, or a minimum effective field intensity at one mile of 200 mv/m for 1 kilowatt.

mechanical protection (not greater than 12 inches). However, they should not be permitted to rest on the surface.

In many cases a counterpoise or combination counterpoise and ground system may be superior to a ground, especially where a good ground cannot be obtained.

It should be borne in mind that the above specifications are the minimum and where possible better antenna and ground systems should be installed.

Before any change is made in the antenna, details should be submitted to the Commission for approval in order that it may be definitely determined that the installation will meet the requirements of Rule 131 and that it does not constitute an objectionable hazard to air commerce. These data may be submitted by letter setting out full details.

RADIO

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Greater coverage of primary service area with no increased power input... low shunt capacity... absence of night fading... these are among the many technical advantages of Truscon Vertical Radiators. Structurally, the Truscon self-supporting, vertical antenna system is a tower of strength and beauty, economically designed, mechanically sound and exceptionally resistant to wind pressure. This partial list of Truscon Vertical Radiator installations indicates their wide acceptance:

STATION	LOCATION	TOWER HEIGHT
WDOD	Chattanooga, Tenn.	320'
WADC	Akron, Ohio	350'
WLW	Cincinnati, Ohio	(2) 322'
WDGY	Minneapolis, Minn.	184'
KGHL	Billings, Mont.	558'
WSVA	Harrisonburg, Va.	182'
WTMV	E. St. Louis, Ill.	154'
WMFE	New Britain, Conn.	185'
KTRH	Houston, Texas	375'
WBNX	Cliffside, N. J.	(2) 235'
WIS	Columbia, S. C.	352'
WIS	Columbia, S. C.	260'
WOKO	Albany, N. Y.	180'
WGAR	Cleveland, Ohio	374'
WCOP	Boston, Mass.	227'
WELI	New Haven, Conn.	281'
WJAX	Jacksonville, Fla.	281'
WEMP	Milwaukee, Wisc.	173'
WIJD	Mooseheart, Wisc.	281'
WREC	Memphis, Tenn.	(2) 410'
KOMO	Seattle, Wash.	570'
KFBK	Sacramento, Calif.	334'
WDRC	Hartford, Conn.	308'
WFBC	Greenville, S. C.	375'
KBTM	Jonesboro, Ark.	189'
WIBA	Madison, Wisc.	430'
WIBA	Madison, Wisc.	(2) 195'
WTAQ	Greenbay, Wisc.	(4) 196'
WDAE	Tampa, Florida	238'
WFMD	Frederick, Md.	257'
WSAI	Cincinnati, Ohio	225'
WHBL	Sheboygan, Wisc.	285'
	Canton, China	622'
WSPR	Springfield, Mass.	222'
KFEL	Denver, Colo.	285'
WROK	Rockford, Ill.	238'
WAAF	Chicago, Ill.	231'
WCLO	Janesville, Wisc.	259'
WSIX	Nashville, Tenn.	195'
KFPY	Spokane, Wash.	466'
WSBC	Chicago, Ill.	195'
WTRC	Elkhart, Ind.	174'
	Tallin, Esthonia	645'
WKY	Oklahoma City, Okla.	285'
KMA	Shenandoah, Iowa	488'
KWYO	Sheridan, Wyo.	187'
KRSC	Seattle, Wash.	218'
WNBF	Binghamton, N. Y.	227'
WORL	Boston, Mass.	308'
WCBM	Baltimore, Md.	231'
KLRA	Little Rock, Ark.	300'
KVI	Tacoma, Wash.	444'
KID	Idaho Falls, Idaho	330'
WGRC	New Albany, Ind.	231'
WIRE	Indianapolis, Ind.	(2) 330'
WTAD	Quincy, Ill.	280'
WDWS	Champaign, Ill.	152'
KOBH	Rapid City, S. D.	174'
WILL	Urbana, Ill.	(2) 333'
WEEL	Boston, Mass.	(2) 364'

POLICE TOWERS

WMP	Tramingham, Mass. State Police	220'
WQPS	Springfield, Ill. State Police	338'
WQPC	Chicago, Ill. State Police	338'
WQPP	Pontiac, Ill. State Police	338'
WQPG	Sterling, Ill. State Police	338'
WQPM	Macomb, Ill. State Police	338'
WQPD	Duquoin, Ill. State Police	338'
WQPF	Effingham, Ill. State Police	338'
KACD	Atlantic, Iowa State Police	227'
KACC	Fairfield, Iowa State Police	227'
	Terre Haute, Ind. City Police Dept.	154'
	Boston, Mass. City Police	(4) 132'
	Oregon State Police Dept.	(8) 120'
	Dept. of Commerce Lighthouse Service, New York	125'
	Montgomery, Ala. Police Dept.	95'

"Check up" on Truscon Vertical Radiators. Then call Truscon engineers to assist you in a thorough analysis of your requirements.

TRUSCON STEEL COMPANY
YOUNGSTOWN • OHIO



FCC Rules and Regulations Applicable to Broadcast Services

(Continued from page 312)

*132. (a) The transmitter proper and associated transmitting equipment of each broadcast station shall be designed, constructed and operated in accordance with good engineering practice in all phases not otherwise specifically included in these regulations.

(b) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of Article 37 of the current National Electrical Code as approved by the American Standards Association.

(c) The station equipment shall be so operated, tuned, and adjusted that emissions are not radiated outside the authorized band which cause or are capable of causing interference to the communications of other stations. The spurious emissions, including radio frequency harmonics and audio frequency harmonics, shall be maintained at as low a level as required by good engineering practice. The program distortion, audio frequency range, carrier hum, noise level, and other essential phases of the operation which control the external effects shall at all times conform to the requirements of good engineering practice.

(d) Whenever, in this rule, the term "good engineering practice" is used, the specifications deemed necessary to meet the requirements of good engineering practice will be published from time to time.

(e) This rule shall be effective upon its adoption provided, however, that existing broadcast stations shall be allowed one year in which to meet the requirements herein. (Adopted November 12, 1935.)

(Continued on page 318)

*INTERPRETATIONS OF "GOOD ENGINEERING PRACTICE" UNDER FCC RULE 132

The pertinent sections of Article 37 of the National Electrical Code read as follows:

(j) The transmitter shall be enclosed in a metal frame, or grill, or separated from the operating space by a barrier or other equivalent means, all metallic parts of which are effectually connected to ground.

(k) All external metallic handles and controls accessible to the operating personnel shall be effectually grounded. No circuit in excess of 150 volts should have any parts exposed to direct contact. A complete dead-front type of switchboard is preferred.

(l) All access doors shall be provided with interlocks which will disconnect all voltages in excess of 750 volts when any access door is opened.

Referring to paragraph (a) of the above rule, at present good engineering practice shall be interpreted as follows:

In general the transmitter must be constructed either on racks and panels or in totally enclosed frames protected as required by the sections of Article 37 of the National Electrical Code as quoted above. The final stages of high power transmitters may be assembled in open frames providing the equipment is enclosed by a protective fence. Means must be provided for making all tuning adjustments, requiring voltages in excess of 750 volts to be applied to the circuit, from the front panels with all access doors closed. Proper bleeder resistors should be installed across all condenser banks to remove any charge which may remain after the high voltage circuit is opened. All meters which have more than 1000 volts potential to ground on the movement shall be protected by a cage or cover in addition to regular case even if bakelite.

All plate supply and other high voltage equipment including transformers, filters, rectifiers, and motor generators, must be protected so as to prevent injury to operating personnel. This protection should include commutator guards on all high voltage rotating machinery.

The transmitter panels or units shall be wired in accordance with standard switchboard practice, either with insulated leads properly cabled and supported or with rigid bus bar properly insulated and protected. Wiring between units of the transmitter with the exception of circuits carrying R. F. energy shall be installed in conduits or approved fibre or metal raceways to protect them from mechanical injury. Circuits carrying low-level R. F. between units shall be of either concentric tube, two-wire balanced lines or properly shielded to prevent the pickup of modulated R. F. energy from the output circuits.

Each stage (including the oscillator) preceding the modulated stage shall be properly shielded and filtered to prevent feedback from any circuit following the modulated stage. An exception to this requirement will be made in the case of high-level modulated transmitters of approved manufacture which have been properly engineered to prevent reaction.

The crystal chamber, together with the conductor to the oscillator circuit, must be totally shielded. The crystal chamber must be so constructed, insulated and temperature-controlled that the maximum temperature variation at the crystal shall not be greater than 0.1 degree Centigrade. An exception would be made in the case of transmitters employing so-called "AT" or zero coefficient crystals wherein the maximum allowable temperature variation at the crystal is 1.0 degree Centigrade. A thermometer must be installed in such a manner that the temperature at the crystal can be accurately measured and the temperature logged each half hour in accordance with Rule 142. It is preferable that the tank circuit of the oscillator tube be installed in the temperature-controlled chamber. In case an excessive shift in frequency is found during warmup periods the crystal oscillator must be operated continuously. The Commission will take special precautions to ascertain that composite crystal chambers and oscillator units meet the requirements of "good engineering practice" before the station is considered as having satisfactorily complied with Rule 132.

The radio frequency energy operating the monitor must be obtained from some stage in the transmitter prior to the modulated stage and the monitor circuits must be such that the monitor can be operated continuously without

heterodyning the carrier. In addition, the monitor and the radio frequency line from the transmitter must be thoroughly shielded to prevent regeneration in the transmitter.

The transmitter power supply shall be so constructed that the maximum plate voltage regulation between no modulation and 100% modulation shall not exceed 5%. Adequate provision shall also be made for varying the transmitter power output between sufficient limits to compensate for excessive variations in line voltage, or other factors which may affect the power output.

A complete set of spare tubes for the transmitter and frequency monitor should be on hand at all times, the spares to include thyratron tubes, when used.

No requests for new broadcasting facilities will be granted unless the equipment proposed to be installed conforms with the definitions of "good engineering practice" as outlined herein.

It is the obligation of the licensee of each existing station to take the necessary steps to assure that the transmitting equipment complies with Rule 132 and these definitions of "good engineering practice". Any changes in the transmitter for which a construction permit is necessary by other rules, application therefore must be made in the regular manner.

There is sufficient time before November 12, 1936, for all licensees to file the necessary applications and install the required equipment.

Each station will be visited in the near future by an inspector of the Field Section of the Commission's Engineering Department and a detailed inspection will be made. Any points not clear or on which a ruling is desired should be discussed with him. However, this does not relieve the licensee's responsibility to proceed to comply with the requirements of this rule.

The inspector will again visit the station on or prior to November 12, 1936, to determine if the equipment complies in all details.

The purpose of this rule is to improve broadcast reception and to protect the lives of the station operators. Many frequency deviations are caused by poor equipment. The mutual interference caused by such deviations will thus be reduced as the deviations are reduced. The continuity of service and fidelity of transmission will be improved. This rule is for the good of the licensees as well as the listeners and the cooperation of all licensees is requested in assisting the Commission in the administration thereof.

The Commission will, from time to time, further define "good engineering practice" as the state of the art progresses and as the needs for the improvement in technical broadcasting demand.

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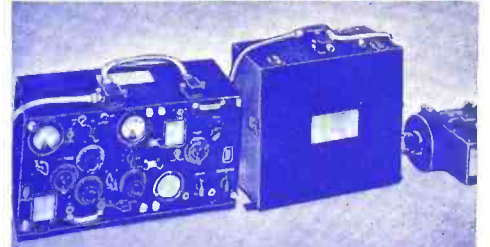
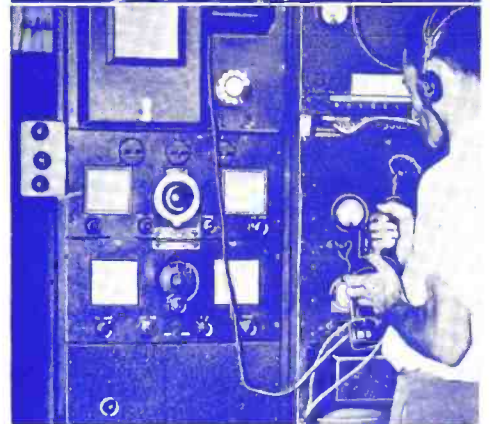
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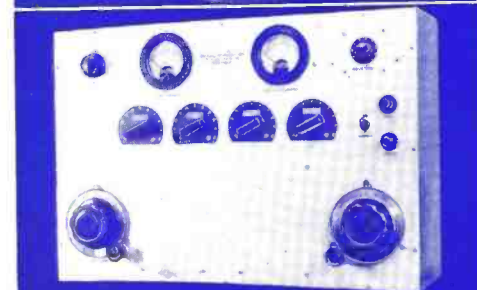
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TECHNICAL OPERATION

134. The operating power of a broadcast station will be determined either by direct measurement or indirect measurement by means of the plate input power to the last radio stage.

a. Unless specifically authorized by the Commission to do otherwise, the licensee of a broadcast station shall compute its operating power by indirect method by means of the plate input power to the last radio stage.

b. Any licensee who has at any time been authorized by the Commission to compute operating power by any other method (e.g., by antenna input direct measurement, or radiated power measurement computed from field intensity measurements) shall, upon making any change in the antenna system or in the antenna current measuring instruments, or any other change which may change the characteristics of the antenna, revert to the use of the indirect measurement of antenna input until further order of the Commission.

135. The operating power shall be determined by indirect measurement from the plate input power of the last radio stage by multiplying the plate voltage (E_p) by the total plate current of the last radio stage (I_p) and by the proper factor (F) given in the following tables according to the power and system of modulation used; that is

$$\text{Operating power} = E_p \times I_p \times F$$

A. FACTOR TO BE USED FOR STATIONS USING HIGH-LEVEL MODULATION

Maximum rated carrier power of transmitter	Factor (F) to be used in determining the operating power from the plate input power
Watts	
100	0.50
250-1,000	0.60
2,500-50,000	0.65

B. FACTOR TO BE USED FOR STATIONS OF ALL POWERS USING LOW-LEVEL MODULATION

Maximum percentage of modulation	Factor (F) to be used in determining the operating power from the plate input power
85 to 100	0.33

C. FACTOR TO BE USED FOR STATIONS OF ALL POWERS USING GRID BIAS MODULATION IN THE LAST RADIO STAGE

Maximum percentage of modulation	Factor (F) to be used in determining the operating power from the plate input power
85 to 100	0.22

136. In computing operating power by indirect measurement, the above factors shall apply in all cases, and no distinction will be recognized due to the operating power being less than the maximum rated carrier power.

137. The antenna input power determined by direct measurement is the square of the antenna current times the antenna resistance at the point where the current is measured and at the operating frequency. Direct measurement of the antenna input power will be accepted as the operating power of the station, provided the data on the antenna resistance measurements are submitted under oath giving detailed description of the method used and the data taken. The antenna current shall be measured by an ammeter of accepted accuracy. These data must be submitted to and approved by the Commission before any licensee will be authorized to operate by this method of power determination. The antenna ammeter shall not be changed to one of different type, maximum reading or accuracy without the authority of the Commission. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

138. The operating power of a broadcast station determined by the radiated power computed from field intensity measurements may be accepted in lieu of antenna input power, provided a sufficient number of measurements are taken to insure accuracy and an analysis of the antenna system is submitted indicating the relative distribution of the radiation (i.e., ground and sky wave radiation). The data on the antenna resistance, complete description of the antenna system with dimensions and method of taking field intensity measurements and of relating these measurements to the operating power shall be submitted to and approved by the Commission before any licensee will be authorized to operate by this method of power determination. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

* 139. (a) A licensee of a broadcast station will not be authorized to operate a transmitter unless it is capable of delivering satisfactorily the authorized power with a modulation of at least 85 per cent. When the transmitter is

operated with 85 per cent modulation, not over 10 per cent combined audio frequency harmonics shall be generated by the transmitter.

(b) All broadcast stations shall, on and after November 1, 1936, have in operation a modulation monitor approved by the Commission.

(c) The operating percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 per cent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

(d) The Commission will, from time to time, publish the specifications, requirements for approval, and a list of approved modulation monitors.

140. A licensee of a broadcast station will not be authorized to operate a transmitter with an operating power greater than the maximum rated carrier power of the transmitter.

141. A licensee of a broadcast station claiming a greater percentage of modulation than the fundamental design indicates can be procured, shall submit full data showing the antenna input power by direct measurement and complete information, either oscillograms or other acceptable data, to show that a modulation of 85 per cent or more, with not over 10 per cent combined audio harmonics, can be obtained with the transmitter operated at the maximum authorized power.

142. The licensee of a broadcast station shall maintain the operating power of the station in exact accord with its licensed power at all times except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to operate with the full licensed power, the station may be operated at reduced power 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.

143. Each broadcast station shall be equipped with suitable indicating instruments of accepted accuracy to measure the antenna current, direct plate circuit voltage, and the direct plate circuit current of the last radio stage. These indicating instruments shall not be changed or replaced, without authority of the Commission, except by instruments of the same type, maximum scale reading, and accuracy.

144. Each broadcast station shall be so operated that the frequency is maintained between the limits of 50 cycles per second above to 50 cycles per second below the assigned frequency.

145. The licensee of a broadcast station shall make provision for the checking of the frequency of the emitted wave by means independent of the fre-

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*MODULATION MONITORS FOR BROADCAST STATIONS

Rule 139, as amended, section (b), requires all broadcast stations to have in operation on and after November 1, 1936, a modulation monitor approved by the Commission. The modulation monitors will be approved by type after tests at the Bureau of Standards in the same manner that frequency monitors, as required by Rule 145, are approved. Any manufacturer desiring to submit a monitor for approval should supply the Commission with full details and if the specifications appear to meet the requirements, the Commission will request the Bureau of Standards to issue shipping instructions. Below are given the specifications that the modulation monitor must meet to be tested at the Bureau of Standards before it will be approved by the Commission. Approval will be given based on the test data taken at the Bureau, but the Bureau of Standards does not approve and disapprove the monitor as this is entirely in the hands of the Commission.

The specifications pursuant to Rule 139, section (d), are as follows:

1. A DC meter for setting the average rectified carrier at a specific value and to indicate changes in carrier intensity during modulation.

2. A peak indicating light or similar device that can be set at any predetermined value from 50 to 120 per cent modulation to indicate on positive peaks, and/or from 50 to 100 per cent negative modulation.

3. A semi-peak indicator with a meter having the characteristics given below shall be used with a circuit such that peaks of modulation of duration between 40 and 90 milliseconds are indicated to 90 per cent of full value and the discharge rate adjusted so that the pointer returns from full reading to 10 per cent of zero within 500 to 800 milliseconds. A switch shall be provided so that this meter will read either positive or negative modulation and, if desired, in the center position it may read both in a full-wave circuit.

The characteristics of the indicating meter are as follows: Speed—The time for one complete oscillation of the pointer shall be 200 to 350 milliseconds. The damping factor shall be between 16 and 200. The useful scale length shall be at least 2.3 inches. The meter shall be calibrated for modulation from 0 to 110 per cent and in decibels below 100 per cent with 100 per cent being 0 DB.

The accuracy of the reading on percentage of modulation shall be ± 2 per cent for 100 per cent modulation, and ± 4 per cent of full scale reading at any other percentage of modulation.

4. The frequency characteristics curve shall not depart from a straight line more than $\pm \frac{1}{2}$ DB from 30 to 10,000 cycles. The amplitude distortion or generation of audio harmonics shall be kept to a minimum.

5. The modulation meter shall be equipped with appropriate terminals so that an external peak counter can be readily connected.

6. Modulation will be tested at 115 volts ± 5 per cent and 60 cycles, and the above accuracies shall be applicable under these conditions.

7. All specifications not already covered above, and the general design, construction, and operation of these units must be in accordance with good engineering practice.

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quency control of the transmitter and capable of the accuracy specified in paragraph 144.

146. The Commission will authorize the installation of new transmitting equipment in a broadcast station or changes in the frequency control of an existing transmitter only if such equipment is so designed that there is reasonable assurance that the transmitter is capable of maintaining automatically the assigned frequency within the limits of 50 cycles per second above to 50 cycles per second below the assigned frequency.

147. New automatic frequency control equipment and changes in existing automatic frequency control equipment that may affect the precision of frequency control or the operation of the transmitter shall be installed only upon authorization from the Commission.

148. Upon showing that a need exists for the use of an auxiliary transmitter³ in addition to the regular transmitter of a broadcast station, a license may be issued therefor provided that:

a. An auxiliary transmitter shall be installed only at the same location as the main transmitter, except that upon satisfactory showing of technical necessity therefor the Commission may authorize another location.

b. A licensed operator shall be in control whenever an auxiliary transmitter is placed in operation.

c. The auxiliary transmitter shall be maintained so that it may be put into immediate operation at any time upon failure of the main transmitter, or upon request by a duly authorized Government representative.

d. The auxiliary transmitter shall be tested at least once each week to determine that it is in proper operating condition, and that it is adjusted to the proper frequency. A record shall be kept of the time and result of test. Tests shall be conducted only between 1 a. m. and 12 noon.

e. The auxiliary transmitter shall be equipped with satisfactory control equipment which will enable the maintenance of the frequency emitted by the station within the limits prescribed by these regulations.

f. An auxiliary transmitter which is licensed at a geographical location different from that of the main transmitter shall be equipped with a frequency control which will automatically hold the frequency within the limits prescribed by these regulations without any manual adjustment during operation or when it is being put into operation.

149. If a licensee of a broadcast station has duplicate transmitting equipment and arranges for alternate operation, one such duplicate shall be considered as an auxiliary transmitter subject to the above conditions: *Provided*,

however, That duplicate equipment for alternate operation may be licensed when the Commission is satisfied that desirable experimental work is being carried on, in which case the licensee shall be subject to the regulations governing experimental stations.

150. Within two days after each use of the auxiliary transmitter, except for testing, the Commission and the inspector in charge shall be notified in writing of the date, time, and power at which the auxiliary transmitter is operated, and the reasons for each use.

OPERATION

151. 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.

152. 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.

153. 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.

154. 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.

155. 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

(Continued on page 320)

³ All regulations applying to broadcast transmitting equipment shall apply also to an auxiliary transmitter.

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KADA	Ada, Oklahoma	180 foot
WHOM	Hoboken, New Jersey	170 foot
KWBG	Hutchinson, Kansas	150 foot
KVSO	Ardmore, Oklahoma	180 foot
WMFR	High Point, North Carolina	180 foot
WGBI	Scranton, Pennsylvania	264 foot
WRAW	Reading, Pennsylvania	175 foot
WKAQ	Puerto Rico	242 foot
KPDN	Pampa, Texas	170 foot
WJNO	West Palm Beach, Florida	180 foot
WTEL	Philadelphia, Pennsylvania	177 foot
WCNW	New York, New York	229 foot
WNLC	New London, Connecticut	191 foot
KGFF	Shawnee, Oklahoma	277 foot
KANS	Wichita, Kansas	180 foot
WJZ	Bound Brook, New Jersey	640 foot
WAPO	Chattanooga, Tennessee	203 foot
WGNY	Chester, New York	204 foot
WHP	Harrisburg, Pennsylvania	325 foot
	Brazil, South America	204 foot
KTEM	Temple, Texas	170 foot
WSAN	Allentown, Pennsylvania	170 foot
WAZL	Hazleton, Pennsylvania	140 foot
KFYO	Lubbock, Texas	140 foot
KFJB	Marshalltown, Iowa	215 foot
KGFG	Oklahoma City, Oklahoma	204 foot
WBLK	Clarksburg, West Virginia	239 foot
Philco R. & T. Co. of Philadelphia, Penna.		110 foot
C.M.Q.—C.O.C.Q.	Havana, Cuba	277 foot

Aerial view of 640 ft. Lehigh Vertical Radiator at Radio Station WJZ Bound Brook, N. J. (Key station of N.B.C.'s Blue Network.)

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not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

156. 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.

157. 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.

158. 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. (See par. 181.)

159. 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. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in paragraph 156.

160. If the licensees of the limited time and 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.

161. 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.

162. 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.

163. 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.

164. 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.

165. 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.

166. 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.

167. 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.

168. The time of operation of any broadcast station which does not share time with the 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.

169. 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.

170. 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.

171. A licensed operator on duty and in 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.

LOG RECORDS

172. The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

A. THE PROGRAM LOG

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. THE OPERATING LOG

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.

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FCC Rules and Regulations Applicable to Broadcast Services

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173. 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.

174. 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.

175. 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 continuous, uninterrupted 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.

176. 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 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".

177. The term "rebroadcast" means reception by radio of the program¹ of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.²

177.1 (a) The licensee of a regular or international broadcast station may, without further authority of the Commission, rebroadcast the program of a United States regular broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.³

(b) No licensee of a regular or international broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission.⁴

¹ As used herein "program" means any complete program or part thereof, or any signals if other than A₃ emission.

² In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.

³ The notice and certification of consent must be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a regular broadcast station several times during a license period, notice and certification of consent must be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

⁴ The broadcasting of a program relayed by a relay broadcast station (Rule 1000) is not considered a rebroadcast.

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(c) No licensee of any other class of broadcast station (television, facsimile, high frequency or experimental) shall rebroadcast the program of any other radio station without written authority first having been obtained from the Commission.

(d) Authority will not be granted to rebroadcast in the United States the program of an international broadcast station located within the limits of the North American continent, except upon a satisfactory showing that no wire or other facilities exist for transmitting the program to the area served by the station proposing the rebroadcast.

(e) A licensee of an international broadcast station may authorize the rebroadcast of its programs by any station outside the limits of the North American continent without permission from the Commission, provided that the station rebroadcasting the programs cannot be received consistently in the United States.

(f) An application for authority to rebroadcast the program of any radio station shall be accompanied by written consent or certification of consent of the licensee of the station originating the program.

(g) In case of a program rebroadcast by several broadcast stations such as a chain rebroadcast, the person legally responsible for distributing the program or the network facility, may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or station originating the program.

177.2 No person shall be permitted to locate, use or maintain a radio broadcast studio or other place or apparatus 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 or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.

178. Attention is directed to section 315 of the Communications Act of 1934, which reads as follows:

If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this paragraph. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

Any violation of this section of the act shall be sufficient grounds for the revocation or denial of a broadcast license. (See par. 172.)

179. 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.

180. 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).

PAUL F. GODLEY

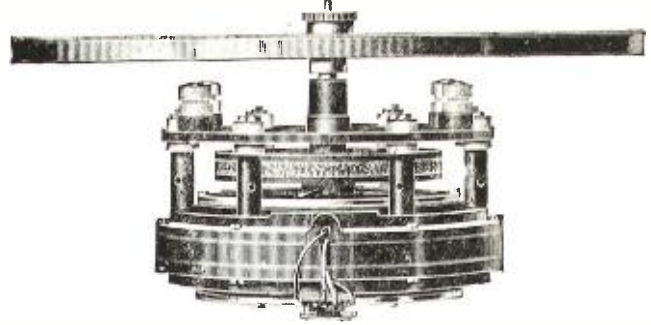
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AVERAGE SUNSET TIME: FCC RULE No. 181

E—EASTERN STANDARD TIME.

C—CENTRAL TIME.

M—MOUNTAIN TIME.

P—PACIFIC TIME.

Rule 181. The average time of sunset for each month at various points, as fixed for the purpose of these regulations, is as follows:

Month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
Aberdeen, S. Dak. (C)	5:15	6:00	6:45	7:15	8:00	8:30	8:15	7:45	6:45	5:45	5:00	4:45	Fort Worth, Texas (C)	5:45	6:15	6:50	7:00	7:15	7:45	7:15	6:30	6:00	5:30	5:00	4:30	
Abilene, Tex. (C)	6:00	6:30	6:45	7:15	7:30	7:45	7:45	7:30	6:45	5:15	5:45	5:30	Frankfort, Ky. (C)	4:45	5:15	5:40	6:15	6:45	7:00	7:00	6:30	5:45	5:00	4:30	4:15	
Ada, Okla. (C)	5:45	6:15	6:30	7:00	7:30	7:45	7:45	7:15	6:30	5:00	5:30	5:15	Frederick, Md. (E)	5:15	5:45	6:15	6:45	7:15	7:45	7:30	7:00	6:15	5:30	4:45	4:45	
Akron, Ohio (C)	4:45	5:00	5:30	6:00	6:30	7:00	7:00	6:30	5:30	4:45	4:15	4:00	Fresno, Calif. (P)	5:00	5:45	6:00	6:30	7:00	7:15	7:15	6:45	6:15	5:30	4:45	4:45	
Albany, N. Y. (E)	5:00	5:30	5:45	6:00	6:30	6:45	6:45	6:15	5:45	5:00	4:45	4:30	Gainesville, Fla. (E)	5:45	6:15	6:30	7:00	7:15	7:30	7:30	7:15	6:30	5:00	5:30	5:15	
Albany, N. Y. (E)	5:15	5:45	6:15	6:45	7:15	7:30	7:30	7:00	6:15	5:15	4:30	4:15	Galveston, Tex. (C)	5:45	6:15	6:30	6:45	7:00	7:15	7:15	7:00	6:30	5:45	5:30	5:15	
Albuquerque, N. Mex. (M)	5:15	5:45	6:15	6:45	7:00	7:15	7:15	7:09	6:15	5:30	5:00	5:00	Glendale, Calif. (P)	5:00	5:30	5:45	6:00	6:30	6:45	7:00	7:00	6:45	6:00	5:15	4:45	
Alexandria, La. (C)	5:30	6:00	6:15	6:30	7:00	7:15	7:15	7:00	6:15	5:45	5:15	5:15	Grand Forks, N. Dak. (C)	5:00	5:30	5:45	6:00	6:30	6:45	7:00	7:00	6:45	6:00	5:15	4:45	
Altoona, Pa. (E)	5:15	5:45	6:15	6:45	7:15	7:45	7:45	7:15	6:30	5:30	5:00	4:45	Grand Junction, Colo. (M)	5:15	5:45	6:15	6:45	7:15	7:45	7:45	7:15	6:30	5:00	5:00	4:30	
Americus, Ga. (E)	6:00	6:30	6:45	7:00	7:30	7:45	7:45	7:15	6:45	5:00	5:30	5:30	Grand Rapids, Mich. (C)	4:30	5:15	5:45	6:30	7:00	7:30	7:15	6:45	6:00	5:00	4:15	4:15	
Ames, Iowa (C)	5:00	5:45	6:15	7:00	7:30	7:45	7:45	7:15	6:30	5:30	5:00	4:45	Great Falls, Mont. (M)	5:00	5:45	6:30	7:15	8:00	8:30	8:15	7:45	6:45	5:45	4:45	4:30	
Anderson, Ind. (C)	4:45	5:15	5:45	6:15	6:45	7:15	7:15	6:45	6:00	5:00	4:30	4:15	Greeley, Colo. (M)	5:00	5:30	6:00	6:30	7:00	7:30	7:30	7:00	6:15	5:15	4:45	4:30	
Annapolis, Md. (E)	5:00	5:45	6:15	6:45	7:15	7:30	7:30	7:00	6:15	5:30	5:00	4:45	Green Bay, Wis. (C)	4:30	5:15	6:00	6:30	7:15	7:45	7:30	7:00	6:00	5:15	4:30	4:15	
Ardmore, Okla. (C)	5:45	6:15	6:30	7:00	7:30	7:45	7:45	7:15	6:30	5:00	5:30	5:15	Greensburg, Pa. (E)	5:15	6:00	6:30	7:00	7:30	7:45	7:45	7:15	6:30	5:45	5:00	5:00	
Ashland, Ky. (C)	4:30	5:15	5:30	6:00	6:30	7:00	7:00	6:30	5:45	5:00	4:15	4:15	Greensboro, N. C. (E)	5:30	6:00	6:30	6:45	7:15	7:30	7:30	7:15	6:30	5:45	5:15	5:00	
Astoria, Ore. (P)	6:00	5:45	6:15	7:00	7:45	8:15	8:00	7:30	6:30	5:30	4:45	4:30	Greenville, Miss. (C)	5:15	5:45	6:15	6:30	7:00	7:15	7:15	6:45	6:15	5:30	5:00	5:00	
Atlanta, Ga. (C)	4:45	5:15	5:45	6:15	6:30	6:45	6:45	6:30	5:45	5:00	4:30	4:30	Greenville, N. C. (E)	5:15	5:45	6:15	6:45	7:00	7:30	7:30	7:00	6:15	5:30	5:00	5:00	
Atlantic City, N. J. (E)	5:00	5:30	6:00	6:30	7:00	7:30	7:30	7:00	6:15	5:15	4:45	4:30	Griffin, Ga. (C)	4:45	5:15	5:45	6:00	6:30	6:45	6:45	6:30	5:45	5:00	4:30	4:30	
Augusta, Maine (E)	4:30	5:00	5:45	6:15	7:00	7:30	7:15	6:45	5:00	4:15	4:00	4:00	Gulfport, Miss. (C)	5:15	5:45	6:00	6:15	6:45	7:00	7:00	6:45	6:00	5:30	5:00	5:00	
Austin, Tex. (C)	5:45	6:15	6:45	7:00	7:15	7:30	7:30	7:15	6:45	5:00	5:30	5:30	Hagerstown, Md. (E)	5:15	5:45	6:15	6:45	7:15	7:45	7:45	7:15	6:15	5:30	5:00	4:45	
Baltimore, Md. (E)	5:00	5:45	6:15	6:45	7:15	7:30	7:30	7:00	6:15	5:30	5:00	4:45	Hammond, Ind. (C)	4:45	5:15	6:00	6:30	7:00	7:30	7:30	7:00	6:15	5:30	5:00	4:15	
Bangor, Me. (E)	4:15	5:00	5:45	6:15	7:00	7:15	7:15	6:45	5:45	4:45	4:15	4:00	Harrisburg, Pa. (E)	5:00	5:45	6:15	6:45	7:15	7:45	7:30	7:00	6:15	5:30	4:45	4:45	
Baton Rouge, La. (C)	5:30	5:45	6:15	6:30	6:45	7:15	7:15	6:45	5:15	5:30	5:15	5:00	Harrisonburg, Va. (E)	5:15	6:00	6:15	6:45	7:15	7:45	7:45	7:15	6:30	5:45	5:00	5:00	
Beaumont, Tex. (C)	5:45	6:00	6:30	6:45	7:00	7:15	7:15	6:30	5:45	5:15	5:15	5:15	Hartford, Conn. (E)	4:45	5:30	6:00	6:30	7:00	7:30	7:30	7:00	6:00	5:15	4:30	4:15	
Berkeley, Calif. (P)	5:15	5:45	6:15	6:45	7:15	7:30	7:30	7:00	6:15	5:00	4:30	4:15	Havre, Mont. (M)	4:45	5:45	6:30	7:15	7:45	8:30	8:15	7:30	6:30	5:30	4:45	4:45	
Berrien Springs, Mich. (C)	4:30	5:00	5:30	6:00	6:30	6:45	7:00	7:00	6:45	5:00	5:15	4:45	Helena, Mont. (M)	5:00	5:45	6:30	7:15	8:00	8:30	8:15	7:45	6:45	5:45	5:00	4:45	
Beverly Hills, Calif. (P)	5:00	5:45	6:15	7:00	7:30	8:00	8:00	7:30	6:30	5:30	4:45	4:30	Hibbing, Minn. (C)	4:45	5:30	6:15	7:00	7:45	8:15	8:00	7:30	6:30	5:30	4:30	4:15	
Billings, Mont. (M)	5:00	5:30	6:15	6:45	7:15	7:45	7:45	7:00	6:15	5:30	4:45	4:30	High Point, N. C. (E)	5:30	6:00	6:30	7:00	7:15	7:30	7:30	7:15	6:30	5:45	5:15	5:00	
Birmingham, Ala. (C)	5:00	5:30	6:00	6:15	6:45	7:00	7:00	6:30	5:00	4:15	4:45	4:45	Hollywood, Calif. (P)	5:00	5:30	6:00	6:30	6:45	7:00	7:00	6:45	6:00	5:15	4:45	4:45	
Bismarck, N. Dak. (C)	5:15	6:00	6:45	7:30	8:15	8:45	8:30	8:00	7:00	6:00	5:15	5:00	Honolulu, Hawaii (local)	5:45	6:00	6:15	6:15	6:30	6:45	6:45	6:30	6:00	5:15	4:45	4:45	
Bluefield, W. Va. (E)	5:30	6:00	6:30	7:00	7:30	7:45	7:45	7:15	6:30	5:45	5:15	5:15	Hot Springs, Ark. (C)	5:30	6:00	6:15	6:45	7:00	7:30	7:30	7:00	6:15	5:45	5:15	5:00	
Blytheville, Ark. (C)	5:15	5:45	6:00	6:30	7:00	7:15	7:15	6:45	5:15	5:30	5:00	4:45	Houston, Tex. (C)	5:45	6:15	6:30	6:45	7:15	7:30	7:30	7:00	6:30	5:45	5:30	5:30	
Boise, Idaho (M)	5:30	6:15	6:45	7:30	8:00	8:30	8:30	7:45	7:00	6:00	5:15	5:15	Hudson Falls, N. Y. (E)	4:45	5:30	6:00	6:30	7:15	7:30	7:30	7:00	6:00	5:15	4:30	4:15	
Boston, Mass. (E)	4:30	5:15	5:45	6:30	7:00	7:15	7:15	6:45	6:00	5:00	4:30	4:15	Huntington, W. Va. (E)	5:30	6:00	6:30	7:00	7:30	8:00	8:00	7:30	6:45	6:00	5:15	5:15	5:00
Brady, Texas (C)	6:00	6:30	6:45	7:00	7:30	7:45	7:45	7:15	6:45	5:00	5:45	5:30	Huron, S. Dak. (C)	5:15	6:00	6:45	7:15	7:45	8:15	8:15	7:45	6:45	5:45	5:00	5:00	
Bridgeport, Conn. (E)	4:45	5:30	6:00	6:30	7:00	7:30	7:30	7:00	6:00	5:15	4:30	4:30	Idaho Falls, Idaho (M)	5:15	6:00	6:30	7:15	7:45	8:15	8:15	7:30	6:45	5:45	5:00	4:45	
Bronx, N. Y. (E)	4:45	5:30	6:00	6:30	7:00	7:30	7:30	7:00	6:00	5:15	4:45	4:30	Independence, Mo. (C)	5:15	6:00	6:30	7:00	7:30	7:45	7:45	7:15	6:30	5:45	5:00	5:00	
Brookings, S. Dak. (C)	5:15	6:00	6:30	7:15	7:45	8:15	8:15	7:30	6:45	5:45	5:00	4:45	Indianapolis, Ind. (C)	4:45	5:15	5:45	6:15	6:45	7:15	7:15	6:45	6:00	5:30	4:30	4:15	
Brooklyn, N. Y. (E)	4:45	5:30	6:00	6:30	7:00	7:30	7:30	7:00	6:00	5:30	5:00	4:45	Inglewood, Calif. (P)	5:00	5:30	6:00	6:30	6:45	7:00	7:00	6:45	6:00	5:15	4:45	4:45	
Buffalo, N. Y. (E)	5:00	5:45	6:15	7:00	7:30	8:00	8:00	7:15	6:30	5:30	5:00	4:45	Iowa City, Iowa (C)	5:00	5:45	6:15	6:45	7:15	7:45	7:45	7:00	6:15	5:30	4:45	4:30	
Burlington, Vt. (E)	4:45	5:15	6:00	6:30	7:15	7:45	7:30	7:00	6:00	5:15	4:30	4:15	Ironwood, Mich. (C)	4:45	5:30	6:00	6:45	7:30	8:00	7:45	7:15	6:15	5:30	4:45	4:15	
Butte, Mont. (M)	5:15	6:00	6:30	7:15	8:00	8:15	8:15	7:45	6:45	5:45	5:00	4:45	Ithaca, N. Y. (E)	5:00	5:30	6:00	6:45	7:30	8:00	7:45	7:15	6:15	5:30	4:45	4:15	
Calumet, Mich. (C)	4:30	5:15	6:00	6:45	7:30	7:45	7:45	7:00	6:15	5:15	4:15	4:15	Jackson, Mich. (C)	4:45	5:30	6:00	6:45	7:15	7:45	7:45	7:15	6:15	5:30	4:45	4:15	
Cambridge, Mass. (E)	4:30	5:15	5:45	6:30	7:00	7:30	7:30	7:00	6:15	5:15	4:45	4:15	Jackson, Miss. (C)	5:30	6:00	6:15	6:30	7:00	7:15	7:15	6:45	6:15	5:30	5:15	5:00	
Camden, N. J. (E)	5:00	5:30	6:00	6:30	7:00	7:30	7:30	7:00	6:15	5:15	4:30	4:15	Jacksonville, Fla. (E)	5:45	6:15	6:30	7:00	7:15	7:30	7:30	7:15	6:30	5:30	4:30	4:30	
Canton, N. Y. (E)	4:45	5:30	6:00	6:45	7:15	7:45	7:45	7:00	6:15	5:15	4:30	4:15	Janesville, Wis. (C)	4:45	5:30	6:00	6:30	7:15	7:30	7:30	7:00	6:15	5:15	4:30	4:30	
Canton, Ohio (E)	5:15	6:00	6:30	7:00	7:30	8:00	8:00	7:30	6:30	5:45	5:15	5:00	Jefferson City, Mo. (C)	5:15	5:45	6:15	6:45	7:15	7:30	7:30	7:00	6:15	5:30	5:00	4:45	
Carbondale, Pa. (E)	5:00	5:30	6:15	6:45	7:15	7:45	7:30	7:00	6:15	5:15	4:45	4:30	Jerome, Ariz. (M)	5:45	6:15	6:30	7:00	7:30	7:45	7:45	7:15	6:30	5:00	4:15	4:15	
Carson City, Nev. (P)	5:00	5:30	6:00	6:30	7:00	7:30	7:30	7																		

AVERAGE SUNSET TIME: FCC RULE No. 181

E—EASTERN STANDARD TIME.

C—CENTRAL TIME.

M—MOUNTAIN TIME.

P—PACIFIC TIME.

Rule 181. The average time of sunset for each month at various points, as fixed for the purpose of these regulations, is as follows:

(Continued from Page 324)

Month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
Norman, Okla. (C)	5:45	6:15	6:30	7:00	7:30	7:45	7:45	7:15	6:45	6:00	5:30	5:15	Sioux Falls, S. Dak. (C)	5:15	6:00	6:30	7:15	7:45	8:15	8:00	7:30	6:45	5:45	5:00	4:45	
North Platte, Nebr. (C)	5:45	6:15	6:45	7:15	8:00	8:15	8:15	7:45	7:00	6:00	5:30	5:15	Somerville, Mass. (E)	4:30	5:15	5:45	6:30	7:00	7:30	7:15	6:45	6:00	5:00	4:30	4:15	
Oakland, Calif. (P)	5:15	5:45	6:15	6:45	7:15	7:30	7:30	7:00	6:15	5:30	5:00	4:45	South Bend, Ind. (C)	4:45	5:15	5:45	6:30	7:00	7:15	7:15	6:45	6:00	5:00	4:30	4:15	
Oil City, Pa. (E)	5:15	5:45	6:30	7:00	7:30	8:00	7:45	7:15	6:30	5:45	5:00	4:45	South Madison, Wis. (C)	4:45	5:30	6:00	6:45	7:15	7:45	7:30	7:00	6:15	5:15	4:30	4:30	
Oklahoma City, Okla. (C)	5:45	6:15	6:30	7:00	7:30	7:45	7:45	7:15	6:45	6:00	5:30	5:15	Spartanburg, S. C. (E)	5:45	6:15	6:30	7:00	7:30	7:45	7:45	7:15	6:30	6:00	5:30	5:15	
Olean, N. Y. (E)	5:00	5:45	6:15	7:00	7:30	7:45	7:45	7:15	6:30	5:30	5:00	4:45	Spokane, Wash. (P)	4:30	5:15	6:00	6:45	7:15	7:45	7:45	7:00	6:00	5:00	4:15	4:00	
Olympia, Wash. (P)	4:45	5:30	6:15	7:00	7:45	8:15	8:00	7:30	6:30	5:30	4:45	4:15	Springfield, Ill. (C)	5:00	5:30	6:00	6:30	7:00	7:30	7:30	7:00	6:00	5:15	4:45	4:30	
Omaha, Nebr. (C)	5:15	6:00	6:30	7:00	7:30	8:00	8:00	7:30	6:30	5:45	5:00	5:00	Springfield, Mass. (E)	4:45	5:15	6:00	6:30	7:00	7:30	7:30	6:45	6:00	5:15	4:30	4:15	
Orlando, Fla. (E)	5:45	6:15	6:30	7:00	7:30	7:45	7:45	7:15	6:30	5:45	5:00	5:00	Springfield, Mo. (C)	5:15	5:45	6:15	6:45	7:15	7:30	7:30	7:00	6:30	5:45	5:00	5:00	
Paducah, Ky. (E)	5:00	5:30	6:00	6:30	7:00	7:15	7:15	6:45	6:00	5:15	4:45	4:45	Springfield, Vt. (E)	4:45	5:15	6:00	6:30	7:00	7:30	7:30	7:00	6:00	5:15	4:30	4:15	
Palestine, Tex. (C)	5:45	6:15	6:30	6:45	7:15	7:30	7:30	7:00	6:30	5:45	5:00	5:15	St. Albans, Vt. (E)	4:30	5:15	6:00	6:30	7:00	7:15	7:45	7:30	7:00	6:00	5:15	4:30	4:15
Pampa, Tex. (C)	5:00	6:30	6:45	7:15	7:45	8:00	8:00	7:30	7:00	6:15	5:45	5:30	St. Joseph, Mo. (C)	5:15	6:00	6:30	7:00	7:30	7:45	7:45	7:15	6:30	5:45	5:00	5:00	
Paragould, Ark. (C)	5:15	5:45	6:15	6:30	7:00	7:15	7:15	6:45	6:00	5:15	4:45	4:45	St. Louis, Mo. (C)	5:00	5:45	6:00	6:30	7:00	7:30	7:30	7:00	6:15	5:30	4:45	4:45	
Paris, Tex. (C)	5:30	6:00	6:30	7:00	7:15	7:30	7:30	7:15	6:30	5:45	5:15	5:15	State College, N. Mex. (M)	5:30	5:45	6:15	6:30	7:00	7:15	7:15	7:00	6:15	5:30	5:00	5:00	
Pateron, N. J. (E)	4:45	5:30	6:00	6:30	7:00	7:30	7:30	7:00	6:15	5:15	4:45	4:30	State College, Pa. (E)	5:00	5:45	6:15	6:45	7:15	7:45	7:45	7:15	6:15	5:30	5:00	4:45	
Peoria Heights, Ill. (C)	5:00	5:30	6:00	6:30	7:00	7:30	7:30	7:00	6:15	5:15	4:45	4:30	Stevens Point, Wis. (C)	4:45	5:30	6:00	6:45	7:15	7:45	7:45	7:00	6:15	5:30	5:00	4:45	
Petersburg, Va. (E)	5:15	5:45	6:15	6:45	7:15	7:30	7:30	7:00	6:15	5:30	4:45	5:00	Stockton, Calif. (P)	5:15	5:45	6:15	6:45	7:15	7:45	7:45	7:00	6:15	5:30	5:00	4:45	
Philadelphia, Pa. (E)	5:00	5:30	6:00	6:45	7:15	7:30	7:30	7:00	6:15	5:30	4:45	4:30	Superior, Wis. (C)	4:45	5:30	6:00	6:45	7:15	7:45	7:45	7:15	6:15	5:30	5:00	4:45	
Phoenix, Ariz. (M)	5:45	6:15	6:30	7:00	7:15	7:45	7:45	7:15	6:30	5:30	5:00	5:15	Syracuse, N. Y. (E)	5:00	5:30	6:15	7:00	7:30	8:00	8:00	7:30	6:00	5:15	4:45	4:30	
Pierre, S. Dak. (C)	5:30	6:15	6:45	7:30	8:00	8:30	8:30	7:45	7:00	6:00	5:15	5:00	Tacoma, Wash. (P)	5:00	6:30	6:45	7:00	7:30	7:45	7:45	7:15	6:45	6:00	5:45	5:45	
Pittsburgh, Pa. (E)	5:15	6:00	6:30	7:00	7:30	7:45	7:45	7:15	6:30	5:45	5:00	5:00	Tallahassee, Fla. (E)	6:00	6:30	6:45	7:00	7:30	7:45	7:45	7:15	6:45	6:00	5:45	5:45	
Plattsburg, N. Y. (E)	4:45	5:15	6:00	6:30	7:15	7:45	7:45	7:00	6:00	5:15	4:30	4:15	Tallmadge, Ohio (E)	5:15	6:00	6:30	7:00	7:30	8:00	8:00	7:30	6:45	5:45	5:15	5:00	
Pocatello, Idaho (M)	5:15	6:00	6:30	7:15	7:45	8:15	8:00	7:30	6:45	6:00	5:15	5:00	Tampa, Fla. (E)	6:00	6:15	6:45	7:00	7:15	7:30	7:30	7:15	6:30	6:00	5:30	5:30	
Ponce, P. R. (AST)	6:15	6:30	6:30	6:45	6:45	7:00	7:00	6:45	6:00	5:00	4:15	4:00	Temple, Tex. (C)	5:45	6:15	6:45	7:00	7:15	7:30	7:30	7:15	6:30	6:00	5:30	5:30	
Portland, Maine (E)	4:30	5:15	5:45	6:30	7:00	7:30	7:30	7:15	6:30	5:30	4:45	4:30	Terre Haute, Ind. (C)	4:45	5:30	6:00	6:30	7:00	7:15	7:15	6:45	6:00	5:15	4:30	4:30	
Portland, Oreg. (P)	4:45	5:30	6:15	7:00	7:30	7:45	7:45	7:15	6:30	5:45	5:00	5:00	Thomasville, Ga. (E)	6:00	6:30	6:45	7:00	7:30	7:45	7:45	7:15	6:45	6:00	5:45	5:30	
Portsmouth, N. H. (E)	4:30	5:15	5:45	6:30	7:00	7:30	7:30	7:15	6:30	5:30	4:45	4:15	Toledo, Ohio (E)	5:30	6:00	6:45	7:15	7:45	8:15	8:15	7:30	6:45	6:00	5:15	5:00	
Poyndrite, Wis. (C)	4:45	5:30	6:00	6:30	7:00	7:30	7:30	7:15	6:30	5:30	4:45	4:15	Topeka, Kans. (C)	5:30	6:00	6:30	7:00	7:30	7:45	7:45	7:15	6:30	5:45	5:15	5:00	
Providence, R. I. (E)	4:45	5:30	6:00	6:30	7:00	7:30	7:30	7:15	6:30	5:30	4:45	4:45	Trenton, N. J. (E)	5:00	5:30	6:00	6:30	7:00	7:30	7:30	7:00	6:15	5:15	4:45	4:45	
Pueblo, Colo. (M)	5:00	5:30	6:00	6:30	7:00	7:30	7:30	7:15	6:30	5:30	4:45	4:45	Troy, Ala. (C)	5:00	5:30	6:15	6:30	7:00	7:30	7:30	7:00	6:15	5:15	4:45	4:45	
Fullman, Wash. (P)	4:30	5:15	6:00	6:30	7:00	7:15	7:15	6:45	6:00	5:00	4:15	4:00	Tucson, Ariz. (M)	5:45	6:15	6:30	7:00	7:15	7:30	7:30	7:15	6:30	5:45	5:00	5:15	
Queens, N. Y. (E)	4:45	5:30	6:00	6:30	7:00	7:30	7:30	7:00	6:00	5:15	4:45	4:30	Tulsa, Okla. (C)	5:30	6:00	6:30	7:00	7:30	7:45	7:45	7:15	6:30	5:45	5:15	5:15	
Quincy, Ill. (C)	5:00	5:45	6:15	6:45	7:15	7:30	7:30	7:00	6:15	5:30	4:45	4:45	Tupelo, Miss. (C)	5:15	6:00	6:30	6:45	7:15	7:15	7:15	6:45	6:00	5:15	4:30	4:15	
Racine, Wis. (C)	4:45	5:15	6:00	6:30	7:00	7:30	7:30	7:00	6:00	5:15	4:30	4:15	Tupper Lake, N. Y. (E)	4:45	5:30	6:00	6:45	7:15	7:45	7:45	7:00	6:15	5:30	5:00	4:45	
Raleigh, N. C. (E)	5:30	6:00	6:15	6:45	7:15	7:30	7:30	7:00	6:30	5:45	5:15	5:00	Tuscaloosa, Ala. (C)	5:15	5:45	6:00	6:30	6:45	7:00	7:00	6:45	6:00	5:15	4:30	4:15	
Reading, Pa. (E)	5:00	5:45	6:15	6:45	7:15	7:30	7:30	7:00	6:15	5:30	4:45	4:45	Tuscola, Ill. (C)	5:30	6:15	6:45	7:00	7:15	7:15	7:15	6:45	6:00	5:15	4:45	4:30	
Richmond, N. Y. (E)	4:45	5:30	6:00	6:30	7:00	7:30	7:30	7:00	6:00	5:15	4:45	4:30	Twin Falls, Idaho (M)	5:45	6:00	6:30	6:45	7:15	7:30	7:30	7:00	6:30	5:45	5:15	5:15	
Richmond, Va. (E)	5:15	5:45	6:15	6:45	7:15	7:30	7:30	7:00	6:15	5:30	4:45	4:45	Tyler, Texas (C)	5:00	5:30	6:00	6:30	7:00	7:15	7:15	6:45	6:00	5:15	4:45	4:45	
Roanoke, Va. (E)	5:30	6:00	6:30	7:00	7:15	7:45	7:45	7:15	6:30	5:45	5:15	5:00	Urbana, Ill. (C)	4:45	5:30	6:00	6:30	7:00	7:30	7:15	6:45	6:00	5:15	4:45	4:45	
Rochester, N. Y. (E)	5:00	5:45	6:15	6:45	7:30	7:45	7:45	7:15	6:30	5:45	5:15	5:00	Utica, N. Y. (E)	4:45	5:30	6:00	6:45	7:15	7:45	7:45	7:00	6:15	5:15	4:45	4:30	
Rockford, Ill. (C)	4:45	5:30	6:00	6:30	7:00	7:30	7:30	7:00	6:00	5:15	4:30	4:30	Vermillion, S. Dak. (C)	5:15	6:00	6:30	7:15	7:45	8:15	8:00	7:30	6:45	5:45	5:00	5:00	
Rock Island, Ill. (C)	5:00	5:30	6:15	6:45	7:15	7:30	7:30	7:00	6:15	5:30	4:45	4:30	Victorsburg, Miss. (C)	5:15	5:45	6:15	6:30	7:00	7:15	7:15	6:45	6:15	5:30	5:00	5:00	
Rome, Ga. (C)	5:00	5:30	6:15	6:45	7:15	7:30	7:30	7:00	6:15	5:30	4:45	4:45	Walla Walla, Wash. (P)	4:30	5:15	6:00	6:45	7:15	7:45	7:45	7:00	6:00	5:15	4:15	4:15	
Roseburg, Ore. (P)	5:00	5:45																								

Official Kilocycle-Meter Conversion Table

Kilocycles (kc) to Meters (m), or Meters to Kilocycles
(Columns are Interchangeable)

kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc
10	30.000	1.000	300.0	2.000	150.0	3.000	100.0	4.000	75.00	5.000	60.00	6.000	50.00	7.000	42.86	8.000	37.50	9.000	33.33
20	15.000	1.010	297.0	2.010	149.3	3.010	99.7	4.010	74.81	5.010	59.88	6.010	49.92	7.010	42.80	8.010	37.45	9.010	33.30
30	10.000	1.020	294.1	2.020	148.5	3.020	99.3	4.020	74.63	5.020	59.76	6.020	49.83	7.020	42.74	8.020	37.41	9.020	33.26
40	7.500	1.030	291.3	2.030	147.8	3.030	99.0	4.030	74.44	5.030	59.64	6.030	49.75	7.030	42.67	8.030	37.36	9.030	33.22
50	6.000	1.040	288.5	2.040	147.1	3.040	98.7	4.040	74.26	5.040	59.52	6.040	49.67	7.040	42.61	8.040	37.31	9.040	33.19
60	5.000	1.050	285.7	2.050	146.3	3.050	98.4	4.050	74.07	5.050	59.41	6.050	49.59	7.050	42.55	8.050	37.27	9.050	33.15
70	4.286	1.060	283.0	2.060	145.6	3.060	98.0	4.060	73.89	5.060	59.29	6.060	49.50	7.060	42.49	8.060	37.22	9.060	33.11
80	3.750	1.070	280.4	2.070	144.9	3.070	97.7	4.070	73.71	5.070	59.17	6.070	49.42	7.070	42.43	8.070	37.17	9.070	33.08
90	3.333	1.080	277.8	2.080	144.2	3.080	97.4	4.080	73.53	5.080	59.06	6.080	49.34	7.080	42.37	8.080	37.13	9.080	33.04
100	3.000	1.090	275.2	2.090	143.5	3.090	97.1	4.090	73.35	5.090	58.94	6.090	49.26	7.090	42.31	8.090	37.08	9.090	33.00
110	2.727	1.100	272.7	2.100	142.9	3.100	96.8	4.100	73.17	5.100	58.82	6.100	49.18	7.100	42.25	8.100	37.04	9.100	32.97
120	2.272	1.110	270.3	2.110	142.2	3.110	96.5	4.110	72.99	5.110	58.71	6.110	49.10	7.110	42.19	8.110	36.99	9.110	32.93
130	2.500	1.120	267.9	2.120	141.5	3.120	96.2	4.120	72.82	5.120	58.59	6.120	49.02	7.120	42.13	8.120	36.95	9.120	32.89
140	2.308	1.130	265.5	2.130	140.8	3.130	95.8	4.130	72.64	5.130	58.48	6.130	48.94	7.130	42.08	8.130	36.90	9.130	32.86
150	2.143	1.140	263.2	2.140	140.2	3.140	95.5	4.140	72.46	5.140	58.37	6.140	48.86	7.140	42.02	8.140	36.86	9.140	32.82
160	2.000	1.150	260.9	2.150	139.5	3.150	95.2	4.150	72.29	5.150	58.25	6.150	48.78	7.150	41.96	8.150	36.81	9.150	32.79
170	1.875	1.160	258.6	2.160	138.9	3.160	94.9	4.160	72.12	5.160	58.14	6.160	48.70	7.160	41.90	8.160	36.76	9.160	32.75
180	1.765	1.170	256.4	2.170	138.2	3.170	94.6	4.170	71.94	5.170	58.03	6.170	48.62	7.170	41.84	8.170	36.72	9.170	32.72
190	1.667	1.180	254.2	2.180	137.6	3.180	94.3	4.180	71.77	5.180	57.92	6.180	48.54	7.180	41.78	8.180	36.67	9.180	32.68
200	1.579	1.190	252.1	2.190	137.0	3.190	94.0	4.190	71.60	5.190	57.80	6.190	48.47	7.190	41.72	8.190	36.63	9.190	32.64
210	1.500	1.200	250.0	2.200	136.4	3.200	93.8	4.200	71.43	5.200	57.69	6.200	48.39	7.200	41.67	8.200	36.59	9.200	32.61
220	1.429	1.210	247.9	2.210	135.7	3.210	93.5	4.210	71.26	5.210	57.58	6.210	48.31	7.210	41.61	8.210	36.54	9.210	32.57
230	1.364	1.220	245.9	2.220	135.1	3.220	93.2	4.220	71.09	5.220	57.47	6.220	48.23	7.220	41.55	8.220	36.50	9.220	32.54
240	1.304	1.230	243.9	2.230	134.5	3.230	92.9	4.230	70.92	5.230	57.36	6.230	48.15	7.230	41.49	8.230	36.45	9.230	32.50
250	1.250	1.240	241.9	2.240	133.9	3.240	92.6	4.240	70.75	5.240	57.25	6.240	48.08	7.240	41.44	8.240	36.41	9.240	32.47
260	1.200	1.250	240.0	2.250	133.3	3.250	92.3	4.250	70.59	5.250	57.14	6.250	48.00	7.250	41.38	8.250	36.36	9.250	32.43
270	1.154	1.260	238.1	2.260	132.7	3.260	92.0	4.260	70.42	5.260	57.03	6.260	47.92	7.260	41.32	8.260	36.32	9.260	32.40
280	1.111	1.270	236.2	2.270	132.2	3.270	91.7	4.270	70.26	5.270	56.93	6.270	47.85	7.270	41.27	8.270	36.28	9.270	32.36
290	1.071	1.280	234.4	2.280	131.6	3.280	91.5	4.280	70.09	5.280	56.82	6.280	47.77	7.280	41.21	8.280	36.23	9.280	32.33
300	1.034	1.290	232.6	2.290	131.0	3.290	91.2	4.290	69.93	5.290	56.71	6.290	47.70	7.290	41.15	8.290	36.19	9.290	32.29
310	1.000	1.300	230.8	2.300	130.4	3.300	90.9	4.300	69.77	5.300	56.60	6.300	47.62	7.300	41.10	8.300	36.14	9.300	32.26
320	968	1.310	229.0	2.310	129.9	3.310	90.6	4.310	69.61	5.310	56.50	6.310	47.54	7.310	41.04	8.310	36.10	9.310	32.22
330	938	1.320	227.3	2.320	129.3	3.320	90.4	4.320	69.44	5.320	56.39	6.320	47.47	7.320	40.98	8.320	36.06	9.320	32.19
340	909	1.330	225.6	2.330	128.8	3.330	90.1	4.330	69.28	5.330	56.29	6.330	47.39	7.330	40.93	8.330	36.01	9.330	32.15
350	882	1.340	223.9	2.340	128.2	3.340	89.8	4.340	69.12	5.340	56.18	6.340	47.32	7.340	40.87	8.340	35.97	9.340	32.12
360	857	1.350	222.2	2.350	127.7	3.350	89.6	4.350	68.97	5.350	56.07	6.350	47.24	7.350	40.82	8.350	35.93	9.350	32.09
370	833	1.360	220.6	2.360	127.1	3.360	89.3	4.360	68.81	5.360	55.97	6.360	47.17	7.360	40.76	8.360	35.89	9.360	32.05
380	811	1.370	219.0	2.370	126.6	3.370	89.0	4.370	68.65	5.370	55.87	6.370	47.10	7.370	40.71	8.370	35.84	9.370	32.02
390	789	1.380	217.4	2.380	126.1	3.380	88.8	4.380	68.49	5.380	55.76	6.380	47.02	7.380	40.65	8.380	35.80	9.380	31.98
400	769	1.390	215.8	2.390	125.5	3.390	88.5	4.390	68.34	5.390	55.66	6.390	46.95	7.390	40.60	8.390	35.76	9.390	31.95
410	750	1.400	214.3	2.400	125.0	3.400	88.2	4.400	68.18	5.400	55.56	6.400	46.88	7.400	40.54	8.400	35.71	9.400	31.91
420	732	1.410	212.8	2.410	124.5	3.410	88.0	4.410	68.03	5.410	55.45	6.410	46.80	7.410	40.49	8.410	35.67	9.410	31.88
430	714	1.420	211.3	2.420	124.0	3.420	87.7	4.420	67.87	5.420	55.35	6.420	46.73	7.420	40.43	8.420	35.63	9.420	31.85
440	698	1.430	209.8	2.430	123.5	3.430	87.5	4.430	67.72	5.430	55.25	6.430	46.66	7.430	40.38	8.430	35.59	9.430	31.81
450	682	1.440	208.3	2.440	123.0	3.440	87.2	4.440	67.57	5.440	55.15	6.440	46.58	7.440	40.32	8.440	35.55	9.440	31.78
460	667	1.450	206.9	2.450	122.4	3.450	87.0	4.450	67.42	5.450	55.05	6.450	46.51	7.450	40.27	8.450	35.50	9.450	31.75
470	652	1.460	205.5	2.460	122.0	3.460	86.7	4.460	67.26	5.460	54.95	6.460	46.44	7.460	40.21	8.460	35.46	9.460	31.71
480	638	1.470	204.1	2.470	121.5	3.470	86.5	4.470	67.11	5.470	54.84	6.470	46.37	7.470	40.16	8.470	35.42	9.470	31.68
490	625	1.480	202.7	2.480	121.0	3.480	86.2	4.480	66.96	5.480	54.74	6.480	46.30	7.480	40.11	8.480	35.38	9.480	31.65
500	612	1.490	201.3	2.490	120.5	3.490	86.0	4.490	66.82	5.490	54.64	6.490	46.22	7.490	40.05	8.490	35.34	9.490	31.61
510	600	1.500	200.0	2.500	120.0	3.500	85.7	4.500	66.67	5.500	54.55	6.500	46.15	7.500	40.00	8.500	35.29	9.500	31.58
520	588	1.510	198.7	2.510	119.5	3.510	85.5	4.510	66.52	5.510	54.45	6.510	46.08	7.510	39.95	8.510	35.25	9.510	31.55
530	577	1.520	197.4	2.520	119.0	3.520	85.2	4.520	66.37	5.520	54.35	6.520	46.01	7.520	39.89	8.520	35.21	9.520	31.51
540	566	1.530	196.1	2.530	118.6	3.530	85.0	4.530	66.23	5.530	54.25	6.530	45.94	7.530	39.84	8.530	35.17	9.530	31.48
550	556	1.540	194.8	2.540	118.1	3.540	84.7	4.540	66.08	5.540	54.15	6.540	45.87	7.540	39.79	8.540	35.13	9.540	31.45
560	545	1.550	193.5	2.550	117.6	3.550	84.5	4.550	65.93	5.550	54.05	6.550	45.80	7.550	39.74	8.550	35.09	9.550	31.41
570	535	1.560	192.3	2.560	117.2	3.560	84.3	4.560	65.79	5.560	53.96	6.560	45.73	7.560	39.68	8.560	35.05	9.560	31.38
580	526	1.570	191.1	2.570	116.7	3.570	84.0	4.570	65.65	5.570	53.86	6.570	45.66	7.570	39.63	8.570	35.01	9.570	31.35
590	517	1.580	189.9	2.580	116.3	3.580	83.8	4.580	65.50	5.580	53.76	6.580	45.59	7.580	39.58	8.580	34.97	9.580	31.32
600	509	1.590	188.7	2.590	115.8	3.590	83.6	4.590	65.36	5.590	53.67	6.590	45.52	7.590	39.53	8.590	34.92	9.590	31.28



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A RADIO CORPORATION OF AMERICA SERVICE

FCC Rules and Regulations Pertaining to Relay, International, Television, Facsimile, High Frequency And Experimental Broadcast Stations

(Effective September 15, 1936)

GENERAL

980. The operating frequency of the broadcast stations as listed below shall be maintained within plus or minus the percentage of the assigned frequency as given in Table I.

Table I.

Station	Tolerance
Relay Broadcast	
(a) 1622 to 2830 kc	0.04%
(b) 31,100 to 41,400 and above	10 watts or less 0.1% above 10 watts 0.05% (was 0.1%)
International Broadcast	0.01%
Television Broadcast	0.05%
Facsimile Broadcast	0.05% or less as required.
High Frequency Broadcast	0.01%
Experimental Broadcast	0.05% or less as required.

981. (a) The licensee of each broadcast station listed in Rule 980, except relay broadcast stations, shall operate at the transmitter a frequency monitor independent of the frequency control of the transmitter.

(b) The frequency monitor shall be designed and constructed in accordance with good engineering practice and shall have an accuracy sufficient to determine that the operating frequency is within one-half ($\frac{1}{2}$) of the allowed tolerance.

(c) The licensee of each relay broadcast station shall provide the necessary means for determining that the frequency of the station is within the allowed tolerance.

(d) The frequency of all stations listed in Rule 980 shall be checked at each time of beginning operation and as often thereafter as necessary to maintain the frequency within the allowed tolerance.

982. (a) Licenses for the following classes of broadcast stations will be normally issued for a period of one year expiring as follows:

Class of Station	Date of Expiration
Relay Broadcast	
(a) 1622 to 2830 kc	October 1
(b) 31,100 to 41,400 kc and above	December 1
International Broadcast	November 1
Television Broadcast	February 1
Facsimile Broadcast	March 1
High Frequency Broadcast	April 1
Experimental Broadcast	May 1

(b) Each licensee shall submit the application for renewal of license at least 60 days prior to the expiration date (Rule 103.15).

(c) A supplemental report shall be submitted with each application for renewal of license of a station operating on frequencies allocated on an experimental basis in accordance with the regulations governing each class of station.

983. (a) No frequency allocated on an experimental basis to broadcast stations listed in Rule 980 will be assigned exclusively to any licensee. In case interference will be caused by simultaneous operation, licensees shall endeavor to arrange satisfactory time division. If such agreement cannot be reached, the Commission will determine and specify the time division.

(b) The Commission may from time to time require the licensee of a station assigned a frequency or frequencies on an experimental basis to conduct experiments that are deemed desirable and reasonable for the development of the service.

(c) The program of research and experimentation as offered by an applicant in compliance with the requirements for obtaining a license on an experimental frequency shall be adhered to in the main, unless the licensee is authorized to do otherwise by the Commission.

(d) A licensee of a station assigned a frequency or frequencies on an experimental basis is not required to adhere to a regular schedule of operation but shall actively conduct a program of research and experimentation or transmission of programs, provided, however, licensees of experimental broadcast stations which are licensed to conduct special intermittent experiments, such as to develop and test commercial broadcast equipment, are required to operate only when there is a need therefor.

(e) A supplementary statement shall be filed with and made a part of each application for construction permit for a broadcast station which requests any frequency above 30,000 kilocycles, confirming the applicant's understanding:

1. That all operation upon these frequencies is on an experimental basis.
2. That these frequencies may not be the best suited to the particular service assigned.
3. That they may not be allocated eventually for such service.

984. (a) The licensee of each class of broadcast station listed in Rule 980 shall maintain adequate records of the operation, including:

1. Hours of operation.
2. Program transmitted.
3. Frequency check.
4. Pertinent remarks concerning transmission.
5. Research and experimentation conducted.
6. And any additional information specified in the regulations governing each class of station or for completing the supplemental report as required.

(b) The above information shall be made available upon request by authorized Commission representatives.

985. The licensee of each class of broadcast station listed in Rule 980 may make any changes in the equipment that are deemed desirable or necessary, provided:

1. That the operating frequency is not permitted to deviate more than the allowed tolerance.
2. That the emissions are not permitted outside the authorized band.
3. And that the power output complies with the regulations governing the same.

986. All classes of broadcast licenses authorize A₁ emission only unless otherwise specified on the license. In case A₁, or A₂ emission, or both is necessary or helpful in carrying on any phases of experimentation, application setting out fully the needs should be made to, and authority therefor received from, the Commission.

987. In case all the general rules and regulations and the specific rules governing each class of broadcast station do not cover all phases of operation or experimentation with respect to external effects, the Commission may make supplemental or additional orders in each case as deemed necessary for operation in the public interest, convenience, and/or necessity.


RELAY BROADCAST STATIONS

1000. The term "relay broadcast station" means a station licensed to transmit from points where wire facilities are not available, programs for broadcast by one or more broadcast stations or orders concerning such programs.

1001. (a) A license for a relay broadcast station will be issued only to the licensee of a regular broadcast station; provided however, in cases where it is impractical, impossible, or prohibited by laws or regulations for the licensee of a regular broadcast station to install, operate or maintain the necessary equipment under its legal control, the Commission may grant special temporary authority for each event to other persons to operate as a relay broadcast station equipment already licensed for another service, or equipment which may be installed under Section 319 (b) of the Communications Act of 1934 without a construction permit.

(b) The license of a relay broadcast station authorizes the transmission of commercial or sustaining programs, or orders concerning such programs, to be broadcast by its regular broadcast station and other broadcast stations transmitting the same programs simultaneously or a chain program to the network with which the licensee is regularly affiliated. The license of a relay station will not authorize transmission of programs to be broadcast solely by other broadcast stations not aforementioned.

(c) The Commission may license a special relay broadcast station to the



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holder of other classes of broadcast licenses provided the relay station will be used wholly in conjunction with the experimentation or relaying of programs for broadcast by that broadcast station.

(d) Each application for temporary authority to operate a relay broadcast station from a person other than a licensee of a regular broadcast station shall be accompanied by an application for authority to broadcast the program from the licensee of the regular broadcast station proposing the broadcast.

(e) An application for special temporary authority to operate another class of station as a relay broadcast station shall specify a group of frequencies allocated in Rule 1003; provided, however, in case of events of national interest and importance which cannot be transmitted successfully to the nearest available wire facilities on these frequencies, other frequencies under the jurisdiction of the Commission may be requested, if it is shown that the operation thereon will not cause interference to established stations.

(f) An application for special temporary authority to operate on frequencies not allocated by Rule 1003 or to operate another class of station as a relay broadcast station must be received by the Commission not less than ten days prior to the actual event to be broadcast, and shall contain complete information concerning the frequencies requested, the license of the station to be used, and the information specified in Rule 1002 (b), (1) (2) (3) (4). In case of emergencies, which shall be fully explained in the application, the Commission may waive the ten-day requirement specified herein.

1002. (a) The license of a relay broadcast station does not authorize operation except as provided in subsections (b), (c) and (d) of this Rule.

(b) An application which may be submitted either by letter or telegram, for authority to operate temporarily a relay broadcast station for each event or series of associated events to be broadcast, must be received at least two days before the first proposed operation, and shall include:

1. A statement as to the period of use desired.
2. Identification and succinct description of the event proposed to be broadcast.
3. A statement concerning the availability of wire facilities.
4. Location of the program transmitter and receiver.

(c) Relay broadcast stations licensed on the experimental frequencies allocated in Rule 1003 (c) may be operated at any time for experimental purposes without notice to the Commission if no interference results to established stations and the program transmitted is not rebroadcast.

(d) In case of events occurring about which the licensee had no means of obtaining information two days in advance, such as earthquakes, aeroplane accidents, fires, etc., the application to and authority from the Commission as required in subsection (b) of this rule will be waived, provided the Commission is advised by telegram sent before the broadcast as to the details of the events and the expected duration of the broadcast.

1003. (a) The following groups of frequencies are allocated for assignment to relay broadcast stations:

Group A	Group B	Group C
1622 kc	1606 kc	1646 kc
2058	2022	2090
2150	2102	2190
2790	2758	2830

(b) One group including all four frequencies will be assigned each station. The first application from any metropolitan area shall specify Group A; the second Group B, and the third Group C, the fourth Group A again, etc. Outstanding assignments not following this order will not be changed unless a need therefor develops. Additional applications shall specify the next unassigned group in sequence or any other group if it appears interference will be avoided thereby.

(c) The following groups of frequencies are allocated for relay broadcast stations on an experimental basis (experimental frequencies):

Group D	Group E	Group F	Group G
31,100 kc	38,900 kc	39,700 kc	Any four frequencies above 86,000 kc except in band 400,000 to 401,000 kc
34,600	39,100	39,900	
37,600	39,300	40,800	
40,600	39,500	41,400	

(d) One group including all four frequencies will be assigned each station. Any four specific frequencies under Group G which appear most suitable for the experimental work to be conducted may be assigned.

(e) The licensee of a station on Group D, E, F or G shall carry on research and experimentation for the advancement of the relay broadcast art and development of these very high frequencies for relay broadcast services. An application for authority to construct a station for operation on the experimental frequencies shall include a statement concerning the research and experiments to be conducted. The research and experiments shall indicate reasonable promise of substantial contribution to the development of the program relay services.

(f) A license authorizes operation on only one of the four assigned frequencies at any one time. In case it is desired to transmit programs and spoken orders concerning such programs simultaneously, two licenses are required though each may specify the same group of frequencies.

1004. In case two or more stations are licensed for the same group of frequencies in the same area and have been authorized to operate under Rule 1002 (b), the licensees shall endeavor to select frequencies to avoid interference. If a mutual agreement to this effect cannot be reached, the Commission shall be notified and it will specify the frequencies on which each station is to be operated.

1005. A relay broadcast station shall be operated with a power output not in excess of that necessary to transmit the program and orders satisfactorily to the receivers, and in no event greater than the licensed power.

1006. The licensee of a relay broadcast station assigned the experimental frequencies under Rule 1003 (c) shall submit a supplemental report with and made a part of each application for renewal of license as follows:

1. Number of hours operated for experimental purposes.
2. Developments in the relay broadcast service.

3. Propagation characteristics of the frequencies assigned with regard to relay broadcast service.
4. All developments or major changes in equipment.
5. Any other pertinent developments.

INTERNATIONAL BROADCAST STATIONS

1010. 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.

1011. 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.

1012. (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 presentation 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 service is primarily intended or in which the reception is believed to be best on account of the frequency, season, hour of operation, etc.

1013. (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	Group E	Group F	Group G	Group H
kc	kc	kc	kc	kc	kc	kc	kc
6020	9510	11,710	15,110	15,250	17,760	21,460	25,625
6040	9530	11,750	15,150	15,270	17,780	21,480	25,650
6060	9570	11,770	15,170	15,290	17,800	21,520	25,675
6080	9590	11,790	15,190	15,310		21,540	25,725
6100		11,810	15,210	15,330			25,750
6140		11,830	15,230				25,800
		11,850					25,825
		11,870					25,850
		11,890					25,875

(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 (b) of this rule.

1014. (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.

1015. 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 frequencies assigned.
5. All developments or major changes in equipment.
6. Any other pertinent developments.

VISUAL BROADCAST SERVICE

1030. The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes

(Continued on page 330)

Facsimile Broadcast Stations in the United States

(Licensed by FCC as of January 1, 1937)

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts	Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
W7XBD	Oregonian Publishing Co. Portland, Ore.	1614, 2398, 3492.5	1,000	W9XAG	The Journal Co. Milwaukee, Wis.	1614, 2398, 3492.5 4797.5, 6426, 8665	1,000
W2XBH	Radio Pictures, Inc. Long Island City, N. Y.	1614, 2012, 2398, 23100 41000, 86000-400000	1,000	W9XAF	The Journal Co. Milwaukee, Wis.	41000	500

(Continued from page 329)

of stations recognized in the visual broadcast service, namely: television broadcast stations and facsimile broadcast stations.

TELEVISION BROADCAST STATIONS

1031. 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.

1032. 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.

1033. (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.

(c) 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, 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.

1034. (a) The following groups of frequencies are allocated by bands for assignment to television broadcast stations on an experimental basis:

Group A	Group B	Group C	Group D
2000 to 2100 kc	42,000 to 56,000 kc	60,000 to 86,000 kc	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 applicant 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.

1035. 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.

1036. 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 experimentation 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

1040. The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

1041. 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.

1042. (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

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High Frequency Broadcast Stations in the United States

All Authorized to Use Frequencies 31600, 35600, 38600, 41000 Kilocycles, Unless Otherwise Indicated
(Licensed by FCC as of January 1, 1937)

Call Letters	Licensee, Location and Affiliated Broadcasting Station	Power in Watts	Call Letters	Licensee, Location and Affiliated Broadcasting Station	Power in Watts
W6KAS	Julius Brunton & Sons Co., San Francisco (KJBS)	10	W8XWJ	Evening News Ass'n, Detroit, Mich. (WWJ)	100
†W9XAZ	The Journal Company, Milwaukee (WTMJ)	500	W2XDV	Columbia Broadcasting System, New York City (WABC)	50
*W6XKG	Ben S. McGlashan, Los Angeles (KGFJ)	100	*W4XH	The Voice of South Carolina, Spartanburg, S. C. (WSPA)	50
W9XER	Midland Broadcasting Co., Inc., Kansas City (KMBC)	50	W1XER	Shepard Broadcasting Service, Boston, Mass. (WNAC)	500
W9XHW	Columbia Broadcasting System, Minneapolis (WCCO)	50	W2XDG	National Broadcasting Co., Inc., New York City (WEAF-WJZ)	5,000
W9XPD	Pulitzer Publishing Co., St. Louis (KSD)	100	W2XHG	National Broadcasting Co., Inc., Bound Brook, N. J. (WJZ)	150
W9XOK	Star-Chronicle Publishing Co., St. Louis	100	W9XBS	National Broadcasting Co., Inc., Chicago (WMAQ-WENR)	2,500
W8XAI	Stromberg-Carlson Telephone Mfg. Co., Victor Township, N. Y. (WHAM)	100	W1XKB	Westinghouse E. & M. Co., E. Springfield, Mass. (WBZA)	500
W8XH	WBEN, Inc., Buffalo, N. Y. (WBEN)	100	W1XKA	Westinghouse E. & M. Co., Boston, Mass. (WBZ)	50
W5XAU	WKY Radiophone Co., Oklahoma City (WKY)	100	W3XKA	Westinghouse E. & M. Co., Philadelphia Pa. (KYW)	50
†W2XMN	E. H. Armstrong, New York City	100	W8XKA	Westinghouse E. & M. Co., Pittsburgh (KDKA)	150
W1XEQ	E. Anthony & Sons, Inc., Fairhaven, Mass. (WNBH)	100	W4XCA	Memphis Commercial Appeal, Inc., Memphis, Tenn. (WMC)	250
W3XEY	The Baltimore Radio Show, Inc., Baltimore, Md. (WFBR)	100	W3XES	Monumental Radio Co., Baltimore, Md. (WCAO)	300
W9XJL	Head of the Lakes Broadcasting Co., Superior, Wis. (WEBC)	80	W4XBW	WDOD Broadcasting Corp., Chattanooga, Tenn. (WDOD)	100
	† Has a frequency of 26400 kc. only.		W3XEX	WTAR Radio Corp., Norfolk, Va. (WTAR)	50

* Construction permit for 25950 kc. frequency.

† Special frequency modulation of 41600, 86500-111000 kc.

behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

1043. (a) The following frequencies are allocated for assignment 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.

1044. 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.

1045. 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.

HIGH FREQUENCY BROADCAST STATIONS

1050. The term "high frequency broadcast station" means a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for general public reception. The frequencies for these stations are allocated on an experimental basis.

1051. A license for a high frequency 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 very high frequency broadcasting.
2. That data will be taken on the propagation characteristics of these frequencies; on the shadows cast by buildings, hills, large bridges, etc.; on the noise level in different parts of the city; on the field intensity necessary to render good broadcast service; on antenna design and characteristics with respect to propagation; and on other allied phases of broadcast coverage.
3. That the research and experimentation will be conducted by qualified engineers.
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.

1052. (a) A licensee of a high frequency 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 high frequency broadcast station is given on its assigned frequencies only and the statement is made over the high frequency 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 high frequency 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 a high frequency broadcast station.

1053. (a) The following groups of frequencies are allocated for high frequency broadcast stations on an experimental basis:

Group A	Group B	Group C	Group D	Group E
25,950 kc	26,400 kc	31,600 kc	40,300 kc	Any four frequencies above 86,000 kc except in the band 400,000 to 401,000 kc
26,050	26,450	35,600	41,200	
26,100	26,500	38,600	41,600	
26,150	26,550	41,000	41,800	

(b) Frequencies in groups A and B will be assigned exclusively for amplitude modulation with a band width for high fidelity transmission (30 kilocycles maximum). Frequencies in groups C and E will be assigned for either amplitude modulation with the above band width or frequency modulation with a total band width not greater than 200 kilocycles. Frequencies in group D will be assigned exclusively for frequency modulation with a band width of not greater than 200 kilocycles.

(c) In groups A, B and D only one frequency from each group will be assigned a licensee for operation in the same service area. A separate license and call letters will be assigned for each frequency. In group C all four fre-

(Continued on page 332)

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1901

Experimental Broadcast Stations in the United States

(Licensed by FCC as of January 1, 1937)

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts	Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
W3XDD	Bell Telephone Laboratories New York City	560, 900, 1340	5,000	W3XL	National Broadcasting Co. Bound Brook, N. J.	1614, 2398, 3492.5 4797.5, 6425, 8655, 12862.5, 17310	100,000
W1XEY	Connecticut State College Storrs, Conn.	86000-400000, 401000	500	W2XKI	National Broadcasting Co. New York City	175000-180000	15
W8XO	Crosley Radio Corp. Mason, Ohio	700	500,000	W1XAC	Shepard Broadcasting Service Quincy, Mass.	61500	100
W1OXR	National Broadcasting Co. (Portable or Mobile)	1614, 3492.5, 4797.5 6425, 8655, 12862.5 17310, 25700, 26000 27100, 31100, 34600 37600, 40600, 86000- 400000, 401000	100	W1XEH	Travelers Broadcasting Service Avon, Conn.	63500	150
				W8XAR	Westinghouse E. & M. Co. Saxonburg, Pa.	980	50,000 500,000

(Continued from page 331)

quencies and in group E any four frequencies will be authorized by each license. A license authorizes operation on only one of the four assigned frequencies at any one time.

(d) An applicant shall file separate application for each frequency requested in groups A, B or D. Each application therefor shall specify all four frequencies in Group C and any four frequencies in Group E.

(e) An applicant shall select the frequency which it is believed is best suited for the experiments to be conducted and which will cause the least or no interference to established stations.

(f) A licensee operating on a frequency in Groups A or B shall request reports concerning any reception outside the North American Continent. The request for reports shall be made several times each day, when the station identification is given.

1054. (a) No high frequency broadcast station will be licensed for an output power rating greater than 1000 watts unless the applicant can show that greater power is needed to carry on a special program of research.

(b) While conducting apparatus experiments and in case adequate signal for reliable service can be delivered with less power, the operating output may be reduced accordingly.

1055. Each high frequency broadcast station transmitter shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01% of the assigned frequency.

1056. A supplemental report shall be filed with each and made a part of the application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.
2. Data taken in compliance with Rule 1051 (2).
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 broadcasting on the very high frequencies.
5. All developments or major changes in equipment.
6. Any other pertinent developments.
7. Comprehensive summary of all reports received. See Rule 1053 (f).

EXPERIMENTAL BROADCAST STATIONS

1070. The term "experimental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules.

1071. (a) Licenses for experimental broadcast stations 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 development which cannot be successfully carried on under any of the classes of broadcast stations already allocated, or is distinctive from those classes.
2. That the program of research has reasonable promise of substantial contribution to the development of broadcasting, or is along lines not already thoroughly investigated.
3. That the program of research 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.

(b) A separate experimental broadcast station license will be issued for each major development proposed to be carried forward. When it is desired to carry on several independent developments, it will be necessary to make satisfactory showing and obtain a license for each.

1072. (a) A licensee of experimental broadcast stations shall broadcast programs only when they are necessary to the experiments being conducted. No regular program service shall be broadcast unless specifically authorized by the license.

(b) A licensee of an experimental 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 experimental broadcast station is given on its assigned frequency only and the statement is made over the experimental broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast in connection with the experimental work. In case of the re-broadcast of the program of any broadcast station, Rule 177 applies.

*Also available for assignment to general experimental stations in services other than broadcast.

1073. (a) The following frequencies are allocated for assignment to experimental broadcast stations:*

1,614, 2,396, 2,398, 2,400, 3,490, 3,492.5, 3,495, 4,795, 4,797.5, 4,800, 6,420, 6,425, 6,430, 8,650, 8,655, 8,660, 12,855, 12,862.5, 12,870, 17,300, 17,310, 17,320, 23,100, 25,700, 26,000, 27,100, 30,100, 31,100, 31,600, 33,100, 34,600, 35,600, 37,100, 37,600, 38,600, 40,100, 40,600, 41,000, 86,000 to 400,000, 401,000 and above.

(b) A license will be issued for more than one of these frequencies upon a satisfactory showing that there is need therefor.

(c) The frequencies suited to the purpose and in which there appears to be the least or no interference to established stations shall be selected.

(d) In cases of important experimentation which cannot be conducted successfully on the frequencies allocated in subsection (a) of this Rule, the Commission may authorize experimental broadcast stations to operate on any frequency allocated for broadcast stations or any frequencies allocated for other services under the jurisdiction of the Commission upon satisfactory showing that such frequencies can be used without causing interference to established services.

1074. (a) The operating frequency of an experimental broadcast station shall be maintained in accordance with the frequency tolerance 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.

(b) The power output rating of an experimental broadcast station will not be in excess of that necessary to carry on the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

1075. 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, among others:

1. The number of hours operated.
2. Comprehensive report on research and experiments conducted.
3. Conclusions and program for further development of the broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

1076. An experimental 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 operating regularly thereon which are applicable to experimental broadcast stations and are not in conflict with Rules 980 to 986, inclusive, and Rules 1070 to 1075, inclusive.

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Montclair, N. J.

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Television Broadcast Stations in the United States

(Licensed by FCC as of January 1, 1937)

Call Letters	Licensee and Location	Power in Watts	Call Letters	Licensee and Location	Power in Watts
2,000-2,100 Kilocycles					
W9XK ¹	University of Iowa, Iowa City, Ia.	100	W9XAK ²	Kansas State College of Agriculture & Applied Science, Manhattan, Kan.	125
W9XG ³	Purdue University, W. LaFayette, Ind.	1,500			
42,000-56,000 and 60,000-86,000 Kilocycles					
W2XAX	Columbia Broadcasting System, Inc., New York City	50	W8XAN	Sparks-Withington Co., Jackson, Mich.	100
W6XAO ³	Don Lee Broadcasting System, Los Angeles	150	W9XAT ⁴	Dr. George W. Young, Minneapolis, Minn.	500
W9XD ⁴	The Journal Co., Milwaukee, Wis.	500	W1XG	General Television Corp., Boston	500
W3XE	Philco Radio & Television Corp., Philadelphia	10,000	W9XAL ⁷	First National Television Corp., Kansas City	300
W3XEP	RCA Mfg. Co., Camden, N. J.	30,000	W9XUT ¹	University of Iowa, Iowa City, Ia.	100
W10XX	RCA Mfg. Co., Camden, N. J. (portable-mobile)	50	W2XBS	National Broadcasting Co., New York City	12,000
W2XDR ⁵	Radio Pictures, Inc., Long Island City, N. Y.	1,000	W3XPF	Farnsworth's Television Inc., Philadelphia	1,000

¹ Also licensee of station WSUI, Iowa City, Iowa.
² Also licensee of station KSAC, Manhattan, Kan.
³ Also licensee of station KHJ, Los Angeles
⁴ Also licensee of station WTMJ, Milwaukee

⁵ Also licensee of station WQXR, Long Island City, N. Y. on 1550 kc.
⁶ Also licensee of station WDGY, Minneapolis
⁷ Also licensee of station KXBY, Kansas City, Mo.
⁸ Also licensee of station WBAA, W. LaFayette, Ind.

U. S. and Foreign Television Laboratories and Experimental Services

(See log of U. S. experimental stations above)

United States

RCA MANUFACTURING Co.—RCA Victor Division, Camden, N. J. Telephone: Camden 8000. Vice President in Charge of Research and Engineering: L. M. Clement. Director of General Research: E. W. Engstrom. Television Scientist: Vladimir Zworykin. (Experimental stations).

PHILCO RADIO & TELEVISION Co.—Ontario & C Streets, Philadelphia, Pa. Telephone: Nebraska 5100. Chief Television Engineer: A. F. Murray. (Experimental station).

FARNSWORTH TELEVISION Inc.—127 E. Mermaid Lane, Philadelphia, Pa. Telephone: Chestnut Hill 5966. Director: Philo T. Farnsworth. Chief Engineer: A. H. Brally. (Experimental station).

BELL TELEPHONE LABORATORIES—463 West St., New York City. (Visual transmission and coaxial cable experimentation).

FIRST NATIONAL TELEVISION Corp.—Power & Light Bldg., Kansas City, Mo. Telephone: Harrison 5818. Director: Sidney Q. Noel. (Experimental station).

DON LEE BROADCASTING SYSTEM—Television division, 7th & Bixel St., Los Angeles, Cal. Telephone: Vandike 7111. Director: Harry Lubeke. (Experimental station).

ATLANTIC BROADCASTING Corp.—Subsidiary of Columbia Broadcasting System, 485 Madison Ave., New York City. Telephone: Wickersham 2-2000. Technical Director: Edwin K. Cohan. (Experimental station).

NATIONAL BROADCASTING Co.—RCA Bldg., New York City. Telephone: Circle 7-8300. Director of Research & Development: C. W. Horn. Chief Engineer: O. B. Hanson. Development Engineer: Robert M. Morris. (Experimental station).

RADIO PICTURES Inc.—41 Park Row, New York City. Telephone: Cortlandt 7-9796. Director: John V. L. Hogan. (Experimental station).

INTERNATIONAL TELEVISION RADIO Corp.—71 W. 23rd St., New York City. Telephone: Stuyvesant 9-2416. President: William H. Priess.

NATIONAL TELEVISION Corp.—52 Vanderbilt Ave., New York City. Telephone: Vanderbilt 3-0018.

SPARKS-WITHINGTON Co.—Jackson, Mich. (Experimental station).

THE MILWAUKEE JOURNAL—333 W. State St., Milwaukee, Wis. Telephone: Marquette 6000. Director: Walter J. Damm. (Experimental station).

PURDUE UNIVERSITY—West Lafayette, Ind. Telephone: 2917. Directors: Dr. C. F. Harding, Prof. R. H. George, H. J. Heim. (Experimental station).

UNIVERSITY OF IOWA—Iowa City, Ia. Director of Television: Prof. E. B. Kurtz. (Experimental station).

KANSAS STATE COLLEGE OF AGRICULTURE—Manhattan, Kan. (Experimental station).

DR. GEORGE W. YOUNG—Radio Station WDGY, Minneapolis, Minn. Telephone: Cherry 3377. Technical Director: George K. Jacobson. (Experimental station).

PECK TELEVISION Corp.—51 Vesey St., New York City. Telephone: Barclay 7-2925. Director: William Hoyt Peck.

Foreign

BRITISH BROADCASTING Corp.—Broadcasting House, London W-1, England. Telephone: Welbeck 4468. Director of Television: Gerald Cock. Chief Engineer: Sir Noel Ashbridge. (Operates television broadcasting service, all others either producing transmitting or receiving equipment, or both.)

ELECTRIC & MUSICAL INDUSTRIES Ltd. (EMI)—Blythe Road, Hayes, Middlesex, England. Telephone: Southall 2468. Technical Director: I. Scheenberg. Affiliated with Marconi-E.M.I. Television Co. Ltd., the Gramophone Co., and H.M.V. (the Gramophone Co.).

BAIRD TELEVISION Ltd.—Crystal Palace, London SE-19, England. Telephone: Sydenham 6030. Managing Director: John Logie Baird. Technical Director: Capt. A. G. D. West. (Associated with Gaumont British Films, which also owns Bush Radio Ltd.)

MARCONIPHONE Co. Ltd.—210 Tottenham Court Road, London, England. Telephone: Museum 4144. Chief of Television Department: A. S. Radford. (Manufactures HMV receivers.)

THE GRAMOPHONE Co. Ltd.—Hayes, Middlesex, England. Telephone: Southall 2468.

EDISON SWAN ELECTRIC Co. Ltd.—155 Charing Cross Road, London WC-2, England. Telephone: Gerard 8660. Manager of Radio Division: W. W. Burnham.

SCOPHONY Ltd.—Thornwood Lodge, Campden Hill, London W-8, England. Telephone: Park 8181. Director: Solomon Sagull. (Associated with E. K. Cole Ltd., producer of EKCO receivers.)

BUSH RADIO Ltd.—Woodger Road, Shepherds Bush, London, England. Telephone: Shepherds Bush 5341-4. (Manufacturers Baird receivers.)

GENERAL ELECTRIC Co. Ltd.—Magnat House, Kingsway, London, England. Telephone: Temple Bar 8000. Director of Research: C. C. Paterson.

FERRANTI Ltd.—Radio Works, Moston, Manchester 10, England. Telephone: Failsworth 2271. Manager of Television Department: M. K. Taylor.

PYE RADIO Ltd.—Radio Works, Cambridge, England. Telephone: Cambridge 3434. Technical Director: T. A. W. Robinson.

A. C. COSSOR Ltd.—Cossor Works, Highbury Grove, London, England. Telephone: Canonbury 1234. Chief of Television Department: L. H. Bedford.

HALCYON RADIO Ltd.—Sterling Works, Dagenham, Essex, England. Telephone: Seven Kings 3466.

FERNSEH A. G.—Berlin Zehlendorf Goerzallee, Berlin, Germany. Telephone: H4 Zehlendorf 0111. President: Dr. Paul Goerz.

TELEFUNKEN G m. b. H.—(Affiliated with RCA). Berlin, Germany. Director: Dr. Rukop.

DR. ARTHUR KORN—Grünwald Wangenheimstrasse, Berlin-Charlottenberg, Germany.

REICHSPOSTMINISTERIUM—Collaborating with Reichs-Rundfunk-Gesellschaft, Leipziger Strasse, Berlin W-66, Germany. Director: Dr. Giess.

RADIO AKTIENGESELLSCHAFT—Weisenweg 10, Berlin, Germany. Telephone: G9 Albrecht 1111. Director: Dr. Sigmund Loewe.

REICHS - RUNDFUNK - GESELLSCHAFT—German Broadcasting Co., Rundfunk Haus, Berlin, Germany. Director: Dr. Berner Nestel.

COMPAGNIE DES COMPTEURS—R. Barthelmy Radio T.S., 198 Terr., Blvd. St. Germain, Paris, France. Director: Dr. R. Barthelmy.

N. V. PHILIPS' GLOEILAMPEN-FABRIEKEN—(Philips Works) Eindhoven, Holland. President: Dr. A. F. Philips. Director: Dr. Balh van der Pol.

EMYRADIO (SARL)—19 Rue de l'Antienne Comedie, Paris, France. Telephone: Danton 48-79.

ENTE ITALIANO AUDIZIONI RADIOFINICHI—(EIAR). Italian Broadcasting Co., Turin, Italy. Director of Television: Alessandro Banfi.

JAPAN BROADCASTING Corp.—Television laboratory, Kinuta, near Tokyo. Director: Dr. K. Takayanagi, on leave from Hamamatsu Engineering College.

JANSKY & BAILEY

National Press Bldg. Washington, D. C.

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See Page 303

Location of Transmitters of Broadcast Stations

(Prepared by Broadcast Section, Engineering Department, Federal Communications Commission)

THE FEDERAL Communications Commission has no rules or regulations concerning the location of transmitters of broadcast stations. The Communications Act of 1934 requires that the Commission pass upon sites, and pursuant thereto applicants desiring to obtain approval of sites for broadcast transmitters are required to supply the Commission with extensive technical data concerning the proposed site. These data are reviewed by the Engineering Department while the application is in regular routing through the Commission.

The Engineering Department makes a complete report to the Commission for its consideration in passing upon the application. In making the report the Engineering Department is guided by the data supplied by the applicant and what it considers good engineering practice. In some cases Field Division supplies supplemental data, and the applicants may be required to supply additional data if the case could not be properly reported from the data supplied in the application.

To insure uniformity several empirical standards on the location of transmitters of broadcast stations have been adopted, based on the extensive experience of the Engineering Department and all data available along this line. Heretofore there has been little published data on sites, and this paper is offered as a guide and for the information of those who desire to know the Engineering Department's standards.

Importance of Sites

IT IS ONLY recently that the importance of selecting the proper site for broadcast transmitters has been fully realized. The coverage success of a broadcast station is dependent in a large measure upon selecting the proper site which may directly determine the efficiency of the radiating system and the field intensity throughout any desired center of population. Recent engineering surveys of transmitters reveal that the efficiency of radiating systems varies from approximately 5.7 per cent to 57 per cent, the location of the transmitter and the antenna being in a large measure responsible for this wide variation. A 1,000-watt station with a 57 per cent efficient antenna would be equivalent to a 10,000-watt transmitter with 5.7 per cent antenna efficiency, other conditions being the same.

It has been found that certain low-power stations are much more successful in covering centers of population than high-powered stations, due to the efficiency of the radiating system and the location of the transmitter. If data were available on the primary coverage of all broadcast stations and tabulated according to power, it would undoubtedly reveal that power alone is of minor importance in determining the coverage and that there are other factors which are more influential.

As a matter of fact, the percentage of modulation is more important than power, and the effec-

tiveness of the site and antenna efficiency of the radiating system are more important than either. The operating power of a station and the minimum percentage of modulation are fixed by the Commission, and every licensee of a broadcast station should select a site from which a maximum city and rural service may be had and the minimum amount of interference produced with other stations.

By the Commission's plan of allocation, power is allocated by steps which increase by approximately twice the next lower step. A study of the transmitter locations and radiating systems indicates that these two factors may have a materially greater effect than these small power steps. A station assigned 500 watts may by the mere expediency of selecting a suitable location and efficient radiating system increase the effective coverage much more than by increasing the power by twice or even more as given in the above example.

Primary Objectives

THE THREE primary objectives to be attained in the selection of a site for the transmitter of a broadcast station are as follows:

1. To serve adequately the center of population in which the studio is located and give maximum coverage to adjacent areas.
2. To produce minimum cross-talk interference to the receptions of other stations assigned to adjacent channels.
3. Pass requirements of Federal Communications Commission.

If a site is engineeringly correct, presumably it will pass the requirements of the Federal Communications Commission.

The table herewith is offered as a general guide to be used in determining the approximate site of broadcast transmitters. That is, from this table it may be determined whether or not the station should be located in the center of the city or at some distance from the city.

In case the power and the population of the city are such that it should be located at some distance from the center of the city, the approximate distance is given as well as the population of the so-called "blanket area". The "blanket area" of a broadcast station is defined as that area in which the

average broadcast receiver would not receive satisfactorily, without cross-talk, other stations operating on a frequency separated by 50 kilocycles or more. If the city under consideration is of irregular shape, the table may not apply, but the general principles set out will still hold.

Another factor to be considered is the relation of the site to airports and airways. There are no regulations or laws with respect to distance from airports and airways, but a distance of three miles from each is used as a guide. In case a suitable location is found at less distance than this, it may be satisfactory if the towers are suitably painted and lighted in conformity with Aeronautics Bulletin No. 9* or if the towers are not higher than the surrounding objects. The latter is poor radio engineering. In selecting a site, the local aeronautical authorities should always be consulted if there is any question concerning erecting a hazard to aviation, and in case of towers over 200 feet high this should always be done.

Sites Within Cities

IN SELECTING a site in the center of a city, it is usually necessary to place the radiating system on the top of a building. This building should be large enough to permit the necessary spacing and height of towers. Great care must be taken to avoid selecting a building surrounded by taller buildings or any building higher than the antenna and in the direction which it is desired to serve. Such a building will tend to cast shadows in the field intensity, which may materially reduce the coverage of the station in that direction.

If from Table A it is determined that a site should be selected removed from the city, then there are several general conditions to be followed in determining the exact site. The table gives the approximate distance from the center of the city. Three maps should be given consideration if available:

1. Map of the density of population and number of people by sections in the area.
2. Geographical contour map with contour intervals of 20 to 50 feet.

* This bulletin may be obtained from U. S. Government Printing Office, Washington, D. C., without charge.

3. Map showing the type, nature and depth of the soil in the area with special reference to the condition of the moisture throughout the year.

From these maps a site should be selected that is approximately the required distance from the city with a minimum population in the "blanket area" and with a minimum number of intervening hills between it and the center of the city. In general, because of ground conditions, it is better to select a site in a low area rather than on top of a hill, and the only condition under which a site on top of a hill should be selected is that it is only possible by this means to avoid a substantial number of hills between the site and the center of a city with consequent field shadows.

If a compromise must be made between probable field shadows from intervening hills and locating the transmitter on top of a hill, it is generally better to compromise in favor of the lower area where an efficient radiating system may be erected and take the losses due to shadows being caused by the hills if not too numerous or too high. Several transmitters have been located on top of hills, but so far as is known not a single installation has given the average efficiency of propagation and coverage.

Ideal Broadcast Locations

THE IDEAL location of a broadcast transmitter is in a low area of marshy or "crawfishy" soil or area which is damp the maximum percentage of time and from which a straight line view over the entire center of population may be had, and the tall buildings in the business section of the city would cast a shadow across the minimum residential area.

The type and condition of the soil or earth immediately around a site is very important. Important, but to a less extent, is the soil or earth between the site and the principle area to be served. Sandy soil is considered the worst type, with glacial deposits and mineral ore areas next. Alluvial, marshy areas and salt water bogs have been found to have the least absorption of the signal. One is fortunate to have available such an area, and, if not available, the

(Continued on page 338)

Guide in Determining Station Sites

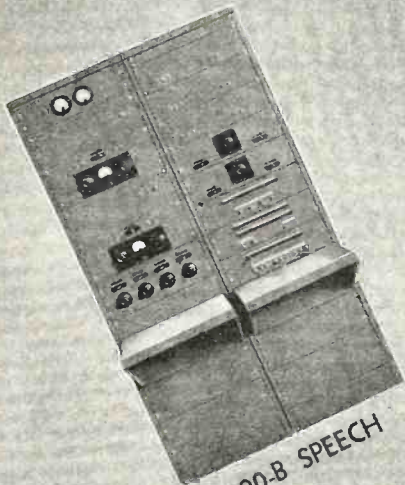
TABLE A

Power of Station	Population of City or Metropolitan Area	Radius of Blanket Area 100 to 125 MV/M	Site Distance from Center of City (Business or Geographical)	Maximum Percentage of Total Population in "Blanket Area"
50-100 w.	5,000-50,000	0.3 to 0.4 mi.	½ to 2 mi. or center of business section	0.50
50-100 w.	75,000 and up	0.3 to 0.4 mi.		
250-500 w.	5,000-150,000	0.6 to 0.9 mi.	1 to 3 mi. or center of business section	0.75
250-500 w.	200,000 and up	0.6 to 0.9 mi.		
1,000 w.	5,000-200,000	1.25 mi.	2 to 5 mi. or center of business section	0.75
1,000 w.	250,000 and up	1.25 mi.		
5-10 kw.	All	2.7 to 3.75 mi.	7.5 to 10 mi.	1.0
25-50 kw.	All	4.5 to 6.0 mi.		

We're Throwing Fast Balls Right down the Groove and Broadcasters Are Getting One Equipment HIT After Another!



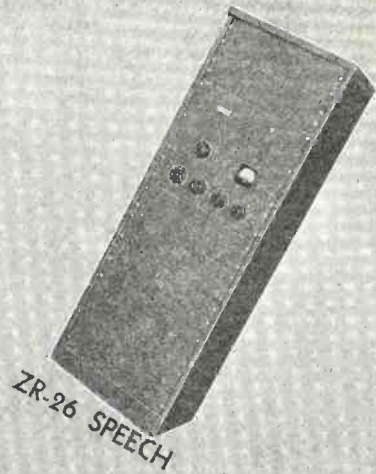
VB-109 TRANSCRIPTION



1000-B SPEECH



THE TRIO-PRE



ZR-26 SPEECH



55-B PRE-AMP



B-94 REMOTE



REMOTE COMPACT

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To Gates 15th
Anniversary
Mailing
List

15th ANNIVERSARY HITS TO COME

SERVING
RADIO
SINCE 1922

15th ANNIVERSARY HITS TO COME

15th
ANNIVERSARY
YEAR

Gates Radio & Supply Co.
Manufacturing Engineers
Quincy, Illinois, U. S. A.

BROADCAST EQUIPMENT TYPES ACCEPTED AND RECORDED BY FCC

These manufacturers have filed with the Engineering Department of the FCC blue prints and specifications of the apparatus herein described. Applicants intending to use any of this equipment need not file with the FCC blue prints and other descriptive matter in presenting applications covering use of such equipment. Mention of the type number will be sufficient.

American Piezo Supply Co.—40th & Woodlawn Ave., Kansas City, Mo.

Type No. C-X-1: Automatic Frequency Control Unit.

Type No. C-X-1-P: Automatic Frequency Control Unit with Power Supply.

Type No. C-X-7-C: Automatic Frequency Control Unit.

American Sales Co.—44 W. 18th St., New York City.

Catalogue No. 601: 50 watt Broadcast Transmitter (includes REL Cat. No. 285 AFCU).

Bliley Electric Co.—Union Station Bldg., Erie, Pa.

Type No. BC-46: Automatic Temperature Control Unit.

Collins Radio Co.—Cedar Rapids, Ia.

Type No. 10L: Automatic Frequency Control Unit.

Type No. 10S: Automatic Frequency Control Unit.

Type No. 10S-1: Automatic Frequency Control Unit.

Type No. 20A: 500-watt Broadcast Transmitter.

Type No. 20C: 1000-watt Broadcast Transmitter.

Type No. 20C-1: 1000-watt Broadcast Transmitter.

Type No. 20C-2: 1000-watt Broadcast Transmitter.

Type No. 20D: 1000-watt Broadcast Transmitter.

Type No. 21C: 5000-watt Broadcast Transmitter.

Type No. 40A: Automatic Frequency Control Unit.

Type No. 40A-1: Automatic Frequency Control Unit.

Type No. 40C: Automatic Frequency Control Unit.

Type No. 300B-100 W: 100-watt Broadcast Transmitter.

Type No. 300B-250W: 250-watt Broadcast Transmitter.

Type No. 300C: 250-watt Broadcast Transmitter.

Type No. 300C-1: 250-watt Broadcast Transmitter.

Type No. 300D: 100-watt Broadcast Transmitter.

Type No. 300D-1: 100-watt Broadcast Transmitter.

Type No. 300D-2: 100-watt Broadcast Transmitter.

Type No. 300D-3: 100-watt Broadcast Transmitter.

Type No. 300F: 250-watt Broadcast Transmitter.

Commercial Radio Equipment Co.—7205 Baltimore St., Kansas City, Mo.

Type No. FC-2: Automatic Frequency Control Unit.

DeForest Radio Co.—(Now owned by RCA Victor Co. Inc., Camden, N. J.).

Type No. ABM-104: Automatic Frequency Control Unit Model B.

Type No. 107-A: 50-watt Broadcast Transmitter Model TBM 104.

Type No. 107-B: 100-watt Broadcast Transmitter Model TBM 105.

Type No. 109-C: 250-watt Broadcast Transmitter.

Type No. 104-A: 500-watt Broadcast Transmitter.

Type No. 116-A: 1000-watt Broadcast Transmitter.

Type No. 105-B: 5000-watt Broadcast Transmitter.

Doolittle & Falknor Inc.—1306 W. 74th St., Chicago.

Type No. OB-1: Automatic Frequency Control Oscillator and Amplifier Unit (includes Type 1-B ATCC).

Type No. OB-2: Automatic Frequency Control Unit (includes Type 1-B ATCC).

Type No. OB-5: Automatic Frequency Control Unit (includes Type TC-1 ATCU).

Type No. TC-1: Automatic Temperature Control Unit (includes Type 2-A ATCC).

Type No. 100-B: 100-watt Broadcast Transmitter (includes Type OB-2 or OB-5 AFCU).

Type No. 250-B: 250-watt Broadcast Transmitter (includes Type OB-2 or OB-5 AFCU).

Hygrade Sylvania Corp.—Electronics Dept., Clifton, N. J.

Type No. 120-A: 100-watt Broadcast Transmitter (only one built for WNRA).

Type No. 121-A: 100-watt Broadcast Transmitter.

Type No. 162-A: 250-watt Broadcast Transmitter.

Type No. 190-A: 500-watt Broadcast Transmitter.

Type No. 210-A: 750-watt Broadcast Transmitter (Rated 500-watt for Broadcast Service).

Type No. 241-A: 1-kw. Broadcast Transmitter.

Type No. 260-A: 5-kw. Broadcast Transmitter.

Type No. 270-A: 10-kw. Broadcast Transmitter.

International Broadcasting Equipment Co.—312 W. 51st Street, Chicago.

Type No. 6-B: Automatic Frequency Control Unit (for use WE equipment).

Type No. 52-A: Automatic Frequency Control Unit.

Kluge Radio Co.—1041 No. Bonnie Brae, Los Angeles, Cal.—(Formerly National Broadcasting Equipment Co., Scottsbluff, Neb.

Type No. 4-B: 100-watt Broadcast Transmitter.

Type No. 4-C: 250-watt Broadcast Transmitter.

Type No. 4-D: 100-watt Broadcast Transmitter.

Piezo Electric Laboratories—612 Rockland Ave., New Dorp, N. Y.

Type No. TC-210: Automatic Temperature Control Oven and Relay Unit.

Type No. TC-350: Automatic Temperature Control Oven and Relay Unit.

Type No. OB-10: Oscillator and Amplifier Unit (Oscillator and first buffer, no ATCU or crystal).

Type No. OB-20: Amplifier Unit (second buffer).

Precision Piezo Service—427 Asia St., Baton Rouge, La.

Type No. 50-M: Automatic Temperature Control Unit.

R. C. Powell & Co. Inc.—(No longer in business).

Type No. 3-K: Automatic Temperature Control Chamber.

Type No. 1-K: Automatic Frequency Control Unit.

Type No. 43-B: 100-watt Broadcast Transmitter.

Type No. 21-K: 250-watt Broadcast Transmitter.

Type No. 8-K: 1000-watt Broadcast Transmitter.

Premier Crystal Laboratories Inc. 53 Park Row, New York City.

Type No. 350-A: Automatic Frequency Control Unit.

RCA Victor Co. Inc.—Camden, N. J.

Type No. EX-4170: Automatic Frequency Control Unit.

Type No. UL-4252-X: Automatic Frequency Control Unit.

Type No. OA-1A: Automatic Frequency Control Unit.

Type No. OA-1B: Automatic Frequency Control Unit.

Type No. 100-E: 100-watt Broadcast Transmitter.

Type No. 100-W: 100-watt Broadcast Transmitter.

Type No. 250-W: 100/250-watt Broadcast Transmitter.

Type No. ET-4230: 100-watt Broadcast Transmitter.

Type No. ET-4240: 100-watt Broadcast Transmitter.

Type No. ET-4240-A: 100-watt Broadcast Transmitter.

Type No. ET-4250: 250-watt Broadcast Transmitter.

Type No. ET-4250-A: 250-watt Broadcast Transmitter.

Type No. 1001-C: 500/1000-watt Broadcast Transmitter (NG 250 watts).

Type No. 1001-D: 500/1000-watt Broadcast Transmitter.

Type No. ET-4251-AA: 1-kw. Amplifier Unit.

Type No. AA-4251: 1-kw. Power Amplifier and Modulator Unit (added to Type ET-4250 makes Type 1001-D).

Type No. 1005-B: 5-kw. Broadcast Transmitter.

Type No. 1005-C (5-C): 5-kw. Broadcast Transmitter.

Type No. 5-C-1: 5-kw. Broadcast Transmitter.

Type No. A-10-A: 10-kw. Power Amplifier.

Type No. 1050-B: 50-kw. Broadcast Transmitter.

Type No. 50-C: 50-kw. Power Amplifier.

Type No. 50-C: 50-kw. Broadcast Transmitter.

Type No. 500-A: 500-kw. Power Amplifier and Modulator Unit.

Radio Engineering Laboratories Inc.—100 Wilbur Ave., Long Island City, N. Y.

Catalogue No. 285: Automatic Frequency Control Unit.

Catalogue No. 256: 100-watt Broadcast Transmitter.

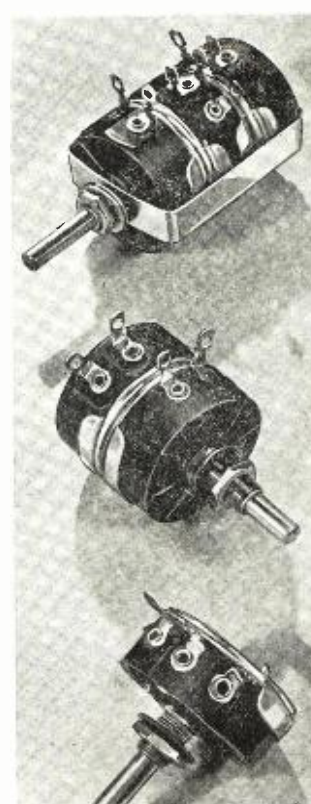
D. V. Tostenson—Moorhead, Minn.

Type No. 1-C: Automatic Frequency Control Unit.

Type No. 3-B: Automatic Temperature Control Chamber.

Type No. 101-B: 100-watt Broadcast Transmitter.

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IN the major networks and many broadcasting stations, CLAROSTAT wire-wound controls are at work day in and day out. Absolute dependability; smooth operation; silent performance even in the most critical circuits—these features have made CLAROSTAT the standard controls.

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Single-unit controls. Widest resistance range. Standard tapers. With or without switch.
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Triple-unit controls. Continuous attenuation range from 0.5 to 30 decibels in 90% of rotation. Complete attenuation in last 10%. Practically linear per degree of rotation. Constant impedance to input and output.
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Dual-unit controls. Same characteristics as for T-Pad, but with constant impedance to either source or output.
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way, New York City.
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quency Control Unit.
Type No. 702-A: Automatic Fre-
quency Control Unit.
Type No. D-90684: Automatic
Frequency Control Unit.
Type No. 20-A: 100/250-watt
Broadcast Transmitter.
Type No. 301-A: 100-watt Broad-
cast Transmitter.
Type No. 12-A: Former code num-
ber.
Type No. 302-A: 250-watt Broad-
cast Transmitter.
Type No. 303-A: 500-watt Broad-
cast Transmitter.
Type No. 304-A: 1-kw. Broadcast
Transmitter.
Type No. 301-B: 100-watt Broad-
cast Transmitter.
Type No. 12-B: Former code num-
ber.
Type No. 302-B: 250-watt Broad-
cast Transmitter.
Type No. 303-B: 500-watt Broad-
cast Transmitter.
Type No. 304-B: 1-kw. Broadcast
Transmitter.
Type No. 302C: 250-watt Broad-
cast Transmitter.
Type No. 303C: 500-watt Broad-
cast Transmitter.
Type No. 304C: 1000-watt Broad-
cast Transmitter.
Type No. 306-A: 50-kw. Broadcast
Transmitter.
Type No. 306-B: 50-kw. Broadcast
Transmitter.
Type No. 3500-1: 100-watt Broad-
cast Transmitter.
Type No. 310-A: 100-watt Broad-
cast Transmitter.
Type No. 310-B: 250-watt Broad-
cast Transmitter.
Type No. 310-C: 500-watt Broad-
cast Transmitter.
Type No. 310-D: 1000-watt Broad-
cast Transmitter.

Type No. 351E-1: 250-watt Broad-
cast Transmitter.
Type No. 352E-1: 500-watt Broad-
cast Transmitter.
Type No. 353E-1: 1-kw. Broad-
cast Transmitter.
Type No. 355B-1: 5-kw. Broad-
cast Transmitter (Type No.
301B transmitter with D-97088
amplifier).
Type No. 355D-1: 5-kw. Broad-
cast Transmitter (Former Type
No. 5-kw. AC).
Type No. 407-A: 50-kw. Broadcast
Transmitter.
Type No. D-94989: 5-kw. Broad-
cast Transmitter.
Type No. D-94990: 5-kw. Broad-
cast Transmitter.
Type No. D-94991: 5-kw. Broad-
cast Transmitter.
Type No. D-94992: 5-kw. Broad-
cast Transmitter.
Type No. D-94993: 1-kw. Broad-
cast Transmitter.
Type No. D-94994: 1-kw. Broad-
cast Transmitter.
Type No. D-94995: 50-kw. Broad-
cast Transmitter.
Type No. D-96020: 1-kw. Broad-
cast Transmitter.
Type No. D-96021: 1-kw. Broad-
cast Transmitter.
Type No. D-97088: 5-kw. Power
Amplifier (may be used with
301-A or B, 302-A or B, 303-A
or B or 304-A or B).
Type No. D-97088: Modified for
2½-kw. Broadcast Transmitter.
Type No. D-96847: 5-kw. Broad-
cast Transmitter.
Type No. D-96847: Modified 2½-
kw. Broadcast Transmitter.
Western Radio Engineering Co.
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Type No. F-100-A: Automatic
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* * *

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FOR fifteen years, the Fairchild Aerial Camera Corporation has manufactured the finest precision instruments. Every item of equipment goes through a careful period of development and is thoroughly tested before it is delivered. It has always been the policy of the Fairchild Aerial Camera Corporation to deliver a product only after it has proven itself by actual performance.

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Location of Broadcast Transmitters

(Continued from page 334)

next best condition must be selected.

If a site is to be selected to serve a city which is on a general sloping area, it is generally better to select a site below the city than above the city.

Careful consideration must be given to selecting a site, so that the number of people in the blanket area is a minimum. The last column of Table A gives the percentage of the total population of the city or metropolitan area that may be permitted in the blanket area. In general, broadcast transmitters operating with approximately the same power can be grouped in the same approximate area and thereby reduce the cross-talk interference between them.

By the Commission policy, stations serving the same area must have a frequency separation of 50 kilocycles, and this practice is observed in practically all cases. It is presumed that owners of any radio receiving sets would have no difficulty in separating signals separated in frequency by 50 or more kilocycles when the receiver is located not in the blanket area of either station. This is not strictly true, however, of some old receiving sets and any set in a poor state of repair and alignment, as they may not have the capability of separating stations operating on frequencies 50 or more kilocycles separated. This is especially true when the transmitters of the stations are so located that in certain areas there are large differences in the field intensities from the stations and on the higher frequencies. If this condition could be alleviated without impairing the coverage of the stations and at the same time protect all receivers, this would be desirable.

In cases of several stations serving large cities, the principle of grouping transmitters could not be advantageously applied to all stations located in the area because generally any station has some field shadow and accordingly may not well serve certain parts of the city. Another station with the transmitter across the city would serve this area well, so that between the two they would serve all the areas well.

The ideal arrangement would be to group the transmitters of the stations operating nearest in frequency and between which there may be some possibility of cross-talk interference.

If the city is of irregular shape, it is often possible to take advantage of this in selecting a suitable location that will give a maximum coverage and at the same time maintain a minimum of people within the blanket area. The maps giving the density of population will be a key to this. The map giving the elevation by contours will be a key to the obstructing hills between the site and city. The map of the soil conditions will assist in determining the efficiency of the radiating system that may be erected and the absorption of the signal encountered in the surrounding area.

In finally selecting the site, consideration must be given to the required space for erecting an efficient radiating system. It is the

general practice to use direct grounds consisting of a radial buried wire system. If the area is such that it is not possible to get such a ground system in soil that remains moist throughout the year, it probably will be found better to erect a counterpoise. A counterpoise properly erected may be as efficient as the best possible ground, and, if it is not possible to secure an excellent ground, the counterpoise should always be given consideration. It, like the antenna itself, must of course be designed properly for the operating frequency and other local conditions.

It is always highly desirable, and whenever possible, a field intensity survey should be made to determine that the site selected will come up to the expectations and meet the requirements. Often two or more sites may be selected that appear to be of equal promise. It is only by means of field intensity surveys taken with a transmitter at the different sites that it can be determined which is more desirable. There are many considerations of inefficiency that cannot be determined by any other method. An engineer with experience in selecting a site can generally do a good job by inspection, but he can never be certain without the survey.

The field survey should prove the following things:

1. A minimum field intensity of 10 to 25 millivolts per meter will be obtained over the business area of the city.

2. A minimum field intensity of at least 2 to 5 millivolts per meter will be obtained over the residential section.

3. The absorption of the signal is the minimum of any obtainable sites in the area. As a guide in this respect the absorption of the signals from other stations in that area should be followed as well as the results of tests on other sites.

4. The field intensity at the outer limit of the blanket radius does not exceed 100 to 125 millivolts per meter.

In the absence of field surveys, the average conditions are presumed to prevail. If a compromise must be made between sandy soil, high elevations, and intervening territory, a field intensity survey should be made from several sites.

In conclusion let it be said that there are now many stations licensed to operate with specific powers which could undoubtedly gain a better coverage of their primary areas by selecting more suitable sites and erecting efficient radiating systems than could be obtained by a one or two step increase in power. As commercial surveys become more popular this fact will become evident throughout the industry.

In making the final determination of a site, it cannot be stressed too much the need for a field intensity survey to establish the exact conditions and the consideration of the results with the field intensities considered in comparison not only with other sites in the same area but with other existing stations in the same and other areas. The selection of a proper site for a broadcast station is an important engineering problem and can only be done properly by experienced radio engineers.

20 YEARS on the Job

SINCE 1917 installers of U. S. Government radio towers—since 1922, of commercial broadcasting towers. Nearly 200 installations. That's the Hartenstine-Zane record — and experience.

You will find Hartenstine-Zane tower installations in every part of the country, and in several foreign countries. Recommendations? Hartenstine-Zane has them by the score, and invites your inquiry.

COMPLETE VERTICAL RADIATOR INSTALLATION including:

1. Preliminary estimates for all designs and any location.
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Old towers inspected, serviced and repainted.

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225 BROADWAY

NEW YORK

FREQUENCY MONITORS

Approved by FCC Under Rule 145

Manufacturer	Type	Approval No.
DeForest Radio Co. (Now owned by RCA Mfg. Co.)	ABM-106 Model A	1451
General Radio Co.	Oscillator Type 475A	1452
	Deviation Meter Type 681	
	Quartz Plate Type 376-J or L	
Western Electric Co.	1-A	1453
	Oscillator 700-A modified	
RCA Victor Co.	EX-4180	1454
Doolittle and Falknor, Inc.	FD-1	1455
Bremer Broadcasting Corp.	A	1456
H. O. Boehme, Inc.	5-M	1456
International Broadcasting Equipment Co.	Type 60	1457
Piezo Electric Laboratories	PM-125-A	1458
Pillar of Fire	A	1459
Hygrade Sylvania Corp.	Model 30J	1460

MODULATION MONITORS

Approved by FCC Under Rule 139

Manufacturer	Type	Approval No.
General Radio Co.	731-A	1551
RCA Mfg. Co., Inc.	66-A	1552
RCA Mfg. Co., Inc.	66-B	1553

Manufacturers of Low Temperature COEFFICIENT CRYSTALS FOR BROADCAST STATIONS

(Products Approved by FCC)

American Piezo Supply Co.—P. O. Box 6026, Kansas City, Mo.	Hollister Crystal Co.—Wichita, Kan.
Bellefonte Engineering Laboratories—Bellefonte, Pa.	Precision Piezo Service—Baton Rouge, La.
Bliley Electric Co.—Union Station Bldg., Erie, Pa.	Premier Crystal Laboratories Inc.—53 Park Row, New York City.
William W. L. Burnett—4814 Idaho St., San Diego, Cal.	RCA Mfg. Co.—Camden, N. J.
Collins Radio Co.—Cedar Rapids, Ia.	Scientific Radio Service—Hyattsville, Md.
Commercial Radio Equipment Co.—216 East 74th St., Kansas City, Mo.	Western Electric Co.—195 Broadway, New York City.
Hipower Crystal Co.—2035 Charleston St., Chicago, Ill.	Precision Crystal Laboratories—P. O. Box 326, Springfield, Mass.

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Laminated positive wiping type switch
Low noise level. Below 130 Db.
Shielded from electrical disturbances.
Rugged—light weight.
Size only 2 3/4" diameter by 2 1/16" in depth.
Zero insertion loss.
Frequency error: None over the range of 30 to 17,000 Cps.
Resistors, unifilar wound.

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50/50	250/250	30/50
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	500/200	

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FREQUENCY-POWER MILEAGE SEPARATION TABLES*

As Recommended by Chief Engineer to Federal Communications Commission

AVERAGE DAY SEPARATION BETWEEN BROADCAST STATIONS

Class & Power	Frequency Differences Kc.	Local				Regional, limited time and day					Clear				
		50 w.	100 w.	250 w.	250 w.	500 w.	1 kw.	2.5 kw.	5 kw.	10 kw.	5 kw.	10 kw.	25 kw.	50 kw.	
		0	65	80	100

AVERAGE NIGHT SEPARATION BETWEEN BROADCAST STATIONS

Class & Power	Frequency Difference Kc.	Local			Regional			High Power Regional		Clear			
		50 w.	100 w.	250 w.	500 w.	1 kw.	5 kw.	10 kw.	5 kw.	10 kw.	25 kw.	50 kw.	
		0	130	185

* These separations are calculated to minimize objectionable interference in the good service areas of stations about ninety per cent of the time.

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GUIDE TO CORRIDORS OF FCC

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Thad H. Brown	6213 P.O.	4 A & 22
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Field Section, Chief - W. D. Terrell	528 Star	347
International Section, Chief - Harold C. Gross	5247 P.O.	44
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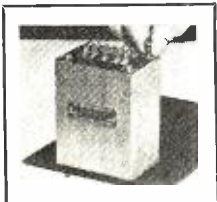
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Directory of RADIO SET AND OTHER RECEIVING EQUIPMENT MANUFACTURERS

(Official Membership of Radio Manufacturers Association as of January 1, 1937)

ADLER MFG. CO.—29th & Chestnut Sts., Louisville, Ky. Products: radio cabinets, cabinets for electrical and music trades, card tables, carpet sweepers. Trade Name: *Adler-Royal*.

AEROVOX CORP.—70 Washington St., Brooklyn, N. Y. Products: fixed condensers, resistors, such as electrolytic condensers, mica condensers, fixed paper condensers, both oil and wax, transmitting condensers, fixed resistors, vitreous, metalohms, lavites, grid leaks. Trade Names: *Aerovox, Hi-Farad, Metalohms, Resistoformer, Pyrohms*.

ALLEN-BRADLEY CO.—1326 S. Second St., Milwaukee, Wis. Products: bradleyometers, bradleyunits, bradleystats, radioleaks. Trade Name: *Bradley*.

AMERICAN ELECTRO METAL CORP.—Lisbon St., Lewiston, Me. Products: molybdenum wires and molybdenum-tungsten alloy wires. Trade Name: *Elmet*.

AMERICAN STEEL PACKAGE CO.—Squire Ave., Defiance, O. Products: variable gang condensers. Trade Name: *Defiance*.

AMPERITE CORP.—561 Broadway, New York City. Products: amperite current voltage regulators, velocity microphones, microphone stands, microphone transformers, pre-amplifiers. Trade Name: *Amperite*.

ARCTURUS RADIO TUBE CO.—720 Frelinghuysen Ave., Newark, N. J. Products: radio receiving tubes. Trade Name: *Arcturus*.

AUTOMATIC RADIO MFG. CO., INC.—122 Brookline Ave., Boston, Mass. Products: receiving sets—midget, table, console, automobile. Trade Names: *Automatic, Auto Rola, Tom Thumb, Automaster, Airmaster*.

BEAD CHAIN MFG. CO.—110 Mountain Grove St., Bridgeport, Conn. Products: radio tube contact pins.

BELMONT RADIO CORP.—1257 Fullerton Ave., Chicago, Ill. Products: receiving sets—consoles, midgets, automobile. Trade Names: *Belmont, Freshman*.

BENTLEY, HARRIS MFG. CO.—Hector & Lime Sts., Conshohocken, Pa. Products: "spaghetti" tubing and varnished sleeving, insulated wire. Trade Name: *B.H.*

BIRNBACH RADIO CO., INC.—145 Hudson St., New York City. Products: aerial wire, hook-up wires, lead-in wires, aerial accessories, stand-off insulators, aerial kits, double antenna systems, automotive radio accessories, short-wave parts, rubber-covered colored wires, etc. Trade Name: *Brinter*.

BLILEY ELECTRIC CO.—Union Station Bldg., Erie, Pa. Products: crystals, crystal holders and crystal ovens. Trade Name: *Bliley*.

WILLIAM BRAND & CO.—276 Fourth Ave., New York City. Products: varnished tubing, saturum sleeving, mica condenser films and fabricated parts, varnished cambric, paper in rolls, tape, etc., sheet and fabricated bakelite, fibre, etc. Trade Name: *Turbo*.

WALTER C. BRAUN, INC.—601 W. Randolph St., Chicago, Ill. Products: amplifiers. Trade Names: *Radolek, Ozarka, Pioneer*.

C. F. CANNON CO.—MAIN St., Springwater, N. Y. Products: headsets. Trade Name: *Cannon-Ball*.

CAPEHART CORP.—E. Pontiac St., Fort Wayne, Ind. Products: combination radio-phonographs and phonographs. Trade Name: *Capehart*.

CENTRALAB—900 E. Keefe Ave., Milwaukee, Wis. Products: rheostats and potentiometer resistances, plain and with switch for volume and tone control, fixed resistors, suppressor resistors, wave change switches. Trade Name: *Centralab*.

CHAMPION RADIO WORKS—88 Holten St., Danvers, Mass. Products: radio tubes, resistance tubes. Trade Name: *Champion*.

CHICAGO TELEPHONE SUPPLY CO.—1142-1228 W. Beardsley Ave., Elkhart, Ind. Products: volume controls, tone controls, switches, fixed resistances, head phones, etc. Trade Names: *Frost-Radio, Chipone*.

CHICAGO TRANSFORMER CORP.—3501 Addison St., Chicago, Ill. Products: small transformers and reactors.

CINCH MFG. CORP.—2335 W. Van Buren St., Chicago, Ill. Products: tube sockets, soldering lugs, terminal strips, connector plugs, etc. Trade Name: *Cinch*.

CLAROSTAT MFG. CO., INC.—285 N. Sixth St., Brooklyn, N. Y. Products: fixed resistors, variable resistors, wire and carbon. Trade Name: *Clarostat*.

COLONIAL RADIO CORP.—254 Rano St., Buffalo, N. Y. Products: receiving sets—midget, table, console, battery, automobile, combination radio-phonograph. Trade Names: *Colonial, King*.

CONTINENTAL CARBON INC.—13900 Lorain Ave., Cleveland, O. Products: resistors, suppressors, resistor kits and paper dielectric condensers. Trade Name: *Continental*.

CORNELL - DUBILIER CORP.—4377 Bronx Blvd., New York City. Products: capacitors. Trade Names: *Micadon, Ducon, Tubular, C-D, Cub, Tagers, Hi-Mike, Dykanol, Vegetol*.

CORNING GLASS WORKS—Walnut St., Corning, N. Y. Products: bulbs and tubing for radio and television tubes, insulators.

CORNISH WIRE CO. INC.—30 Church St., New York City. Products: radio hook-up wires, antenna accessories, antenna kits, shielded auto radio wires. Trade Names: *Corwico, Cor-Lac, Nu-Cor, Super-Cor, Braidite, Flexibus*.

CORONA RADIO & TELEVISION CORP.—420 N. Sacramento Blvd., Chicago, Ill. Products: receiving sets—midget, table, console, battery, automobile. Trade Name: *Corona*.

CRESCENT INSULATED WIRE & CABLE CO.—Trenton, N. J. Products: insulated copper wires and cables, cord sets, hook-up wire, antenna wire, signal wire, etc. Trade Name: *Crescent*.

CROSLEY RADIO CORP.—1329 Arlington St., Cincinnati, O. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile, duplex antennae. Trade Name: *Crosley*.

CROWE NAME PLATE & MFG. CO.—1749 Grace St., Chicago, Ill. Products: auto radio controls, name plates, amateur dials and scales and other parts to order. Trade Name: *Crowe*.

DEJUR-AMSCO CORP.—6 Bridge St., Shelton, Conn. Products: variable condensers, trimmer and padding condensers, rheostats, dials and remote controls. Trade Name: *DeJur-Amsco*.

DRIVER-HARRIS CO.—201 Middlesex St., Harrison, N. J. Products: resistance wire, ribbon, pure nickel wire and strip, special alloys. Trade Names: *Nichrome-Nichrome, V-Radiohm-Ohmar*.

WILBUR B. DRIVER CO.—150 Riverside Ave., Newark, N. J. Products: filament wire, support wire, grid wire, bare and carbonized nickel ribbon, bare and enameled resistance wire, silk and cotton (covered) resistance wire. Trade Names: *Tophet A, Tophet C, Tophet D, Cupron, Cromin D, Feccralog, Hilo Radiocarb, Policarb*.

HUGH H. EBY, INC.—2066 Hunting Park Ave., Philadelphia, Pa. Products: binding posts, switches, plugs, jacks, terminal strips, sockets, metal and bakelite punchings, electric eyes, radio and electrical specialties. Trade Name: *Eby*.

ELECTRAD, INC.—175 Varick St., New York City. Products: volume controls, carbon and wire types, vitreous resistors, fixed and adjustable, precision resistors, power rheostats and attenuators. Trade Names: *Variohm, Electrad Carbon Volume Control, Truvolt*.

ELECTRICAL RESEARCH LABORATORIES, INC.—2222 Diversey Parkway, Chicago, Ill. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile. Trade Names: *Erla, Sentinel*.

ELECTRO MOTIVE MFG. CO. INC.—797 East 140th St., New York City. Products: carbon resistors, all types of wire wound resistors, fixed bakelite condensers, padders and trimmers, automobile suppressors. Trade Name: *Elmenco*.

EMERSON RADIO & PHONOGRAPH CORP.—111 Eighth Ave., New York City. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile. Trade Name: *Emerson*.

ERIE RESISTOR CORP.—644 W. 12th St., Erie, Pa. Products: resistors and automobile suppressors, radio knobs, dials, bezels, escutcheons, coil forms, insulators, etc. Trade Name: *Erie*.

ESSEX WIRE CORP.—37 Manchester Ave., Detroit, Mich. Products: magnet wire. Trade Names: *Ilewill, Paranite, S-X*.

FAIRBANKS, MORSE & CO.—Home Appliance Division, Indianapolis, Ind. Products: receiving sets—midget, table, console, battery. Trade Name: *Fairbanks-Morse*.

JOHN E. FAST & CO.—3123 N. Crawford Ave., Chicago, Ill. Products: fixed electrical condensers. Trade Name: *Fast*.

FROST-MINTON CORP.—12 E. 41st St., New York City. Products: receiving sets—midgets. Trade Name: *Frost-Minton*.

GALVIN MFG. CORP.—847 W. Harrison St., Chicago, Ill. Products: automobile radios. Trade Name: *Motorola*.

GENERAL ELECTRIC CO.—1285 Boston Ave., Bridgeport, Conn. Products: receiving sets—console, midget, automobile, radio-phonograph combination, battery operated sets. Trade Name: *GE*.

GENERAL INSTRUMENT CORP.—829 Newark Ave., Elizabeth, N. J. Products: multiple variable condensers. Trade Name: *G.I.*

GENERAL RADIO CO.—30 State St., Cambridge A, Mass. Products: laboratory and production test equipment and apparatus, radio parts for general experimental purposes. Trade Name: *General Radio*.

GENERAL TRANSFORMER CORP.—500 S. Throop St., Chicago, Ill. Products: transformers and chokes. Trade Names: *GTC, Stentorian, Multi-tap*.

EDWIN I. GUTHMAN & CO.—400 S. Peoria St., Chicago, Ill. Products: r.f. coils, chokes, oscillators, i.f. transformers, padder and trimmer condensers. Trade Name: *Guthman*.

HAMMARLUND MFG. CO., INC.—424 W. 33rd St., New York City. Products: variable condensers, trimmers, short-wave parts, receiving sets. Trade Names: *Hammarlund Comet, Pro, Hi-Q*.

HAWLEY PRODUCTS CO.—201 N. First Ave., St. Charles, Ill. Products: moulded fibre diaphragms for radio loud speakers, moulded fibre housings for automobile radio speakers.

HAZELTINE CORP.—15 Exchange Pl., Jersey City, N. J. Products: patents and engineering service to manufacturers.

HYGRADE SYLVANIA CORP.—500 Fifth Ave., New York City. Products: radio receiving tubes. Trade Names: *Sylvania, Hygrade*.

HYTRON CORP.—23 New Derby St., Salem, Mass. Products: radio tubes. Trade Name: *Hytron*.

INTERNATIONAL RADIO CORP.—Fourth & William Sts., Ann Arbor, Mich. Products: receiving sets—midgets, short wave, automobile. Trade Names: *Kadette, International*.

INTERNATIONAL RESISTANCE CO.—401 No. Broad St., Philadelphia, Pa. Products: resistors—fixed and variable, metallized, precision, power wire wound, voltage dividers, volume controls and tone controls. Trade Names: *I.R.C. Metallized*.

IRVINGTON VARNISH & INSULATOR CO.—6 Argyle Terrace, Irvington, N. J. Products: insulating materials used in the manufacture of radio parts, such as varnished cambric, varnished paper, irv-o-slot insulation and saturated and varnished tubing. Trade Names: *Irvington Insulation, Standard of the World*.

JEFFERSON ELECTRIC CO.—25th Ave. & Madison St., Bellwood, Ill. Products: radio, electric and automotive transformers, chokes, coils, fuses and switches. Trade Names: *Jefferson, Gem, Union*.

JENSEN RADIO MFG. CO.—6601 So. Laramie Ave., Chicago, Ill. Products: loud speakers. Trade Name: *Jensen*.

KEN-RAD TUBE AND LAMP CORP.—Owensboro, Ky. Products: radio tubes and incandescent electric lamps. Trade Name: *Ken-Rad*.

KESTER SOLDER CO.—4201 Wrightwood Ave., Chicago, Ill. Products: kester plastic rosin-filled solder, kester radio solder. Trade Name: *Kester*.

LENZ ELECTRIC MFG. CO.—1751 No. Western Ave., Chicago, Ill. Products: cords, wires and cables for radio.

P. R. MALLORY & CO., INC.—3029 E. Washington St., Indianapolis, Ind. Products: dry electrolytic condensers, vibrators, grid bias cells, shadow meters, dry disc rectifiers, battery chargers, short wave switches, volume controls, jack switches, push button switches, radio convenience outlets, special alloys, hardened copper alloys, welding rods, switch contacts. Trade Names: *Mallory, Yaxley*.

MAGNAVOX CO.—2131 Bueter Rd., Fort Wayne, Ind. Products: radio loud speakers, wet and dry types electrolytic filter and by-pass capacitors, etched and printed dials. Trade Names: *Magnavox, Merphon.*

MICAMOLD RADIO CORP.—1087 Flushing Ave., Brooklyn, N. Y. Products: mica, paper, electrolytic condensers; carbon resistors, wirewound resistors, trimmer and padding condensers. Trade Name: *Micamold.*

MUTER CO.—1255 So. Mich. Ave., Chicago, Ill. Products: candohm resistors, aerial accessories, voltage regulators, switches, hygrometers, etc. Trade Names: *Candohm, Compo, Muter.*

NATIONAL CARBON CO.—30 E. 42nd St., New York City. Products: radio A, B, and C batteries. Trade Name: *Eveready.*

NATIONAL CO., INC.—61 Sherman St., Malden, Mass. Products: converters, dials, eliminators, choke coils, transformers, condensers, couplings, amplifiers, grid grips. Trade Name: *National.*

NATIONAL UNION RADIO CORP.—570 Lexington Ave., New York City. Products: radio tubes. Trade Names: *National Union, Sonatron.*

NOBLITT-SPARKS INDUSTRIES, INC.—Columbus, Ind. Products: receiving sets—table, console, battery, automobile. Trade Name: *Arvin.*

OAK MFG. CO.—711 W. Lake St., Chicago, Ill. Products: switches, range, rotor, tap, vibrators, synchronous and non synchronous. Trade Name: *Oak.*

THE OHIO CARBON CO.—12508 Berea Rd., Lakewood, O. Products: carbon resistors. Trade Name: *Ohiohm.*

OPERADIO MFG. CO.—103 N. 11th Ave., St. Charles, Ill. Products: loud speakers, amplifiers, public address equipment, theatre sound systems. Trade Name: *Operadio.*

PATTERSON RADIO CO.—1320 So. Los Angeles St., Los Angeles, Cal. Products: receiving sets—table, console, combination radio-phonograph, battery. Trade Names: *Patterson, Imperial.*

PHILADELPHIA STORAGE BATTERY CO.—Ontario & C Sts., Philadelphia, Pa. Products: receiving sets—midget, table, console, combination radio-phonograph, battery; automobile, police, short wave; tubes, amplifiers and sound distribution equipment. Trade Names: *Philco, Philco-Transitone.*

PHILMORE MFG. CO., INC.—113 University Pl., New York City. Products: receiving sets—midget, battery, short-wave and crystal sets. Trade Names: *Philmore, Selective, Blackbird, Supertone, Little Wonder.*

PIERCE AIRO, INC. (United Scientific Lab.)—510 Sixth Ave., New York City. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile. Trade Names: *Pierce Airo, Duwald.*

PILOT RADIO CORP.—3706 36th St., Long Island City, N. Y. Products: receiving sets—midget, table, console, combination radio-phonograph, battery. Trade Name: *Pilot.*

QUALITY HARDWARE & MACHINE CORP.—5831 Ravenswood Ave., Chicago, Ill. Products: all types of metal stampings and light manufacture.

QUAM-NICHOLS CO.—33rd Pl. & Cottage Grove, Chicago, Ill. Products: quam chromatic and dynamic speakers, quam aerial kits, private brand kits. Trade Name: *Quam-Nichols Company.*

RADIART CORP.—Shaw Ave. at 133rd St., Cleveland, O. Products: vibrators and other radio parts. Trade Name: *Radiart.*

RADIO CONDENSER CO.—Davis St. & Copewood Ave., Camden, N. J. Products: variable air condensers. Trade Name: *Radio Condenser Company.*

RADIO RESEARCH CO., INC.—Ninth & Kearney Sts., N. E., Washington, D. C. Products: naval, aviation and military radio equipment; radio measuring instruments.

RADIO SPEAKERS, INC.—1338 So. Mich. Ave., Chicago, Ill. Products: radio loud speakers.

RAYTHEON PRODUCTION CORP.—55 Chapel St., Newton, Mass. Products: radio tubes. Trade Name: *Raytheon.*

RCA MFG. CO., INC.—201 N. Front St., Camden, N. J.

RCA VICTOR DIVISION, Camden, N. J. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile, police; broadcasting and transmitting equipment; photophone equipment.

RCA RADIOTRON DIVISION, Harrison, N. J. Products: vacuum tubes, including radio receiving tubes, transmitting tubes, and parts therefor. Trade Names: *RCA Victor, RCA Radiotron.*

READRITE METER WORKS—136 E. College Ave., Bluffton, O. Products: radio testing instruments and electrical measuring instruments. Trade Name: *Readrite.*

RELIANCE DYE & STAMPING CO.—1260 Clybourn Ave., Chicago, Ill. Products: variable condensers, insacups.

REMLER CO., LTD.—2101 Bryant St., San Francisco, Cal. Products: receiving sets—midget, table console, battery, automobile, police; public address and broadcast speech amplifier and control equipment, microphones, etc. Trade Name: *Remler.*

ROLA CO.—2530 Superior Ave., Cleveland, O. Products: loud speakers for radio receiving sets and public address equipment. Trade Name: *Rola.*

F. W. SICKLES CO.—300 Main St., Springfield, Mass. Products: radio coils.

SOLAR MFG. CORP.—599 Broadway, New York City. Products: dry and wet electrolytics, paper bypass condensers, trimmer, molded mica condensers, elim-o-stats, capacitor analyzers. Trade Names: *Solar, Scaldtite, Duravolt, Elim-O-Stat, Little Giant, Star Midget, Perma-Set.*

SPARKS-WITHINGTON CO.—2400 E. Ganson St., Jackson, Mich. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile. Trade Name: *Sparton.*

SPAULDING FIBRE CO., INC.—310 Wheeler St., Tomawanda, N. Y. Products: vulcanized fibre and laminated phenolic insulation. Trade Names: *Spauldite, Armite.*

SPEER RESISTOR CORP.—Saint Marys, Pa. Products: radio resistors and suppressors. Trade Name: *Speer.*

STACKPOLE CARBON CO.—Tannery St., Saint Marys, Pa. Products: variable resistors, fixed carbon resistors (insulated and uninsulated), snap switches-tone switches, suppressors. Trade Name: *Stackpole.*

STANDARD TRANSFORMER CORP.—850 Blackhawk St., Chicago, Ill. Products: transformers to manufacturers, specifications, amateur transmitting sound, replacement and electrical specialties. Trade Name: *Stancor.*

STEWART-WARNER CORP.—1826 Diversey Parkway, Chicago, Ill. Products: receiving sets—console, table, midget, combination radio-phonograph, battery, automobile; reproducers. Trade Name: *Stewart-Warner.*

STROMBERG-CARLSON TELEPHONE MFG. CO.—100 Carlson Rd., Rochester, N. Y. Products: receiving sets—console, short wave, automobile, police, radio-phonograph combinations and aircraft radio sets. Loud speakers in cabinets, centralized radio systems, paging systems, etc. Trade Names: *Stromberg-Carlson, Te-Lek-Tor, Duratec, Mine-A-Phone.*

SUPREME INSTRUMENTS CORP.—Greenwood, Miss. Products: radio testing instruments. Trade Name: *Supreme Testing Instruments.*

SYNTHANE CORP.—Oaks, Pa. Products: synthane laminated bakelite sheets, rods and tubes, plain and printed panels, sub-panels, terminal blocks, synthographic dials, pierced and threaded coil forms, speaker spiders and voice coil bobbins, punchings and machined parts. Trade Names: *Synthane, Synthographic.*

TUNG-SOL LAMP WORKS, INC. (Radio Tube Division)—95 Eighth Ave., Newark, N. J. Products: radio tubes, radio panelbulbs. Trade Name: *Tung-Sol.*

UNITED AMERICAN BOSCH CORP.—3664 Main St., Springfield, Mass. Products: receiving sets—midget, table, console, battery, automobile, police. Trade Name: *American-Bosch.*

UTAH RADIO PRODUCTS CO.—820 Orleans St., Chicago, Ill. Products: speakers, vibrators, transformers, chokes, resistors, jacks, volume controls, tone controls, jack switches, push button switches, and plugs. Trade Name: *Utah.*

WEBSTER CO.—3825 W. Lake St., Chicago, Ill. Products: sound equipment. Trade Name: *Webster-Chicago.*

WELLS-GARDNER & CO.—2701 N. Kildare Ave., Chicago, Ill. Products: receiving sets—table, console, combination radio-phonograph, battery, automobile. Trade Name: *Wells-Gardner.*

WESTON ELECTRICAL INSTRUMENT CORP.—614 Frelinghuysen Ave., Newark, N. J. Products: electrical measuring instruments, sensitive relays and associated devices, radio servicing and tube testing equipment, electrical speed measuring equipment, photoelectric devices and photographic exposure, meters, west-therm bi-metallic thermometers. Trade Names: *Weston, Photronic, Jewell, West-O-Therm.*

RUDOLPH WURLITZER MFG. CO.—Falls Blvd., N. Tonawanda, N. Y. Products: radio cabinets. Trade Names: *Lytic, Mohawk, Wurlitzer.*

ZENITH RADIO CORP.—3620 Iron St., Chicago, Ill. Products: receiving sets—automobile, home, boat and trailer,—A. C., AC/DC and farm, consoles, midgets, broadcast, short and long wave radio phonograph combinations. Trade Name: *Zenith.*

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The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; Revised to June 5, 1936

TITLE I—GENERAL PROVISIONS

PURPOSES OF ACT; CREATION OF FEDERAL COMMUNICATIONS COMMISSION

SECTION 1. For the purpose of regulating interstate and foreign commerce in communication by wire and radio so as to make available, so far as possible, to all people of the United States a rapid, efficient, Nation-wide, and world-wide wire and radio communication service with adequate facilities at reasonable charges, for the purpose of the national defense, and for the purpose of securing a more effective execution of this policy by centralizing authority heretofore granted by law to several agencies and by granting additional authority with respect to interstate and foreign commerce in wire and radio communication, there is hereby created a commission to be known as the "Federal Communications Commission," which shall be constituted as hereinafter provided, and which shall execute and enforce the provisions of this Act.

APPLICATION OF ACT

SEC. 2. (a) The provisions of this Act shall apply to all interstate and foreign communication by wire or radio and all interstate and foreign transmission of energy by radio, which originate and/or is received within the United States, and to all persons engaged within the United States in such communication or such transmission of energy by radio, and to the licensing and regulating of all radio stations as hereinafter provided; but it shall not apply to persons engaged in wire or radio communication or transmission in the Philippine Islands or the Canal Zone, or to wire or radio communication or transmission wholly within the Philippine Islands or the Canal Zone.

(b) Subject to the provisions of section 301, nothing in this Act shall be construed to apply or to give the Commission jurisdiction with respect to (1) charges, classifications, practices, services, facilities, or regulations for or in connection with intrastate communication service of any carrier, or (2) any carrier engaged in interstate or foreign communication solely through physical connection with the facilities of another carrier not directly or indirectly controlling or controlled by, or under direct or indirect common control with, such carrier; except that sections 201 to 205 of this Act, both inclusive, shall, except as otherwise provided therein, apply to carriers described in clause (2).

DEFINITIONS

SEC. 3. For the purposes of this Act, unless the context otherwise requires—

(a) "Wire communication" or "communication by wire" means the transmission of writing, signs, signals, pictures, and sounds of all kinds by aid of wire, cable, or other like connection between the points of origin and reception of such transmission, including all instrumentalities, facilities, apparatus, and services (among other things, the receipt, forwarding, and delivery of communications) incidental to such transmission.

(b) "Radio communication" or "communication by radio" means the transmission by radio of writing, signs, signals, pictures, and sounds of all kinds, including all instrumentalities, facilities, apparatus, and services (among other things, the receipt, forwarding, and delivery of communications) incidental to such transmission.

(c) "Licensee" means the holder of a radio station license granted or continued in force under authority of this Act.

(d) "Transmission of energy by radio" or "radio transmission of energy" includes both such transmission and all instrumentalities, facilities, and services incidental to such transmission.

(e) "Interstate communication" or "interstate transmission" means communication or transmission (1) from any State, Territory, or possession of the United States (other than the Philippine Islands and the Canal Zone), or the District of Columbia, to any other State, Territory, or possession of the United States (other than the Philippine Islands and the Canal Zone), or the District of Columbia, (2) from or to the United States to or from the Philippine Islands or the Canal Zone, insofar as such communication or transmission takes place within the United States, or (3) between points within the United States but through a foreign country; but shall not include wire communication between points within the same State, Territory, or possession of the United States, or the District of Columbia, through any place outside thereof, if such communication is regulated by a State commission.

(f) "Foreign communication" or "foreign transmission" means communication or transmission from or to any place in the United States to or from a foreign country, or between a station in the United States and a mobile station located outside the United States.

(g) "United States" means the several States and Territories, the District of Columbia, and the possessions of the United States, but does not include the Philippine Islands or the Canal Zone.

(h) "Common carrier" or "carrier" means any person engaged as a common carrier for hire, in interstate or foreign communication by wire or radio or in interstate or foreign radio transmission of energy, except where reference is made to common carriers not subject to this Act; but a person engaged in radio broadcasting shall not, insofar as such person is so engaged, be deemed a common carrier.

(i) "Person" includes an individual, partnership, association, joint-stock company, trust, or corporation.

(j) "Corporation" includes any corporation, joint-stock company, or association.

(k) "Radio station" or "station" means a station equipped to engage in radio communication or radio transmission of energy.

(l) "Mobile station" means a radio-communication station capable of being moved and which ordinarily does move.

(m) "Land station" means a station, other than a mobile station, used for radio communication with mobile stations.

(n) "Mobile service" means the radio-communication service carried on between mobile stations and land stations, and by mobile stations communicating among themselves.

(o) "Broadcasting" means the dissemination of radio communications intended to be received by the public, directly or by the intermediary of relay stations.

(p) "Chain broadcasting" means simultaneous broadcasting of an identical program by two or more connected stations.

(q) "Amateur station" means a radio station operated by a duly authorized person interested in radio technique solely with a personal aim and without pecuniary interest.

(r) "Telephone exchange service" means service within a telephone exchange, or within a connected system of telephone exchanges within the same exchange area operated to furnish to subscribers intercommunicating service of the character ordinarily furnished by a single exchange, and which is covered by the exchange service charge.

(s) "Telephone toll service" means telephone service between stations in different exchange areas for which there is made a separate charge not included in contracts with subscribers for exchange service.

(t) "State commission" means the commission, board, or official (by whatever name designated) which under the laws of any State has regulatory jurisdiction with respect to intrastate operations of carriers.

(u) "Connecting carrier" means a carrier described in clause (2) of section 2 (b).

(v) "State" includes the District of Columbia and the Territories and possessions.

PROVISIONS RELATING TO THE COMMISSION

SEC. 4. (a) The Federal Communications Commission (in this Act referred to as the "Commission") shall be composed of seven commissioners appointed by the President, by and with the advice and consent of the Senate, one of whom the President shall designate as chairman.

(b) Each member of the Commission shall be a citizen of the United States. No member of the Commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds, or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of this Act, nor own stocks, bonds, or other securities of any corporation subject to any of the provisions of this Act. Such commissioners shall not engage in any other business, vocation, or employment. Not more than four commissioners shall be members of the same political party.

(c) The commissioners first appointed under this Act shall continue in office for the terms of one, two, three, four, five, six, and seven years, respectively, from the date of the taking effect of this Act, the term of each to be designated by the President, but their successors shall be appointed for terms of seven years; except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the commissioner whom he succeeds. No vacancy in the Commission shall impair the right of the remaining commissioners to exercise all the powers of the Commission.

(d) Each commissioner shall receive an annual salary of \$10,000, payable in monthly installments.

(e) The principal office of the Commission shall be in the District of Columbia, where its general sessions shall be held; but whenever the convenience of the public or of the parties may be promoted or delay or expense prevented thereby, the Commission may hold special sessions in any part of the United States.

(f) Without regard to the civil-service laws or the Classification Act of 1923, as amended, (1) the Commission may appoint and prescribe the duties and fix the salaries of a secretary, a director for each division, a chief engineer and not more than three assistants, a chief accountant and not more than three assistants,¹ a general counsel and not more than three assistants, and temporary counsel designated by the Commission for the performance of special services, and (2) each commissioner may appoint and prescribe the duties of a secretary at an annual salary not to exceed \$4,000. The general counsel and the chief engineer and the chief accountant¹ shall each receive an annual salary of not to exceed \$9,000; the secretary shall receive an annual salary of not to exceed \$7,500; the director of each division shall receive an annual salary of not to exceed \$7,500; and no assistant shall receive an annual salary in excess of \$7,500. The Commission shall have authority, subject to the provisions of the civil-service laws and the Classification Act of 1923, as amended, to appoint such other officers, engineers, accountants,¹ inspectors, attorneys, examiners, and other employees as are necessary in the execution of its functions.

¹ The provisions relating to accountants were added by "An Act to amend paragraph (f) of Sec. 4 of the Communications Act of 1934." Public, No. 423, 74th Congress, approved, Jan. 22, 1936.

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Passed by 73rd Congress; Approved June 10, 1934; Revised to June 5, 1936

(g) The Commission may make such expenditures (including expenditures for rent and personal services at the seat of government and elsewhere, for office supplies, law books, periodicals, and books of reference, and for printing and binding) as may be necessary for the execution of the functions vested in the Commission and as from time to time may be appropriated for by Congress. All expenditures of the Commission, including all necessary expenses for transportation incurred by the commissioners or by their employes, under their orders, in making any investigation or upon any official business in any other places than in the city of Washington, shall be allowed and paid on the presentation of itemized vouchers therefor approved by the chairman of the Commission or by such other member or officer thereof as may be designated by the Commission for that purpose.

(h) Four members of the Commission shall constitute a quorum thereof. The Commission shall have an official seal which shall be judicially noticed.

(i) The Commission may perform any and all acts, make such rules and regulations, and issue such orders, not inconsistent with this Act, as may be necessary in the execution of its functions.

(j) The Commission may conduct its proceedings in such manner as will best conduce to the proper dispatch of business and to the ends of justice. No commissioner shall participate in any hearing or proceeding in which he has a pecuniary interest. Any party may appear before the Commission and be heard in person or by attorney. Every vote and official act of the Commission shall be entered of record, and its proceedings shall be public upon the request of any party interested. The Commission is authorized to withhold publication of records or proceedings containing secret information affecting the national defense.

(k) The Commission shall make an annual report to Congress, copies of which shall be distributed as are other reports transmitted to Congress. Such report shall contain such information and data collected by the Commission as may be considered of value in the determination of questions connected with the regulation of interstate and foreign wire and radio communication and radio transmission of energy, together with such recommendations as to additional legislation relating thereto as the Commission may deem necessary. *Provided*, That the Commission shall make a special report not later than February 1, 1935, recommending such amendments to this Act as it deems desirable in the public interest.

(l) All reports of investigations made by the Commission shall be entered of record, and a copy thereof shall be furnished to the party who may have complained, and to any common carrier or licensee that may have been complained of.

(m) The Commission shall provide for the publication of its reports and decisions in such form and manner as may be best adapted for public information and use, and such authorized publications shall be competent evidence of the reports and decisions of the Commission therein contained in all courts of the United States and of the several States without any further proof or authentication thereof.

(n) Rates of compensation of persons appointed under this section shall be subject to the reduction applicable to officers and employes of the Federal Government generally.

DIVISIONS OF THE COMMISSION

SEC. 5. (a) The Commission is hereby authorized by its order to divide the members thereof into not more than three divisions, each to consist of not less than three members. Any commissioner may be assigned to and may serve upon such division or divisions as the Commission may direct, and each division shall choose its own chairman. In case of a vacancy in any division, or of absence or inability to serve thereon of any commissioner thereto assigned, the chairman of the Commission or any commissioner designated by him for that purpose may temporarily serve on said division until the Commission shall otherwise order.

(b) The Commission may by order direct that any of its work, business, or functions arising under this Act, or under any other Act of Congress, or in respect of any matter which has been or may be referred to the Commission by Congress or by either branch thereof, be assigned or referred to any of said divisions for action thereon, and may by order at any time amend, modify, supplement, or rescind any such direction. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission.

(c) In conformity with and subject to the order or orders of the Commission in the premises, each division so constituted shall have power and authority by a majority thereof to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to it for action by the Commission, and in respect thereof the division shall have all the jurisdiction and powers now or then conferred by law upon the Commission, and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any of said divisions in respect of any matters so assigned or referred to it shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made, or taken by the Commission, subject to rehearing by the Commission as provided in section 405 of this Act for rehearing cases decided by the Commission. The secretary and seal of the Commission shall be the secretary and seal of each division thereof.

(d) Nothing in this section contained, or done pursuant thereto, shall be deemed to divest the Commission of any of its powers.

(e) The Commission is hereby authorized by its order to assign or refer any portion of its work, business, or functions arising under this or any other Act of Congress or referred to it by Congress, or either branch thereof, to an individual commissioner, or to a board composed of an employe or employes of the Commission, to be designated by such order, for action thereon, and by its order at any time to amend, modify, supplement, or rescind any such assign-

ment or reference: *Provided, however*, That this authority shall not extend to investigations instituted upon the Commission's own motion or, without the consent of the parties thereto, to contested proceedings involving the taking of testimony at public hearings, or to investigations specifically required by this Act. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission. In case of the absence or inability for any other reason to act of any such individual commissioner or employe designated to serve upon any such board, the chairman of the Commission may designate another commissioner or employe, as the case may be, to serve temporarily until the Commission shall otherwise order. In conformity with and subject to the order or orders of the Commission in the premises, any such individual commissioner, or board acting by a majority thereof, shall have power and authority to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to him or it for action by the Commission and in respect thereof shall have all the jurisdiction and powers now or then conferred by law upon the Commission and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any such individual commissioner or board in respect of any matters so assigned or referred shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made or taken by the Commission. Any party affected by any order, decision, or report of any such individual commissioner or board may file a petition for rehearing by the Commission or a division thereof and every such petition shall be passed upon by the Commission or a division thereof. Any action by a division upon such a petition shall itself be subject to rehearing by the Commission, as provided in section 405 of this Act and in subsection (c). The Commission may make and amend rules for the conduct of proceedings before such individual commissioner or board and for the rehearing of such action before a division of the Commission or the Commission. The secretary and seal of the Commission shall be the secretary and seal of such individual commissioner or board.

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TITLE III—SPECIAL PROVISIONS RELATING TO RADIO LICENSE FOR RADIO COMMUNICATION OR TRANSMISSION OF ENERGY

SECTION 301. It is the purpose of this Act, among other things, to maintain the control of the United States over all the channels of interstate and foreign radio transmission; and to provide for the use of such channels, but not the ownership thereof, by persons for limited periods of time, under licenses granted by Federal authority, and no such license shall be considered to create any right, beyond the terms, conditions, and periods of the license. No person shall use or operate any apparatus for the transmission of energy or communications or signals by radio (a) from one place in any Territory or possession of the United States or in the District of Columbia to another place in the same Territory, possession, or District; or (b) from any State, Territory, or possession of the United States, or from the District of Columbia to any other State, Territory, or possession of the United States; or (c) from any place in any State, Territory, or possession of the United States, or in the District of Columbia, to any place in any foreign country or to any vessel; or (d) within any State when the effects of such use extend beyond the borders of said State, or when interference is caused by such use or operation with the transmission of such energy, communications, or signals from within said State to any place beyond its borders, or from any place beyond its borders to any place within said State, or with the transmission or reception of such energy, communications, or signals from and/or to places beyond the borders of said State; or (e) upon any vessel or aircraft of the United States; or (f) upon any other mobile stations within the jurisdiction of the United States, except under and in accordance with this Act and with a license in that behalf granted under the provisions of this Act.

ZONES²

GENERAL POWERS OF COMMISSION

SEC. 303. Except as otherwise provided in this Act, the Commission from time to time, as public convenience, interest, or necessity requires, shall—

- (a) Classify radio stations;
- (b) Prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class;
- (c) Assign bands of frequencies to the various classes of stations, and assign frequencies for each individual station and determine the power which each station shall use and the time during which it may operate;
- (d) Determine the location of classes of stations or individual stations;
- (e) Regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station and from the apparatus therein;

² Sec. 302 was repealed by "AN ACT relating to the allocation of radio facilities," Public—No. 652—74th Congress, approved, June 5, 1936. The text of Sec. 302 was as follows:

Sec. 302. (a) For the purposes of this title the United States is divided into five zones, as follows: The first zone shall embrace the States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Delaware, Maryland, and the District of Columbia; the second zone shall embrace the States of Pennsylvania, Virginia, West Virginia, Ohio, Michigan, and Kentucky; the third zone shall embrace the States of North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Arkansas, Louisiana, Texas, and Oklahoma; the fourth zone shall embrace the States of Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, and Missouri; and the fifth zone shall embrace the States of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California.

(b) The Virgin Islands, Puerto Rico, Alaska, Guam, American Samoa, and the Territory of Hawaii are expressly excluded from the zones herein established.

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(f) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act: *Provided, however*, That changes in the frequencies, authorized power, or in the time of operation of any station, shall not be made without the consent of the station licensee unless, after a public hearing, the Commission shall determine that such changes will promote public convenience or interest or will serve public necessity, or the provisions of this Act will be more fully complied with;

(g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest;

(h) Have authority to establish areas or zones to be served by any station;

(i) Have authority to make special regulations applicable to radio stations engaged in chain broadcasting;

(j) Have authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable;

(k) Have authority to exclude from the requirements of any regulations in whole or in part any radio station upon railroad rolling stock, or to modify such regulations in its discretion;

(l) Have authority to prescribe the qualifications of station operators, to classify them according to the duties to be performed, to fix the forms of such licenses, and to issue them to such citizens of the United States as the Commission finds qualified;

(m) Have authority to suspend the license of any operator for a period not exceeding two years upon proof sufficient to satisfy the Commission that the licensee (1) has violated any provision of any Act or treaty binding on the United States which the Commission is authorized by this Act to administer or any regulation made by the Commission under any such Act or treaty; or (2) has failed to carry out the lawful orders of the master of the vessel on which he is employed; or (3) has willfully damaged or permitted radio apparatus to be damaged; or (4) has transmitted superfluous radio communications or signals or radio communications containing profane or obscene words or language; or (5) has willfully or maliciously interfered with any other radio communications or signals;

(n) Have authority to inspect all transmitting apparatus to ascertain whether in construction and operation it conforms to the requirements of this Act, the rules and regulations of the Commission, and the license under which it is constructed or operated;

(o) Have authority to designate call letters of all stations;

(p) Have authority to cause to be published such call letters and such other announcements and data as in the judgment of the Commission may be required for the efficient operation of radio stations subject to the jurisdiction of the United States and for the proper enforcement of this Act;

(q) Have authority to require the painting and/or illumination of radio towers if and when in its judgment such towers constitute, or there is a reasonable possibility that they may constitute, a menace to air navigation.

WAIVER BY LICENSEE

SEC. 304. No station license shall be granted by the Commission until the applicant therefor shall have signed a waiver of any claim to the use of any particular frequency or of the ether as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise.

GOVERNMENT-OWNED STATIONS

SEC. 305. (a) Radio stations belonging to and operated by the United States shall not be subject to the provisions of sections 301 and 303 of this Act. All such Government stations shall use such frequencies as shall be assigned to each or to each class by the President. All such stations, except stations on board naval and other Government vessels while at sea or beyond the limits of the continental United States, when transmitting any radio communication or signal other than a communication or signal relating to Government business, shall conform to such rules and regulations designated to prevent interference with other radio stations and the rights of others as the Commission may prescribe.

(b) Radio stations on board vessels of the United States Shipping Board Bureau or the United States Shipping Board Merchant Fleet Corporation or the Inland and Coastwise Waterways Service shall be subject to the provisions of this title.

(c) All stations owned and operated by the United States, except mobile stations of the Army of the United States, and all other stations on land and sea, shall have special call letters designated by the Commission.

FOREIGN SHIPS

SEC. 306. Section 301 of this Act shall not apply to any person sending radio communications or signals on a foreign ship while the same is within the jurisdiction of the United States, but such communications or signals shall be transmitted only in accordance with such regulations designed to prevent interference as may be promulgated under the authority of this Act.

ALLOCATION OF FACILITIES; TERMS OF LICENSES

SEC. 307. (a) The Commission, if public convenience, interest, or necessity will be served thereby, subject to the limitations of this Act, shall grant to any applicant therefor a station license provided for by this Act.

(b) It is hereby declared that the people of all the zones established by this title are entitled to equality of radio broadcasting service, both of transmission and of reception, and in order to provide said equality the Commission shall as nearly as possible make and maintain an equal allocation of broadcasting licenses, of bands of frequency, of periods of time for operation, and of station power, to each of said zones when and insofar as there are applica-

tions therefor; and shall make a fair and equitable allocation of licenses, frequencies, time for operation, and station power to each of the States and the District of Columbia, within each zone, according to population. The Commission shall carry into effect the equality of broadcasting service hereinbefore directed, whenever necessary or proper, by granting or refusing licenses or renewals of licenses, by changing periods of time for operation, and by increasing or decreasing station power, when applications are made for licenses or renewals of licenses: *Provided*, That if and when there is a lack of applications from any zone for the proportionate share of licenses, frequencies, time of operation, or station power to which such zone is entitled, the Commission may issue licenses for the balance of the proportion not applied for from any zone, to applicants from other zones for a temporary period ninety days each, and shall specifically designate that said apportionment is only for said temporary period. Allocations shall be charged to the State or District wherein the studio of the station is located and not where the transmitter is located: *Provided further*, That the Commission may also grant applications for additional licenses for stations not exceeding one hundred watts of power if the Commission finds that such stations will serve the public convenience, interest, or necessity, and that their operation will not interfere with the fair and efficient radio service of stations licensed under the provisions of this section.

(c) The Commission shall study the proposal that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of non-profit radio programs or to persons identified with particular types or kinds of non-profit activities, and shall report to Congress, not later than February 1, 1935, its recommendations together with the reasons for the same.

(d) No license granted for the operation of a broadcasting station shall be for a longer term than three years and no license so granted for any other class of station shall be for a longer term than five years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term of not to exceed three years in the case of broadcasting licenses and not to exceed five years in the case of other licenses, but action of the Commission with reference to the granting of such application for the renewal of a license shall be limited to and governed by the same considerations and practice which affect the granting of original applications.

(e) No renewal of an existing station license shall be granted more than thirty days prior to the expiration of the original license.

APPLICATIONS FOR LICENSES; CONDITIONS IN LICENSE FOR FOREIGN COMMUNICATION

SEC. 308. (a) The Commission may grant licenses, renewal of licenses, and modification of licenses only upon written application therefor received by it: *Provided, however*, That in cases of emergency found by the Commission, licenses, renewals of licenses, and modifications of licenses, for stations on vessels or aircraft of the United States, may be issued under such conditions as the Commission may impose, without such formal application. Such licenses, however, shall in no case be for a longer term than three months: *Provided further*, That the Commission may issue by cable, telegraph, or radio a permit for the operation of a station on a vessel of the United States at sea, effective in lieu of a license until said vessel shall return to a port of the continental United States.

(b) All such applications shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character and financial, technical, and other qualifications of the applicant to operate the station; the ownership and location of the proposed station and of the stations, if any, with which it is proposed to communicate; the frequencies and the power desired to be used; the hours of the day or other periods of time during which it is proposed to operate the station; the purposes for which the station is to be used; and such other information as it may require. The Commission, at any time after the filing of such original application and during the term of any such license, may require from an applicant or licensee further written statements of fact to enable it to determine whether such original application should be granted or denied or such license revoked. Such application and/or such statement of fact shall be signed by the applicant and/or licensee under oath or affirmation.

(c) The Commission in granting any license for a station intended or used for commercial communication between the United States or any Territory or possession, continental or insular, subject to the jurisdiction of the United States, and any foreign country, may impose any terms, conditions, or restrictions authorized to be imposed with respect to submarine-cable licenses by section 2 of an Act entitled "An Act relating to the landing and the operation of submarine cables in the United States," approved May 24, 1921.

HEARINGS ON APPLICATIONS FOR LICENSES; FORM OF LICENSES; CONDITIONS ATTACHED TO LICENSES

SEC. 309. (a) If upon examination of any application for a station license or for the renewal or modification of a station license the Commission shall determine that public interest, convenience, or necessity would be served by the granting thereof, it shall authorize the issuance, renewal, or modification thereof in accordance with said finding. In the event the Commission upon examination of any such application does not reach such decision with respect thereto, it shall notify the applicant thereof, shall fix and give notice of a time and place for hearing thereon, and shall afford such applicant an opportunity to be heard under such rules and regulations as it may prescribe.

(b) Such station licenses as the Commission may grant shall be in such general form as it may prescribe, but each license shall contain, in addition to other provisions, a statement of the following conditions to which such license shall be subject:

(1) The station license shall not vest in the licensee any right to operate

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the station nor any right in the use of the frequencies designated in the license beyond the term thereof nor in any other manner than authorized therein.

(2) Neither the license nor the right granted thereunder shall be assigned or otherwise transferred in violation of this Act.

(3) Every license issued under this Act shall be subject in terms to the right of use or control conferred by section 606 hereof.

LIMITATION ON HOLDING AND TRANSFER OF LICENSES

Sec. 310. (a) The station license required hereby shall not be granted to or held by—

- (1) Any alien or the representative of any alien;
- (2) Any foreign government or the representative thereof;
- (3) Any corporation organized under the laws of any foreign government;
- (4) Any corporation of which any officer or director is an alien or of which more than one-fifth of the capital stock is owned or voted by aliens or their representatives or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country;
- (5) Any corporation directly or indirectly controlled by any other corporation of which any officer or more than one-fourth of the directors are aliens, or of which more than one-fourth of the capital stock is owned or voted, after June 1, 1935, by aliens, their representatives, or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country, if the Commission finds that the public interest will be served by the refusal or the revocation of such license.

Nothing in this subsection shall prevent the licensing of radio apparatus on board any vessel, aircraft, or other mobile station of the United States when the installation and use of such apparatus is required by Act of Congress or any treaty to which the United States is a party.

(b) The station license required hereby, the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission shall, after securing full information, decide that said transfer is in the public interest, and shall give its consent in writing.

REFUSAL OF LICENSES AND PERMITS IN CERTAIN CASES

Sec. 311. The Commission is hereby directed to refuse a station license and/or the permit hereinafter required for the construction of a station to any person (or to any person directly or indirectly controlled by such person) whose license has been revoked by a court under section 313, and is hereby authorized to refuse such station license and/or permit to any other person (or to any person directly or indirectly controlled by such person) which has been finally adjudged guilty by a Federal court of unlawfully monopolizing or attempting unlawfully to monopolize, radio communication, directly or indirectly, through the control of the manufacture or sale of radio apparatus, through exclusive traffic arrangements, or by any other means, or to have been using unfair methods of competition. The granting of a license shall not stop the United States or any person aggrieved from proceeding against such person for violating the law against unfair methods of competition or for a violation of the law against unlawful restraints and monopolies and/or combinations, contracts, or agreements in restraint of trade, or from instituting proceedings for the dissolution of such corporation.

REVOCAION OF LICENSES

Sec. 312. (a) Any station license may be revoked for false statements either in the application or in the statement of fact which may be required by section 308 hereof, or because of conditions revealed by such statements of fact as may be required from time to time which would warrant the Commission in refusing to grant a license on an original application, or for failure to operate substantially as set forth in the license, or for violation of or failure to observe any of the restrictions and conditions of this Act or of any regulation of the Commission authorized by this Act or by a treaty ratified by the United States; *Provided, however*, That no such order of revocation shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the licensee. Such licensee may make written application to the Commission at any time within said fifteen days for a hearing upon such order, and upon the filing of such written application, and order of revocation shall stand suspended until the conclusion of the hearing conducted under such rules as the Commission may prescribe. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke such order of revocation.

(b) Any station license hereafter granted under the provisions of this Act or the construction permit required hereof and hereafter issued, may be modified by the Commission either for a limited time or for the duration of the term thereof if in the judgment of the Commission such action will promote the public interest, or to remove any condition or restriction of this Act or of any treaty ratified by the United States, which is not fully complied with. *Provided, however*, That no such order of modification shall become final until the holder of such station license or permit shall have been notified in writing of the proposed modification and shall have an opportunity to be heard and shall have been given a reasonable opportunity to show why such order of modification should not be made.

APPLICATION OF ANTI-TRUST LAWS

Sec. 313. All laws of the United States relating to unlawful trusts and monopolies and to combinations, contracts, or agreements in restraint of trade are hereby declared to be applicable to the manufacture, sale, and to trade in radio apparatus and devices, and to the operation of a station or foreign common carrier, in respect to radio communication. Whenever

in any suit, action, or proceeding, civil or criminal, brought under the provisions of any said laws or in any proceedings brought to enforce or to review findings and orders of the Federal Trade Commission or other governmental agency in respect of any matters as to which said Commission or other governmental agency is by law authorized to act, any licensee shall be found guilty of the violation of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may adjudge, order, and/or decree that the license of such licensee shall, as of the date the decree or judgment becomes finally effective or as of such date as the said decree shall fix, be revoked and that all rights under such license shall thereupon cease: *Provided, however*, That such licensee shall have the same right of appeal or review as is provided by law in respect of other decrees and judgments of said court.

PRESERVATION OF COMPETITION IN COMMERCE

Sec. 314. After the effective date of this Act no person engaged directly, or indirectly through any person directly or indirectly controlling or controlled by, or under direct or indirect common control with, such person, or through an agent, or otherwise, in the business of transmitting and/or receiving for hire energy, communications, or signals by radio in accordance with the terms of the license issued under this Act, shall by purchase, lease, construction, or otherwise, directly or indirectly, acquire, own, control, or operate any cable or wire telegraph or telephone line or system between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such cable, wire, telegraph, or telephone line or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce; nor shall any person engaged directly, or indirectly through any person directly or indirectly controlling or controlled by, or under direct or indirect common control with, such person, or through an agent, otherwise, in the business of transmitting and/or receiving for hire messages by any cable, wire, telegraph, or telephone line or system (a) between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any other State, Territory, or possession of the United States; or (b) between any place in any State, Territory, or possession of the United States, or the District of Columbia, and any place in any foreign country, by purchase, lease, construction, or otherwise, directly or indirectly acquire, own, control, or operate any station or the apparatus therein, or any system for transmitting and/or receiving radio communications or signals between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such radio station, apparatus, or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce.

FACILITIES FOR CANDIDATES FOR PUBLIC OFFICE

Sec. 315. If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

LOTTERIES AND OTHER SIMILAR SCHEMES

Sec. 316. No person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes. Any person violating any provision of this section shall, upon conviction thereof be fined not more than \$1,000 or imprisoned not more than one year, or both for each and every day during which such offense occur.

ANNOUNCEMENT THAT MATTER IS PAID FOR

Sec. 317. All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to be charged or accepted by the station or broadcaster, from any person shall, at the time the same is broadcast, be announced as paid for or furnished by the person or persons by whom such consideration is paid.

OPERATION OF TRANSMITTING APPARATUS

Sec. 318. The actual operation of all transmitting apparatus in any radio station for which a license is required by this Act shall be carried on only by a person holding an operator's license, and hereunder. No person shall operate such transmitting apparatus in such station except under and in accordance with the operator's license issued to him by the Commission.

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CONSTRUCTION PERMITS

SEC. 319. (a) No license shall be issued under the authority of this Act for the operation of any station the construction of which is begun or is continued after this Act takes effect, unless a permit for its construction has been granted by the Commission upon written application therefor. The Commission may grant such permit if public convenience, interest, or necessity will be served by the construction of the station. This application shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character, and the financial, technical, and other ability of the applicant to construct and operate the station, the ownership and location of the proposed station and of the station or stations with which it is proposed to communicate, the frequencies desired to be used, the hours of the day or other periods of time during which it is proposed to operate the station, the purpose for which the station is to be used, the type of transmitting apparatus to be used, the power to be used, the date upon which the station is expected to be completed and in operation, and such other information as the Commission may require. Such application shall be signed by the applicant under oath or affirmation.

(b) Such permit for construction shall show specifically the earliest and latest dates between which the actual operation of such station is expected to begin, and shall provide that said permit will be automatically forfeited if the station is not ready for operation within the time specified or within such further time as the Commission may allow, unless prevented by causes not under the control of the grantee. The rights under any such permit shall not be assigned or otherwise transferred to any person without the approval of the Commission. A permit for construction shall not be required for Government stations, amateur stations, or stations upon mobile vessels, railroad rolling stock, or aircraft. Upon the completion of any station for the construction or continued construction of which a permit has been granted, and upon it being made to appear to the Commission that all the terms, conditions, and obligations set forth in the application and permit have been fully met, and that no cause or circumstance arising or first coming to the knowledge of the Commission since the granting of the permit would, in the judgment of the Commission, make the operation of such station against the public interest, the Commission shall issue a license to the lawful holder of said permit for the operation of said station. Said license shall conform generally to the terms of said permit.

DESIGNATION OF STATIONS LIABLE TO INTERFERE WITH DISTRESS SIGNALS

SEC. 320. The Commission is authorized to designate from time to time radio stations the communications or signals of which, in its opinion, are liable to interfere with the transmission or reception of distress signals of ships. Such stations are required to keep a licensed radio operator listening in on the frequencies designated for signals of distress and radio communications relating thereto during the entire period the transmitter of such station is in operation.

DISTRESS SIGNALS AND COMMUNICATIONS

SEC. 321. (a) Every radio station on shipboard shall be equipped to transmit radio communications or signals of distress on the frequency specified by the Commission, with apparatus capable of transmitting and receiving messages over a distance of at least one hundred miles by day or night. When sending radio communications or signals of distress and radio communications relating thereto the transmitting set may be adjusted in such a manner as to produce a maximum of radiation irrespective of the amount of interference which may thus be caused.

(b) All radio stations, including Government stations and stations on board foreign vessels when within the territorial waters of the United States, shall give absolute priority to radio communications or signals relating to ships in distress; shall cease all sending on frequencies which will interfere with hearing a radio communication or signal of distress, and, except when engaged in answering or aiding the ship in distress, shall refrain from sending any radio communications or signals until there is assurance that no interference will be caused with the radio communications or signals relating thereto, and shall assist the vessel in distress, so far as possible, by complying with its instructions.

INTERCOMMUNICATION IN MOBILE SERVICE

SEC. 322. Every land station open to general public service between the coast and vessels at sea shall be bound to exchange radio communications or signals with any ship station without distinction as to radio systems or instruments adopted by such stations, respectively, and each station on shipboard shall be bound to exchange radio communications or signals with any other station on shipboard without distinction as to radio systems or instruments adopted by each station.

INTERFERENCE BETWEEN GOVERNMENT AND COMMERCIAL STATIONS

SEC. 323. (a) At all places where Government and private or commercial radio stations on land operate in such close proximity that interference with the work of Government stations cannot be avoided when they are operating simultaneously, such private or commercial stations as do interfere with the transmission or reception of radio communications or signals by the Government stations concerned shall not use their transmitters during the first fifteen minutes of each hour, local standard time.

(b) The Government stations for which the above-mentioned division of

time is established shall transmit radio communications or signals only during the first fifteen minutes of each hour, local standard time, except in case of signals or radio communications relating to vessels in distress and vessel requests for information as to course, location, or compass direction.

USE OF MINIMUM POWER

SEC. 324. In all circumstances, except in case of radio communications or signals relating to vessels in distress, all radio stations, including those owned and operated by the United States, shall use the minimum amount of power necessary to carry out the communication desired.

FALSE DISTRESS SIGNALS; REBROADCASTING; STUDIOS OF FOREIGN STATIONS

SEC. 325. (a) No person within the jurisdiction of the United States shall knowingly utter or transmit, or cause to be uttered or transmitted, any false or fraudulent signal of distress, or communication relating thereto, nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station.

(b) No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus 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 or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.

(c) Such application shall contain such information as the Commission may by regulation prescribe, and the granting or refusal thereof shall be subject to the requirements of section 309 hereof with respect to applications for station licenses or renewal or modification thereof, and the license or permission so granted shall be revocable for false statements in the application so required or when the Commission, after hearings, shall find its continuation no longer in the public interest.

CENSORSHIP; INDECENT LANGUAGE

SEC. 326. Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication. No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication.

USE OF NAVAL STATIONS FOR COMMERCIAL MESSAGES

SEC. 327. The Secretary of the Navy is hereby authorized, unless restrained by international agreement, under the terms and conditions and at rates prescribed by him, which rates shall be just and reasonable, and which, upon complaint, shall be subject to review and revision by the Commission, to use all radio stations and apparatus, wherever located, owned by the United States and under the control of the Navy Department, (a) for the reception and transmission of press messages offered by any newspaper published in the United States, its Territories or possessions, or published by citizens of the United States in foreign countries, or by any press association of the United States, and (b) for the reception and transmission of private commercial messages between ships, between ship and shore, between localities in Alaska and between Alaska and the continental United States: *Provided*, That the rates fixed for the reception and transmission of all such messages, other than press messages between the Pacific coast of the United States, Hawaii, Alaska, Guam, American Samoa, the Philippine Islands, and the Orient, and between the United States and the Virgin Islands, shall not be less than the rates charged by privately owned and operated stations for like messages and service: *Provided further*, That the right to use such stations for any of the purposes named in this section shall terminate and cease as between any countries or localities or between any locality and privately operated ships whenever privately owned and operated stations are capable of meeting the normal communication requirements between such countries or localities or between any locality and privately operated ships, and the Commission shall have notified the Secretary of the Navy thereof.

SPECIAL PROVISION AS TO PHILIPPINE ISLANDS AND CANAL ZONE

SEC. 328. This title shall not apply to the Philippine Islands or to the Canal Zone. In international radio matters the Philippine Islands and the Canal Zone shall be represented by the Secretary of State.

ADMINISTRATION OF RADIO LAWS IN TERRITORIES AND POSSESSIONS

SEC. 329. The Commission is authorized to designate any officer or employee of any other department of the Government on duty in any Territory or possession of the United States other than the Philippine Islands and the Canal Zone, to render therein such services in connection with the administration of the radio laws of the United States as the Commission may prescribe: *Provided*, That such designation shall be approved by the head of the department in which such person is employed.

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TITLE IV—PROCEDURAL AND ADMINISTRATIVE PROVISIONS

JURISDICTION TO ENFORCE ACT AND ORDERS OF COMMISSION

SECTION 401. (a) The district courts of the United States shall have jurisdiction, upon application of the Attorney General of the United States at the request of the Commission, alleging a failure to comply with or a violation of any of the provisions of this Act by any person, to issue a writ or writs of mandamus commanding such person to comply with the provisions of this Act.

(b) If any person fails or neglects to obey any order of the Commission other than for the payment of money, while the same is in effect, the Commission or any party injured thereby, or the United States, by its Attorney General, may apply to the appropriate district court of the United States for the enforcement of such order. If after hearing, that court determines that the order was regularly made and duly served, and that the person is in disobedience of the same, the court shall enforce obedience to such order by a writ of injunction or other proper process, mandatory or otherwise, to restrain such person or the officers, agents, or representatives of such person, from further disobedience of such order, or to enjoin upon it or them obedience to the same.

(c) Upon the request of the Commission it shall be the duty of any district attorney of the United States to whom the Commission may apply to institute in the proper court and to prosecute under the direction of the Attorney General of the United States all necessary proceedings for the enforcement of the provisions of this Act and for the punishment of all violations thereof, and the costs and expenses of such prosecutions shall be paid out of the appropriations for the expenses of the courts of the United States.

(d) The provisions of the Expediting Act, approved February 11, 1903, as amended, and of section 238 (1) of the Judicial Code, as amended, shall be held to apply to any suit in equity arising under Title II of this Act, wherein the United States is complainant.

PROCEEDINGS TO ENFORCE OR SET ASIDE THE COMMISSION'S ORDERS—APPEAL IN CERTAIN CASES

SEC. 402. (a) The provisions of the Act of October 22, 1913 (38 Stat. 219), relating to the enforcing or setting aside of the orders of the Interstate Commerce Commission, are hereby made applicable to suits to enforce, enjoin, set aside, annul, or suspend any order of the Commission under this Act (except any order of the Commission granting or refusing an application for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license), and such suits are hereby authorized to be brought as provided in that Act.

(b) An appeal may be taken, in the manner hereinafter provided, from decisions of the Commission to the Court of Appeals of the District of Columbia in any of the following cases:

(1) By any applicant for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license, whose application is refused by the Commission.

(2) By any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application.

(c) Such appeal shall be taken by filing with said court within twenty days after the decision complained of is effective, notice in writing of said appeal and a statement of the reasons therefor, together with proof of service of a true copy of said notice and statement upon the Commission. Unless a later date is specified by the Commission as part of its decision, the decision complained of shall be considered to be effective as of the date on which public announcement of the decision is made at the office of the Commission in the city of Washington. The Commission shall thereupon immediately, and in any event not later than five days from the date of such service upon it, mail or otherwise deliver a copy of said notice of appeal to each person shown by the records of the Commission to be interested in such appeal and to have a right to intervene therein under the provisions of this section, and shall at all times thereafter permit any such person to inspect and make copies of the appellant's statement of reasons for said appeal at the office of the Commission in the city of Washington. Within thirty days after the filing of said appeal the Commission shall file with the court the originals or certified copies of all papers and evidence presented to it upon the application involved, and also a like copy of its decision thereon, and shall within thirty days thereafter file a full statement in writing of the facts and grounds for its decision as found and given by it, and a list of all interested persons to whom it has mailed or otherwise delivered a copy of said notice of appeal.

(d) Within thirty days after the filing of said appeal any interested person may intervene and participate in the proceedings had upon said appeal by filing with the court a notice of intention to intervene and a verified statement showing the nature of the interest of such party, together with proof of service of true copies of said notice and statement, both upon appellant and upon the Commission. Any person who would be aggrieved or whose interests would be adversely affected by a reversal or modification of the decision of the Commission complained of shall be considered an interested party.

(e) At the earliest convenient time the court shall hear and determine the appeal upon the record before it, and shall have power, upon such record to enter a judgment affirming or reversing the decision of the Commission and in event the court shall render a decision and enter an order reversing the decision of the Commission, it shall remand the case of the Commission to carry

out the judgment of the court: *Provided, however,* That the review by the court shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious. The court judgment shall be final, subject, however, to review by the Supreme Court of the United States upon writ of certiorari on petition therefor under section 240 of the Judicial Code, as amended, by appellant, by the Commission, or by any interested party intervening in the appeal.

(f) The court may, in its discretion, enter judgment for costs in favor of or against an appellant, and/or other interested parties intervening in said appeal, but not against the Commission, depending upon the nature of the issues involved upon said appeal and the outcome thereof.

INQUIRY BY COMMISSION ON ITS OWN MOTION

SEC. 403. The Commission shall have full authority and power at any time to institute an inquiry, on its own motion, in any case and as to any matter or thing concerning which complaint is authorized to be made, to or before the Commission by any provision of this Act, or concerning which any question may arise under any of the provisions of this Act, or relating to the enforcement of any of the provisions of this Act. The Commission shall have the same powers and authority to proceed with any inquiry instituted on its own motion as though it had been appealed to by complaint or petition under any of the provisions of this Act, including the power to make and enforce any order or orders in the case, or relating to the matter or thing concerning which the inquiry is had, excepting orders for the payment of money.

REPORTS OF INVESTIGATIONS

SEC. 404. Whenever an investigation shall be made by the Commission it shall be its duty to make a report in writing in respect thereto, which shall state the conclusions of the Commission, together with its decision, order, or requirement in the premises; and in case damages are awarded such report shall include the findings of fact on which the award is made.

REHEARING BEFORE COMMISSION

SEC. 405. After a decision, order, or requirement has been made by the Commission in any proceeding, any party thereto may at any time make application for rehearing of the same, or any matter determined therein, and it shall be lawful for the Commission in its discretion to grant such a rehearing if sufficient reason therefor be made to appear: *Provided, however,* That in the case of a decision, order, or requirement made under Title III, the time within which application for rehearing may be made shall be limited to twenty days after the effective date thereof, and such application may be made by any party or any person aggrieved or whose interests are adversely affected thereby. Applications for rehearing shall be governed by such general rules as the Commission may establish. No such application shall excuse any person from complying with or obeying any decision, order, or requirement of the Commission, or operate in any manner to stay or postpone the enforcement thereof, without the special order of the Commission. In case a rehearing is granted, the proceedings thereupon shall conform as nearly as may be to the proceedings in an original hearing, except as the Commission may otherwise direct; and if, in its judgment, after such rehearing and the consideration of all facts, including those arising since the former hearing, it shall appear that the original decision, order, or requirement is in any respect unjust or unwarranted, the Commission may reverse, change, or modify the same accordingly. Any decision, order, or requirement made after such rehearing, reversing, changing, or modifying the original determination, shall be subject to the same provisions as an original order.

GENERAL PROVISIONS RELATING TO PROCEEDINGS—WITNESSES AND DEPOSITIONS

SEC. 409. (a) Any member or examiner of the Commission, or the director of any division, when duly designated by the Commission for such purpose, may hold hearings, sign and issue subpoenas, administer oaths, examine witnesses, and receive evidence at any place in the United States designated by the Commission; except that in the administration of Title III an examiner may not be authorized to exercise such powers with respect to a matter involving (1) a change of policy by the Commission, (2) the revocation of a station license, (3) new devices or developments in radio, or (4) a new kind of use of frequencies. In all cases heard by an examiner the Commission shall hear oral arguments on request of either party.

(b) For the purposes of this Act the Commission shall have the power to require by subpoena the attendance and testimony of witnesses and the production of all books, papers, schedules of charges, contracts, agreements, and documents relating to any matter under investigation. Witnesses summoned before the Commission shall be paid the same fees and mileage that are paid witnesses in the court of the United States.

(c) Such attendance of witnesses, and the production of such documentary evidence, may be required from any place in the United States, at any designated place of hearing. And in case of disobedience to a subpoena the Commission, or any party to a proceeding before the Commission, may invoke the aid of any court of the United States in requiring the attendance and testimony of witnesses and the production of books, papers, and documents under the provisions of this section.

(d) Any of the district courts of the United States within the jurisdiction

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of which such inquiry is carried on may, in case of contumacy or refusal to obey a subpoena issued to any common carrier or licensee or other person, issue an order requiring such common carrier, licensee, or other person to appear before the Commission (and produce books and papers if so ordered) and give evidence touching the matter in question; and any failure to obey such order of the court may be punished by such court as a contempt thereof.

(e) The testimony of any witness may be taken, at the instance of a party, in any proceeding or investigation pending before the Commission, by deposition, at any time after a cause or proceeding is at issue on petition and answer. The Commission may also order testimony to be taken by deposition in any proceeding or investigation pending before it, at any stage of such proceeding or investigation. Such depositions may be taken before any judge of any court of the United States, or any United States commissioner, or any clerk of a district court, or any chancellor, justice, or judge of a supreme or superior court, mayor, or chief magistrate of a city, judge of a county court, or court of common pleas of any of the United States, or any notary public, not being of counsel or attorney to either of the parties, nor interested in the event of the proceeding or investigation. Reasonable notice must first be given in writing by the party or his attorney proposing to take such deposition to the opposite party or his attorney of record, as either may be nearest, which notice shall state the name of the witness and the time and place of the taking of his deposition. Any person may be compelled to appear and depose, and to produce documentary evidence, in the same manner as witnesses may be compelled to appear and testify and produce documentary evidence before the Commission, as hereinbefore provided.

(f) Every person deposing as herein provided shall be cautioned and sworn (or affirm, if he so request) to testify the whole truth, and shall be carefully examined. His testimony shall be reduced to writing by the magistrate taking the deposition, or under his direction, and shall, after it has been reduced to writing, be subscribed by the deponent.

(g) If a witness whose testimony may be desired to be taken by deposition be in a foreign country, the deposition may be taken before an officer or person designated by the Commission, or agreed upon by the parties by stipulation in writing to be filed with the Commission. All depositions must be promptly filed with the Commission.

(h) Witnesses whose depositions are taken as authorized in this Act, and the magistrate or other officer taking the same, shall severally be entitled to the same fees as are paid for like services in the courts of the United States.

(i) No person shall be excused from attending and testifying or from producing books, papers, schedules of charges, contracts, agreements, and documents before the Commission, or in obedience to the subpoena of the Commission, whether such subpoena be signed or issued by one or more commissioners, or in any cause or proceeding, criminal or otherwise, based upon or growing out of any alleged violation of this Act, or of any amendments thereto, on the ground or for the reason that the testimony or evidence, documentary or otherwise, required of him may tend to incriminate him or subject him to a penalty or forfeiture; but no individual shall be prosecuted or subjected to any penalty or forfeiture for or on account of any transaction, matter, or thing concerning which he is compelled, after having claimed his privilege against self-incrimination, to testify or produce evidence, documentary or otherwise, except that any individual so testifying shall not be exempt from prosecution and punishment for perjury committed in so testifying.

(j) Any person who shall neglect or refuse to attend and testify, or to answer any lawful inquiry, or to produce books, papers, schedules of charges, contracts, agreements, and documents, if in his power to do so, in obedience to the subpoena or lawful requirement of the Commission, shall be guilty of a misdemeanor and upon conviction thereof by a court of competent jurisdiction shall be punished by a fine of not less than \$100 nor more than \$5,000, or by imprisonment for not more than one year, or by both such fine and imprisonment.

TITLE V—PENAL PROVISIONS—FORFEITURES

GENERAL PENALTY

SECTION 501. Any person who willfully and knowingly does or causes or suffers to be done any act, matter, or thing, in this Act prohibited or declared to be unlawful, or who willfully and knowingly omits or fails to do any act, matter, or thing in this Act required to be done, or willfully and knowingly causes or suffers such omission or failure, shall, upon conviction thereof, be punished for such offense, for which no penalty (other than a forfeiture) is provided herein, by a fine of not more than \$10,000 or by imprisonment for a term of not more than two years, or both.

VIOLATIONS OF RULES, REGULATIONS, AND SO FORTH

SEC. 502. Any person who willfully and knowingly violates any rule, regulation, restriction or condition made or imposed by the Commission under authority of this Act, or any rule, regulation, restriction, or condition made or imposed by any international radio or wire communications treaty or convention, or regulations annexed thereto, to which the United States is or may hereafter become a party, shall, in addition to any other penalties provided by law, be punished, upon conviction thereof, by a fine of not more than \$500 for each and every day during which such offense occurs.

VENUE OF OFFENSES

SEC. 505. The trial of any offense under this Act shall be in the district in which it is committed; or if the offense is committed upon the high seas, or out of the jurisdiction of any particular State or district, the trial shall be in the district where the offender may be found or into which he shall be first brought. Whenever the offense is begun in one jurisdiction and completed in

another it may be dealt with, inquired of, tried, determined, and punished in either jurisdiction in the same manner as if the offense had been actually and wholly committed therein.

TITLE VI—MISCELLANEOUS PROVISIONS

UNAUTHORIZED PUBLICATION OF COMMUNICATIONS

SEC. 605. No person receiving or assisting in receiving, or transmitting, or assisting in transmitting, any interstate or foreign communication by wire or radio shall divulge or publish the existence, contents, substance, purport, effect, or meaning thereof, except through authorized channels of transmission or reception, to any person other than the addressee, his agent, or attorney, or to a person employed or authorized to forward such communication to its destination, or to proper accounting or distributing officers of the various communicating centers over which the communication may be passed, or to the master of a ship under whom he is serving, or in response to a subpoena issued by a court of competent jurisdiction, or on demand of other lawful authority; and no person not being authorized by the sender shall intercept any communication and divulge or publish the existence, contents, substance, purport, effect, or meaning of such intercepted communication to any person; and no person not being entitled thereto shall receive or assist in receiving any interstate or foreign communication by wire or radio and use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto; and no person having received such intercepted communication or having become acquainted with the contents, substance, purport, effect, or meaning of the same or any part thereof, knowing that such information was so obtained, shall divulge or publish the existence, contents, substance, purport, effect, or meaning of the same or any part thereof, or use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto: *Provided*, That this section shall not apply to the receiving, divulging, publishing, or utilizing the contents of any radio communication broadcast, or transmitted by amateurs or others for the use of the general public, or relating to ships in distress.

WAR EMERGENCY—POWERS OF PRESIDENT

SEC. 606. (a) During the continuance of a war in which the United States is engaged, the President is authorized, if he finds it necessary for the national defense and security, to direct that such communications as in his judgment may be essential to the national defense and security shall have preference or priority with any carrier subject to this Act. He may give these directions at and for such times as he may determine, and may modify, change, suspend, or annul them and for any such purpose he is hereby authorized to issue orders directly, or through such person or persons as he designates for the purpose, or through the Commission. Any carrier complying with any such order or direction for preference or priority herein authorized shall be exempt from any and all provisions in existing law imposing civil or criminal penalties, obligations, or liabilities upon carriers by reason of giving preference or priority in compliance with such order or direction.

(b) It shall be unlawful for any person during any war in which the United States is engaged to knowingly or willfully, by physical force or intimidation by threats of physical force, obstruct or retard or aid in obstructing or retarding interstate or foreign communication by radio or wire. The President is hereby authorized, whenever in his judgment the public interest requires, to employ the armed forces of the United States to prevent any such obstruction or retardation of communication: *Provided*, That nothing in this section shall be construed to repeal, modify, or affect either section 6 or section 20 of an Act entitled "An Act to supplement existing laws against unlawful restraints and monopolies, and for other purposes," approved October 15, 1914.

(c) Upon proclamation by the President that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station and/or its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

(d) The President shall ascertain the just compensation for such use or control and certify the amount ascertained to Congress for appropriation and payment to the person entitled thereto. If the amount so certified is unsatisfactory to the person entitled thereto, such person shall be paid only 75 per centum of the amount and shall be entitled to sue the United States to recover such further sum as added to such payment of 75 per centum will make such amount as will be just compensation for the use and control. Such suit shall be brought in the manner provided by paragraph 20 of section 24, or by section 145, of the Judicial Code, as amended.

EFFECTIVE DATE OF ACT

SEC. 607. This Act shall take effect upon the organization of the Commission, except that this section and sections 1 and 4 shall take effect July 1, 1934. The Commission shall be deemed to be organized upon such date as four members of the Commission have taken office.

SEPARABILITY CLAUSE

SEC. 608. If any provision of this Act or the application thereof to any person or circumstance is held invalid, the remainder of the Act and the application of such provision to other persons or circumstances shall not be affected thereby.

RADIO OUTLINE MAPS

RESPONDING to an insistent demand from advertisers and agencies, **BROADCASTING** publishes the revised Radio Outline Map inserted in pages 279 to 282. It is revised and corrected to January 1, 1937, the copyright residing in Broadcasting Publications, Inc., Washington, D. C.

EVERY CAUTION was taken to bring this map up to the specifications demanded. Every city in the United States having a radio station as of January 1, 1937, is shown. Time zones are indicated. The opposite side of the map carries a complete log of broadcasting stations, alphabetically by state, city and call letters, with wave length and powers also shown.

THE VALUE of this map, which is here reproduced in exact size, is manifest, particularly in mapping out spot and network campaigns. Extra copies of the map are available for distribution in the same size as contained in this issue, but printed on white ledger paper that permits the use of ink.

PRICES

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BROADCASTING



NATIONAL PRESS BUILDING

WASHINGTON, D. C.



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DIRECTORY OF CENTRAL AMERICAN BROADCASTING STATIONS

(Including the West Indies)

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

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(Corrected to December 1, 1936, but accuracy not guaranteed due to constant changing)*

COSTA RICA

[Receiving Sets, 6,500. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Cartago	TIRA	*Compania Radiografica Internacional	560
San Jose	TICR	*Gobierno de Costa Rica	911	75
"	TIFB	*Font & Barquero	714	30
"	TIGPH	*Gonzalo Pinto H.	650	500
"	TISO	*Pedro F. Saborio	600	250
"	TITR	*Margarita M. de Girton	1,333
"	TITV	*Felipe J. Alvarado	999	7.5
SHORT WAVE STATIONS				
Cartago	TIRA	Compania Radiografica Internacional	6,080
"	TIRA	Compania Radiografica Internacional	9,590
San Jose	TITR	*Margarita M. de Girton	11,790
"	TIGPH	Gonzalo Pinto H.	5,830	500
"	TIPG	6,410	500
"	T2GPH	5,820	1,000

CUBA

[Receiving Sets, 100,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Camaguey	CMJK	*Cia Cubana de Radio	780	150
"	CMJX	*Rinaldo Gonzales Solis	830	100
"	CMJA	*Rafael Valdés Jimenez	1,010	250
"	CMJF	*John L. Stowers	1,150	100
"	CMJE	*Manuel Fernández	1,220	50
"	CMJL	*Manuel Caymares	1,340	75
"	CMJC	*Félix Sanchez	1,390	150
Caibarien	CMHD	*Manuel Alvarez	1,270	150
Cardenas	CMGE	*Genaro Sabater	1,370	50
Ciego Avila	CMJO	*Bonifacio Ildelfonso.	1,180	100
"	CMJH	*Gilberto Gessa	1,130	50
Cruces	CMHK	*Virgilio Villanueva	1,330	100
Cienfuegos	CMHX	*Francisco Chavarry	760	100
"	CMHW	*Ramón González	820	100
"	CMHJ	*Romualdo Ugalde	1,160	100
Havana	CMCY	*D'Autran-Westinghouse	1,030	5,000
"	CMQ	*Gabriel y Cambó	880	2,500
"	CMX	*Francisco A. Lavín	920	1,500
"	CMBC	*Domingo Fernández	630	1,000
"	CMCD	*La Voz del Aire S. A.	950	750
"	CMW	*Troncoso y Gil	600	500
"	CMK	*Cia Nacional de Radio. S. A.	730	500
"	CMCF	*Cia Radiomisoras Cubana	810	350
"	CMBG	*John L. Stowers	1,140	300
"	CMCJ	*Rafael Rodriguez	1,100	250
"	CMOK	*Valle y Cia	1,460	250
"	CMBZ	*Manuel y G. Salas	1,000	250
"	CMBN	*Gabriel C. de Zequeira	850	250
"	CMCG	*La Onda S. A.	680	250
"	CMCW	*J. Villarino	750	150
"	CMBY	*Callejas y Estéfany	970	150
"	CMBS	*Enrique Artalejo	770	150
"	CMCQ	*Andrew Martinez	1,110	150
"	CMOX	*Pres Chisolm	1,320	150

CUBA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Havana	CMCU	*Garcia Sierra	1,280	150
"	CMCB	*Antonio Capablanca	1,230	150
"	CMOA	*Juan Fernández Durán	1,440	100
"	CMBD	*Luis Pérez García	1,170	100
"	CMCR	*Juan González	1,380	100
"	CMCA	*Testas y González	1,350	100
"	CMBX	*Alberto Alvarez	1,060	100
"	CMCO	*Valdés y Cia	1,200	100
"	CMCX	*Patterson	570	100
"	COL2	*Police Station	1,172	500
Holguin	CMKF	*M. de J. Góngora	1,460	50
Matanzas	CMGH	*Trajes Rialto	790	500
"	CMGF	*Bernabé de la Torre	1,120	100
"	CMGC	*Oscar Mechoso	1,400	100
Manzanillo	CMKM	*Raimundo Comas	1,120	50
Moron	CMJP	*César Canales	1,430	75
Pinar Rio	CMAB	*González y Cia	1,340	50
Sagua	CMHA	*Abelardo Menocal	1,070	50
Sancti Spiritus	CMHB	Weiss y Ramirez	1,240	100
Santa Clara	CMHI	Laviz y Páz	1,210	150
Santiago	CMKD	*Emisora Oriental	1,050	250
"	CMKC	*Piñol. Battle y Cia	1,250	150
"	CMKW	*Emisora Oriental	1,330	200
"	CMKR	*Jaime Nadal	1,400	100
SHORT WAVE STATIONS				
Camaguey	COJQ	*Rafael Valdés Jimenes	8,665	250
Havana	COCQ	*Gabriel y Cambó	9,750	1,000
"	COCX	*Francisco A. Lavín	11,435	1,000
"	COCH	*Antonio Zayas Bazán	9,428	3,000
"	CMCD	*La Voz del Aire S. A.	6,130	500
"	COCO	*Luis Casas	6,010	1,000
Set Spiritus	COHB	*Weiss y Ramirez	6,280	500
Santiago	COKG	*Emisora Oriental	6,100	500
EXPERIMENTAL STATIONS				
Camaguey	CO-9-RQ	Rafael Grimany	8,665	10
Santa Clara	CO-9-WR	V. E. Weiss y O. Ramirez	6,280	150

DOMINICAN REPUBLIC

[Receiving Sets, 6,000. No set tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
San Pedro de Macaris	HIH	*A. Dominguez	1,391	75
Santiago	HI1A	*Rafael Western	1,410	50
"	HI5N	*Marcial Smester	1,440	100
Santo Domingo	HIX	*Gobierno Dominicano	800	1,000
"	HIZ	*Frank Hatton	1,370	100
"	HIT	*F. A. Sanabia	1,050	100
"	HIG	*Andres Cordero Puello	900	50
"	HI5E	*Chavez Hermanos	1,220	20
"	HIL	*F. C. Teixido	1,111	20
"	HI4D	*Dr. Luis D. Santamaria	1,010	25
"	HI4M	*Jorge L. Rodriguez	1,150	20
"	HIJ	*F. A. Belz	1,190	10
"	HI1J	*F. Donastorg	930	40
"	HI7P	*J. M. Roques Roman	1,300	25

(Continued on Page 351)

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(Continued from Page 353)*

DOMINICAN REPUBLIC—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Santo Domingo	HI8Q	*Abbes & Garcia	1,475	25
"	HI6Y	*A. Cuervo	1,400	25
SHORT WAVE STATIONS				
La Romana	HI3C	*R. P. Bernardo	6,977	25
Puerto Plata	HI1S	*G. Sarnelli	6,420	20
Santo Domingo	HJG	*A. Cordero P.	6,880	50
"	HIL	*F. C. Teixeira	6,500	20
"	HIT	*F. A. Sanabia	6,630	100
"	HIX	*Gobierno Dominicano	5,980	1,000
"	HI4D	*Dr. L. Santamaria	6,555	25
"	HI7P	*J. M. Roques Roman	6,800	25
"	HI8Q	*Abbes & Garcia	6,240	25
"	HI4V	*L. R. Betances R.	6,450	25
"	HI5E	*Chaves Hnos.	9,500	20
"	HI8A	*Mayor E. Valverde	6,480	100
"	HI2D	*Accion Catolica Dominicana	6,900	100
"	HIZ	*F. Hatton	6,616	100
San P. de Macoris	HJH	*A. Dominguez	6,414	75
"	HI1J	*F. Donastorg	5,865	40
Santiago	HI1A	*R. Western	6,182	50
"	HI5N	*M. Smester	6,150	100
"	HI3U	*F. Bertram	6,383	25
"	HI9B	*J. L. Sanchez	6,050	100

GUATEMALA

[Receiving Sets, 8,000. Set Tax \$3.00 Per Annum]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Guatemala	TGW	*Ministerio de Fomento	1,210	10,000
"	TGX	*Periodico "Liberal Progresista"	1,400	50
SHORT WAVE STATIONS				
Guatemala	TG2X	Policia Nacional	5,940	250
"	TGS	Casa Presidencial	5,713	100
"	TGWA	*Ministerio de Fomento	9,450	250

HAITI

[Receiving Sets, 2,500. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Port au Prince	HHK	Government	1,200	1,000
"	HHV	*Societe Haitienne de Radiofusion	1,100	200
"	HH3W	*Ricardo Widmaier, Jr.	1,230	100
SHORT WAVE				
"	HH2S	*Societe Haitienne de Radiofusion	5,910	250
"	HH3W	*Ricardo C. Widmaier, Jr.	6,325	100

HONDURAS

[Receiving Sets, 3,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Tegucigalpa	HRN	*Rafael Ferrari	1,340	50
SHORT WAVE STATIONS				
"	HRN	*Rafael Ferrari	5,875	400
"	HRD	Dr. Tulio Castaneda	6,235	250

MEXICO

[Receiving Sets, 250,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Agua Caliente	XEBI	*Pedro C. Rivas	1,000	25
Atzacapot-Zalco	XEMG	*Humberto Garcia Ruiz	1,060	100
Chihuahua	XEFI	*Feliciano Lopez Islas	1,440	250
Ciudad Juarez	XEFV	*Jose Onofre Meza	1,210	100
"	XEJ	*Buttner Valenzuela y Cia	1,020	1,000
"	XEP	*Esteban Parra	1,160	500
"	XEF	*Javier M. Gil	1,450	100
Cordoba	XEAG	*Diodoro Zuniga	1,310	10
Ciudad Guzman	XEBA	*Javier Velasco	1,080	20
Durango	XEE	*Alejandro O. Stevenson, Jr.	1,210	50
Guadalajara	XEA	*Alberto Palos Sauza	1,060	125
"	XED	*Cia Radiofonografica. S. A.	1,160	500
Gral Anaya	XEDA	*Augusto Garcia Diaz	1,220	200
Hermosillo	XEBH	*Carlos Balderrama	930	500
Hidalgo del Parral	XEAT	*David G. Cervantes	1,210	250
N. Laredo	XEBK	*G. Guajardo & J. Cortes	1,000	100
Leon	XEKL	*Hemmer y Romero	1,240	500
Merida	XEFC	*Julio Molina Font	550	100
"	XEBJ	*Hidalgo Franco	1,160	20
Minatitlan	XEDW	*Hector Silva Canto	1,150	20
Mazatlan	XEBL	*Ignacio L. Sais	1,220	50
Mexicali	XEAO	*Luis L. Castro	560	250
"	XEAA	*Rosendo Herrera	920	200
Matamoros	XEAM	*Manuel Salinas	750	25
Mexico City	XEW	*Cadena Radiodifusora Mexicana, S. A.	890	50,000
"	XEYZ	*Radiodifusora Continental, S. A.	780	10,000
"	XEB	*El Buen Tono	1,030	10,000
"	XEFO	*Partido Nacional Revolucionario	940	5,000
"	XEN	*Guillermina P. del Conde	780	1,000
"	XEAL	*Cia Pan-American de Radio	660	1,000
"	XEL	*Banco Capitalizador de Ahorros	1,110	250
"	XEK	*A. Martinez	990	100
"	XEMX	*Alfonso Traslosheros Avalos	1,280	100
"	XEJP	*Salvador Monterrubio R.	1,130	100
"	XELZ	*Aureliano Miraval	1,370	100
"	XENC	*Ignacio Barrueta	860	50
Mexico City	XECW	*Maria Elena Bravo de Cordero	1,310	10
"	XEAY	*Fernando Magallanes	1,240	100
"	XEBZ	*Refugio Esparza Vda. de Valezzi	1,160	100
Monterey	XET	*El Pregonero del Norte, S. A.	690	500
"	XEH	*Constantino de Tarnava	720	100
"	XEX	*Luis F. Petit Jean	1,310	125
"	XEFJ	*Rodolfo Junco de la Vega	1,230	100
"	XEFB	*Jesus Quintanilla	870	200
Morelia	XEI	*Carlos Gutierrez	1,370	125
Nogales	XEAF	*Francisco G. Elias	990	750
Nuevo Laredo	XEFE	*Rafael T. Carranza	850	20
"	XENT	*Cia Industrial Universal de Mexico	910	50,000 C. P. 150,000
Piedras Negras	XEPN	*Cia Radio Difusora de Piedras Negras, S. A.	580	50,000 C. P. 100,000
"	XELO	*Cia Radio Difusora de Piedras Negras, S. A.	1,110	10,000 C. P. 50,000
Puebla	XETH	*Ramon Huerta	1,210	100
Reynosa	XEAW	*Cia Internacional Difusora de Reynosa	960	50,000

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MEXICO—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Saltillo	XEBX	*Ciro Hinojosa Salinas	640	250
"	XEAS	*David Gabello	1,160	50
San Luis Potosi	XECZ	*Zeferino Z. Jimenez	1,370	100
Tampico	XEFW	*Jose Expedito Martinez	1,310	250
"	XES	*Fernando Sada	990	100
Tia Juana	XEMO	*Fernando Federico Ferreira	860	5,000
"	XEOK	*Carlos de la Sierra	760	200 C. P. 2,500
"	XEBG	*Angel B. Fernandez	820	1,000
"	XEAQ	*Fernando Parra Briseno	1,090	1,000
"	XEC	*Luis E. Enciso	1,150	100
"	XEAC	*Aureliano Mateus	1,240	250
Torreon	XETB	*Manuel G. Salas	1,310	125
Vera Cruz	XEU	*Fernando Pazos	1,010	250
"	XETF	*Jose Rodriguez Lopez	1,220	12
Villa Acuna	XERA	*Cia Mex. Radiodifusora Front- eriza, S. A.	840	180,000 C. P. 850,000

SHORT WAVE STATIONS

Guadalajara	XECU	*Ramon Loreto	6,075	45
Mexico City	XEBT	*El Buen Tono, S. A.	6,100	500
Merida	XEME	*Fernando Ponce Camara	9,520	15
Mazatlan	XEBM	*Ignacio L. Sais	15,300	50
Vera Cruz	XEFT	*Jose Rodriguez Lopez	6,120	12
"	XEUW	*Fernando Pasos Sosa	6,020	20

CULTURAL STATIONS

Mexico	XEWI	Institucion Mundial de la V. I.	6,015	400
Saltillo	XELA	Enrique Gomez	1,240	50

OFFICIAL STATIONS

Jalapa	XEXB	Gobierno del Estado de Veracruz	1,270	250
"	XEXD	Gobierno del Estado de Veracruz	1,340	350
Mexico City	XEXF	Sria. de Economia Nacional	6,050	600
"	XEXS	Departamento de Salubridad Publica	1,000—6,200	100
"	XECR	Sria. de Relaciones Exteriores	7,380	20,000
"	XEYO	Partido Nacional Revolucionario	610	500
"	XEXA	Sria. de Educacion Publica	11,880—6,133	100
"	XEXM	Sria. de Educacion Publica	610	500
Monterrey	XEXP	Presidencia Municipal Monterrey	2,500	30
San Luis Potosi	XEXH	Ayuntamiento San Luis Potosi	1,250	250

NICARAGUA

[Receiving Sets, 1,500. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Managua	YNLF	*Radiodifusora La Voz de Nicaragua Moises Lefranc	1,275	50
"	YNVA	*Radiodifusora Ruben Dario Victorino Arguello	920	300
SHORT WAVE STATIONS				
Managua	XNLF	Radiodifusora La Voz de Nicaragua Emp. Lefranc	6,998	1,000
"	YNOP	*Radiodifusora "Bayer" Edmundo Tefel	3,589	1,000
"	YNVA	Radiodifusora Ruben Dario Victorino Arguello	8,590	300
"	YNIGG	Radiodifusora La Voz de Los Lagos	6,450	150
"	YNGU	Alma Nica. Adau Diaz F & Hyas. Matilde Hayde Diaz	9,300	31

PANAMA

[Receiving Sets, 3,800. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Colon	HP6O	*La Voz de la Victor	1,440	25
Panama City	HP5C	*Estacion Miramar	730	100
SHORT WAVE STATIONS				
Colon	HP5F	*La Voz de Colon	6,080	200
"	HP5K	*La Voz de la Victor	6,005	200
Panama City	HP5B	*Estacion Miramar	6,030	100
"	HP5J	*La Voz de Panama	9,590	200

EL SALVADOR

[Receiving Sets, 4,000. Set Tax 5 colones]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
San Salvador	YSS	*Fucsina	660	500

RADIO OUTLINE MAPS

The radio outline map, as inserted on Pages 279 to 282, is corrected to January 1, 1937. Every caution was taken to bring this map up to the specifications demanded. Every city in the United States having a radio station is shown. Time zones are indicated. The opposite side of the map carries a complete log of stations, alphabetically by state,

city and call letters, with wave length and powers.

The value of this map, which is here reproduced in exact size, is manifest, particularly in mapping out spot and network campaigns. Extra copies of the map are available for distribution in the same size as contained in this issue, but printed on white ledger paper, permitting the use of ink.

PRICES

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BROADCASTING



PRICES

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NATIONAL PRESS BLDG.

WASHINGTON, D. C.

DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

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 (Continued from Page 355)

ARGENTINE

[Receiving Sets, 650,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bahia Blanca	LU2	*Radio Bahia Blanca (Camilo V. Bertorini)	900	500
"	LU7	*Radio General San Martin (Volturno Gennari)	1240	1,400
Buenos Aires	LS2	*Radio Prieto (Teodoro Prieto)	1190	30,000
"	LS10	*Radio Callao (Victor J. Ruano)	590	5,800
"	LS4	*Radio Portena (Juan G. Gonzalez Speroni)	670	7,100
"	LS6	*Radio del Pueblo (Ricardo A. Bernotti)	1350	4,000
"	LR3	*Radio Belgrano (Jaime Yankelevich)	950	31,700
"	LR6	*Radio Mitre (S.A. La Nacion)	870	24,000
"	LR5	*Radio Excelsior (Alfredo B. Dougall)	830	29,250
"	LS8	*Radio Stentor (S. A. Stentor, Publicidad y Radiodifusion)	1230	14,200
"	LS9	*Radio La Voz del Aire (S. A. La Voz del Aire)	1270	4,500
"	LS1	*Radio Municipal (Municipalidad de la ciudad de Buenos Aires)	710	5,600
"	LS3	*Radio Mayo (Rafael L. Pereyra Iraola)	630	5,100
"	LS5	*Radio Rivadavia (Enrique Caride)	1110	5,100
"	LR4	*Radio Splendid (Antonio C. Devoto)	990	15,900
"	LR1	*Radio El Mundo (Empresa Edit. Haynes Ltda. S. A.)	1070	66,400
"	LR2	*Radio Argentina (Alfredo Schroeder)	910	11,000
"	LY8	*Radio Paris (C. R. Scherrer y Cia.)	1150	6,200
"	LR9	*Radio Fenix (Gregorio Echavarria)	1030	4,300
"	LR10	*Radio Cultura (Alberto de Bary y Cia)	790	11,100
Cordoba	LV2	*Radio Central (Luis Maunier)	960	1,600
"	LV3	*Radio Cordoba (Alberto P. Brouard)	620	2,000
Corrientes	LT7	*Radio Provincia Corrientes (Gobierno Prov. Corrientes)	1340	500
Mendoza	LV10	*Radio de Cuyo (Marcelino Aparicio)	1210	500
Mar del Plata	LI'6	*Radio Atlantica (Jose Zaccagnini)	1300	500
La Plata	LS11	Radio Provincia de Buenos Aires (Gobierno Prov. Bs. Aires)	1440	700
"	LR11	Radio Universidad Nacional de La Plata (Universidad Nacional de La Plata)	1390	700
Resistencia	LT5	*Radio Chaco (Jose M. Noveri)	1160	500
La Rioja	LV14	Radio Prov. La Rioja (Gobierno La Rioja)	1240	250
Rosario	LT3	*Radio Soc. Rural Cerealistas (Soc. Rural de Cerealistas)	1080	5,100
"	LT1	*Radio del Litoral (Fernando Maliandi)	780	5,000
"	LT8	*Radio Rosario (Alfredo B. Dougall)	840	500
San Juan	LV5	*Radio Los Andes (Soc. C. Rodriguez Vila y Cia.)	1120	500
"	LV1	*Radio Graffigna (S. A. Graffigna Ltda.)	730	1,000
Santa Fe	LT9	*Radio Roca Soler (Roca Hnos y Cia.)	1200	500
"	LT10	Radio del Inst. Social de la Universidad Litoral	1300	500

BOLIVIA

[Receiving Sets, 20,000]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
La Paz	CP4	*Compania Radio Boliviana	600	10,000
"	CPX	Radio Nacional	1230	5,000
SHORT WAVE STATIONS				
La Paz	CP5	Compania Radio Boliviana	{ 15300D } { 6080N }	1,000
Oruro	CPQ	Compania Radio Boliviana	5550	200

BRAZIL†

[No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Araraquara	PRD4	*Radio Cultura de Araraquara	1090	250
Bauru	PRG8	*Bauru Radio Club	1250	250
Belem	PRC5	*Radio Club de Para	670
Belo Horizonte	PRC7	*Sociedade Radio Mineira	690	250
"	PRH6	*Sociedade Radio Guarany	1300	3,000
Blumenau	PRC4	*Radio Club de Blumenau	1370	250
Campinas	PRC9	*Sociedade Radio Educadora de Campinas	1170	250
Campos	PRF7	*Radio Club de Campos	1450	1,000
Cruzeiro	PRG6	*Radio Sociedade Mantiqueira	1500	250
Curityba	PRB2	*Radio Club Paranaense	620	250
Fortaleza	PRE9	*Ceara Radio Club	1320	500
Franca	PRB 5	*Radio Club Hertz	1480
Jaboticahal	PRG4	*Radio Club de Jaboticabal	1470	250
Jahu	PRG7	*Radio Club Jahuense	1340	250
Juiz de Fora	PRB3	*Radio Sociedade de Juiz de Fora	1480	250
Niteroy	PRE6	*Radio Sociedade Fluminense	670	1,000
"	PRD8	*Radio Club Fluminense	1320	1,000
Pelotas	PRH4	*Sociedade Radiocultura de Pelotas	1330
"	PRC3	*Sociedade Radio Pelotense	580	250
Petropolis	PRD3	*Petropolis Radio Dufusora S.A.	1480	1,000
Piracicaba	PRD6	*Radio Club de Piracicaba	630	250
Porto Alegre	PRH2	*Radio Sociedade Farrroupilha Ltda.	600	20,000
"	PRC2	*Radio Sociedade Gaucha	1170	3,000
"	PRF9	*Radio Diffusora Porto Alegrense	1440	5,000
Recife	PRA8	*Radio Club de Pernambuco	730	3,000
Ribeirao Preto	PRA7	*Radio Club de Ribeirao Preto	670	500
"	PRH7	*Louzada Bueno & Cia	833	5,000
Rio Claro	PRF2	*Radio Club de Rio Claro	1460	500
Rio Preto	PRB8	*Radio Rio Preto S.A.	690	250
Santos	PRG5	*Sociedade Radio Atlantica	720	250
"	PRB4	*Radio Club de Santos	1450	1,000
Sao Paulo	PRA5	*Radio Sao Paulo	1260	5,000
"	PRA6	*Sociedade Radio Educadora Paulista	800	10,000
"	PRB6	*Sociedade Radio Cruzeiro de Sul	1200	1,000
"	PRB9	*Radio Sociedade Record	1000	5,000
"	PRE4	*Sociedade Radio Cultura "A Voz de Espaco"	1340	250
"	PRE7	*Sociedade Radio Cosmos	1410	1,000
"	PRF3	*Radio Diffusora Sao Paulo	960	5,000
"	PRG2	*Radio Tupy S.A.	740	10,000
"	PRG9	*Radio Excelsoir	1100	5,000

†Changes in Brazilian licenses and assignments being made in latter 1936.

SOUTH AMERICAN STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Sources)

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BRAZIL†—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Sao Salvador	PRA4	*Radio Sociedade da Bahia	1090
"	PRF6	*Radio Club de Bahia	630
"	PRF8	*Radio Commercial da Bahia	580	250
Sorocaba	PRD7	*Radio Club de Sorocaba	1320	250
"	PRD9	*Radio Sociedade de Sorocaba	690	250
Uberaba	PRE5	*Sociedade Triangulo Mineiro	1170	250
Rio de Janeiro	PRA3	*Radio Club de Brasil	820	2,500
"	PRA9	*Radio Sociedade Mayrink Veiga	1120	1,000
"	PRB7	*Sociedade Radio Educadora de Brasil	900	500
"	PRC8	*Radio Sociedade Guanabara	1360	2,000
"	PRD2	*Sociedade Radio Cruzeiro de Sul	1240	1,000
"	PRE2	*Sociedade Radio Cajuti	1430	500
"	PRE3	*Radio Transmissora Brasileira	1220	10,000
"	PRE8	*Sociedade Radio Nacional	980	22,000
"	PRF4	*S. A. Jornal de Brasil	940	10,000
"	PRG3	*Radio Tupy S. A.	1280	10,000
"	PRH8	Radio Ipanema S. A.	1080

†Changes in Brazilian licenses and assignments being made in latter 1936.

CHILE

[Receiving Sets, 60,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Antofagasta	CA127	*Raquel Palma	1270	100
Concepcion	CC64	Hucke y Cia., Ltda.	640	100
"	CC117	*Rolando Beckdorf	1170	100
"	CC141	*Pedro Lopez de Heredia	1410	100
Curico	CC96	*Alberto Guerra	960	100
Iquique	CA63	*Antonio Cajiao	630	250
Magallanes	CD103	*Ramon Verde	1030	100
"	CD111	*Emilio Turina	1110	100
"	CD136	*Santiago Grace	1360	100
Osorno	CD112	David Arriagada	1120	100
"	CD121	*Juan Bautista Onate	1210	100
Quillota	CB113	*Ricardo Mendez	1130	100
Rancagua	CC109	*Jorge Romero	1090	100
"	CC136	*Guillermo Espinosa	1360	100
Santiago	CB57	*Soc. Nac. de Agricultura	570	5,000
"	CB62	*International Machinery Co.	620	1,000
"	CB73	*Empresa Per. El Mercurio	730	1,000
"	CB78	*Cooperativa Vitalicia	780	1,000
"	CB82	*Soc. Per El Diario Ilustrado	820	1,000
"	CB89	*Otto Becker	890	1,000
"	CB93	*Orlandini y Raggio	930	2,500
"	CB97	*Soc. Industrial A. Maquinarias	970	1,000
"	CB101	*Heriberto Bewais	1010	1,000
"	CB106	*Manuel Casabianca	1060	5,000
"	CB114	*Spencer y Vivado, Ltda.	1140	5,000
"	CB118	*Markoff Brothers, Ltda.	1180	5,000
"	CB126	*Pascual Hermanos	1260	1,000
"	CB130	*Victor Widmaier	1300	1,000
"	CB134	*German Holtheuer	1310	1,000
"	CB144A	*Luis Benedieto	1440	100
"	CB144B	*Spitz y Cia.	1440	100
"	CB144C	*Louis Desmaras	1440	150
San Antonio	CB149	*Luis Galindo	1400	100
Talca	CC143	*Enrique Garcia	1430	100
Talcahuano	CC84	*Francisco Morales	840	100
Temuco	CC58	*Luis E. Braun	580	500
"	CC137	*Carlos Kaeber	1370	100

(Continued on Page 358)



LR5 RADIO EXCELSIOR LT8 RADIO ROSARIO

LR-5 RADIO EXCELSIOR, BUENOS AIRES

Argentine's most progressive station, guarantees greater effective coverage than any other station.

LT-8 RADIO ROSARIO, ROSARIO CHAIN STATION

Covers the important Rosario market, Argentina's richest agricultural zone containing 33.5% of the total population.

TO COVER THE ARGENTINE MARKETS MOST EFFECTIVELY YOU MUST USE LR-5 AND LT-8

Time may be had separately or over combined stations.

Home Office

LR-5 Radio Excelsior
LT-8 Radio Rosario
Calle Maipu 462
Buenos Aires — Argentine Republic

Represented in the U. S. by
Broadcasting Abroad, Ltd.
119 West 57th Street
New York, N. Y.

DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

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(Continued from Page 357)

CHILE—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Valdivia	CD132	*Carlos Kaehler	1320	100
Valparaiso	CB84	*Spencer y Vivado, Ltda.	840	1,000
"	CB90	*Emp. Per. El Mercurio	900	1,000
"	CB116	*Oscar Corsio H.	1160	1,000
"	CB120	*Spencer y Vivado, Ltda.	1200	1,000
"	CB124	Angel Garcia y Cia.	1240	250
"	CB132	*David Wallace	1320	1,000
"	CB139	*Calcano y Widow, Ltda.	1390	1,000
Vina del Mar	CB64	*Alberto Gatica	640	1,000
"	CB68	*Renard y Garcia	680	1,000
"	CB111	*Joaquin Venegas	1110	1,000
SHORT WAVE STATIONS				
Santiago	CB138	*Empresa Per. El Mercurio	1380	5,000
"	CB615	*Luis Desmaras	6150	150
"	CB954	*Cia. Internacional de Radio	9545	5,000
"	CB960	*Enrique Humeres	9600	100
Valparaiso	CB76	*Engel Prieto	760	10,000

COLOMBIA

[Receiving Sets, 42,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Armenia	HJ4ABN	*Hoyos & Gutierrez	1363.6	25
"	HJ4ABO	*Pablo Perez R.	1400	500
Barranquilla	HJ1ABA	*Elias Pellet B.	1300	500
"	HJ1ABG	*Andres G. Jimeno y Cia.	1060	500
"	HJ1ABN	*Gabriel Paez R.	1220	25
"	HJ1ABK	Mario L. Hernandez	1350	25
Bogota	HJ3ABD	*Colombian Broadcasting, S. A.	1111	1,000
"	HJ3ABC	*Uribe & Moreno	860	25
"	HJ3ABE	*Uribe & Moreno	1220	500
"	HJ3ABH	*Manuel J. Gaitan	1005	500
"	HJ3ABX	*Radio Difusora "La Voz de Colombia"	1050	1,000
"	HJ3ABO	*Gutierrez Ruano	1350	25
"	HJ3ABJ	*Vicente Garcia P.	1160	25
"	HJN	Colombian Government	680	1,000
Cali	HJ5ABC	*Rafael Angulo	1300	25
"	HJ5ABD	*Miguel A. Rivas	1150	500
"	HJ5ADE	*Jose T. Calderon	1450	500
Cartagena	HJ1ABE	*Laboratorios Fuentes	1250	500
"	HJ1ABR	*E. J. Lagenter	1490	300
Cienaga	HJ1AB1	*Victor R. Pereira	1450	25
Girardot	HJ3ABK	Nicolas Perdomo	1134	25
Manizales	HJ4ABX	*Antonio Pinzon H.	1200	500
Medellin	HJ4ABA	*Francisco Cuartas	1490	500
"	HJ4ABQ	*Hernando Duque	1320	25
"	HJ4ABK	*Cia. de Radio Difusion, S. A.	1250	500
"	HJ4ABS	Carlos Escobar P.	1071	25
"	HJ4ABT	Luis Escobar C.	1020	25
"	HJ4ABV	Juan C. Escobar M.	1370	25
Tunja	HJ2ABA	*Pedro A. Rojas	1300	25
SHORT WAVE STATIONS				
Armenia	HJ4ABH	*Hoyos & Gutierrez	9540	1,000
Barranquilla	HJ1ABB	*Elias Pellet B.	6128	1,000
"	HJ1AWG	*Andres G. Jimeno y Cia.	6040	1,000

COLOMBIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bogota	HJ3ABD	*Colombia Broadcasting, S. A.	6050	1,000
"	HJ3ABF	*Uribe & Moreno	6070	1,000
"	HJ3ABH	*Manuel J. Gaitan	6012	1,000
"	HJ3ABX	*Radio Difusora "La Voz de Colombia"	6122	1,000
"	HJN	Colombian Government	6060	1,000
"	HJN	Colombian Government	5965	1,000
Buenaventura	HJU	*National Railways of Colombia	9510	1,000
Cali	HJ5ABD	*Miguel A. Rivas	6085	1,000
Cartagena	HJ1ABE	*Laboratorios Fuentes	9500	1,000
"	HJ1ABP	*Sociedad Radio, S. A.	9600	1,000
Ihague	HJ4ABC	*Lamus Rivera & Co.	6090	1,000
Manizales	HJ4ABD	*Compania Radio Manizales	6110	1,000
Medellin	HJ4ABP	*Hernando Duque	6030	1,000
"	HJ4ABP	*Hernando Duque	6030	1,000
"	HJ4ABE	*Cia. Colombiana de Radio Difusion, S. A.	6097	1,000
"	HJ4ABD	*Municipality of Medellin	6138	1,000
Pereira	HJ4ABU	*Arango Mejia Hnos.	6150	1,000
Quibdo	HJ1ABC	*Intendencia Nacional	6000	1,000
Santa Marta	HJ1ABJ	*Julio A. Sanchez T.	6025	1,000

ECUADOR

[Receiving Sets, 4,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Guayaquil	HC2JSB	*Ecuador Radio	1100	200
"	HC2ET	*Empresa "El Telegrafo"	1160	40
"	HC2AW	1350	40
"	HC2ROZ	900	350
"	HCRV	1250	200
Quito	HCJB	*La Voz de Quito	1200	300
"	HCETC	*Teatro Bolivar	810	30
SHORT WAVE STATIONS				
Ambato	HCVT	3727	50
Guayaquil	HC2RL	*Quinta Piedad	6668	150
"	HC2ET	*Empresa "El Telegrafo"	4600	300
"	HC2CW	8400	30
"	HCODA	9447	200
Quito	HCJB	*La Voz de los Andes	4200	200
"	HCETC	*Teatro Bolivar	6970	50
"	HCK	5900	300
Riobamba	El Prado	6620	250

PARAGUAY

[Receiving Sets, 16,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Asuncion	ZPI	*Artaza Hnos.	970	300
"	XP7	*Socrates A. Corelo	1050	300
"	ZP4	*Isern Saccarello	730	500
"	ZP5	*Luis Guillermo	1360	300
"	ZP6	1300	250
"	ZP7	1200	250
"	ZP9	*Artaza Hnos.	920	1,500
"	ZP13	1430	300
Villarrica	ZP15	*Adalberto Friedinan	700	300

DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

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PERU

[Receiving Sets, 20,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Arequipa	OAX6B	*Maximo J. Landa	1405	60
Ica	OAX5B	*Macchiavello & Umbert	1200	100
Lima	OAX4A	*Cia Nacional de Radiodifusion	1050	250
"	OAX4B	*Roberto Grellaud & Son	1200	350
"	OAX4C	*Difusora Universal	1300	60
"	OAX4E	*Ing. Juan P. Goicochea	960	200
"	OAX4F	F. W. Castellano & Bro.	1080	100
"	OAX4H	*Samuel Davila	1050	50
"	OAX4J	*Radio Internacional	1100	250
"	OAX4L	*Radio Miraflores	1250	50
"	OAX4O	*Gildred Corp.	1000	100

SHORT WAVE STATIONS

Arequipa	OAX6A	*Eduardo L. Caceres	6122	100
Chiclayo	OAX1A	*J. Carlos Montjoy D.	6125	200
Cuzco	OAX7A	*Carlos Lizarvaga F.	6128	100
Huancayo	OAX4P	J. Alberto Madueno	6122	50
Ica	OAX5A	*Macchiavello & Umbert	11800	100
Lima	OAX4D	*Difusora Universal	5780	3,500
"	OAX4G	*Roberto Grelland & Son	6230	100
"	OAX4I	*Radio Internacional	9520	125
"	OAX4K	*Irg. Juan P. Goicochea	6425	200

URUGUAY

[Receiving Sets, 100,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Canelones	CW47	*Rafael J. Espiga	1480	100
Colonia	CW37	*Norberto Gonzales Moreno	1280	25
"	CW9	*Ernesto W. Lahbe	720	120
Durazno	CW25	*Artola, Evangelisti y Cia	1040	500
Florida	CW33	*Omar F. Barreiro	1200	75
Lavalleja	CW43	1400
Montevideo	CX6	Servicio Oficio Oficial Difusion Radio Electrica (government)	650	10,000
"	CX16	*Sociedad Anonima Difusoras Radio Electricas del Plata	850	10,000
"	CX14	*Difusoras El Espectador Ltda.	810	5,000
"	CX28	*Miguel Biere	1090	3,000
"	CX24	*Sociedad Anonima Difusoras Radio Electricas del Plata	1010	2,500
"	CX20	*Carlos L. Rotnuy	930	2,000
"	CX26	*Figuera, Campa y Cia	1050	2,000
"	CX46	*Vitali y Bertacchi	1450	1,500
"	CX1	*Direccion Armonia	610	1,000
"	CX10	Victor H. Sioecia	730	1,000
"	CX12	*Luis A. Artola	770	1,000
"	CX18	*Difusoras El Espectador Ltda.	890	1,000
"	CX42	*Brossetani y Cia	1370	1,000
"	CX8	*Servicio Oficial Difusoras Radio Electrica (government)	650
"	CX30	*Barbosa, Silva y Larrea	1130	500
"	CX32	*Rafael Vico	1170	500
"	CX34	*Figuera, Campa y Cia	1210	500
"	CX40	*Julio J. Rabassa	1330	500
"	CX22	*Haraspuru Hnos	970	250
"	CX36	*Thomas J. DePhillipi	1250	250

URUGUAY—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Montevideo	CX44	*Sociedad Anonima Difusoras Radio Electricas del Plata	1410	200
"	CX2	Direccion Radiocomunicaciones	570
"	CX38	Ramon Puyal	1290	500
"	CX48	*Clulow y Abella	1490	1,500
Paysandu	CW35	*Buenaventura y Malher	1320	250
"	CW39	*Miguel Penna	1320	100
Rocha	CW19	*J. J. Harispuru y A. E. Machado	920	50
Salto	CW31	*Salvador E. Pera	1160	250
"	CW23	*Modesto Llantada	1000	250
"	CW27	*Ernesto Popelka	1080	250
San Jose	CW41	*Juan J. Harispuru y P. Bruccleri	1360	50
Soniano	CW29	*Baulista Abbo	1120	50

VENEZUELA

[Receiving Sets, 75,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bolivar	YV6RA	*Enrique Torres	1400	250
Caracas	YV5RA	*Almacen Americano	960	5,000
"	YV5RB	*Herman Degwitz	1200	1,200
"	YV5RE	*Santiago Martin Vegas	1110	300
"	YV5RG	*Gonzalo Veloz Mancera	1100	250
"	YV14RC	*V. M. Soto	882
Maracaibo	YV1RA	*Luis Garcia	1500	200
"	YV1RD	*Luis Mantellini	1153	75
"	YV1RF	*Valle Quintero	1120	250
Maracay	YV4RG	*Luis Croquer	1153	100
Valencia	YV4RA	*Herman Degwitz	1350	500
SHORT WAVE STATIONS				
Barquisimeto	YV3RA	*Arturo Ramos Maggi	5880	250
Bolivar	YV6RB	*Enrique Torres	6545	250
Caracas	YV5RC	*Almacen Americano	5800	1,000
"	YV5RD	*Herman Degwitz	6150	1,000
"	YV5RF	*Santiago Martin Vegas	6170	300
"	YV5RH	*Gonzalo Veloz Mancera	6400	250
Coro	YV1RI	*Roger Leyba	6210	150
Maracaibo	YV1RB	*Luis Garcia	5850	250
"	YV1RE	*Luis Mantellini	5810	150
"	YV1RH	*Valle Quintero	6360	250
Maracay	YVQ	6445	10,000
"	YV4RD	*Luis Croquer	6300	100
San Cristobal	YV2RA	*L. Diaz Gonzalez	5720	200
Valencia	YV4RB	*Herman Degwitz	6520	300
Valera	YV1RG	*L. Jelambi	6345	200

NEWFOUNDLAND

[Receiving Sets, 8,000. Set Tax, \$2.00 Annually]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
St. Johns	VOWR	Wesley United Church, St. Johns	675	500
"	VOGY	Dominion Broadcasting Co., Ltd., St. Johns	811	100
"	VOAS	Ayre & Sons, Ltd., St. Johns	946	100
"	VOGF	Dominion Broadcasting Co., Ltd., St. Johns	1195	100
"	VOCM	W. B. Williams, St. Johns	1006	20
"	VOAC	Seventh Day Adventists, St. Johns	1309	20

DIRECTORY OF EUROPEAN BROADCASTING STATIONS

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AUSTRIA

[Receiving Sets, 579,162. Registering Tax 24 Shillings]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Graz	Oesterr. Radio Verkehrs (Government)	886	7,500
Innsbruck	" " " "	519	1,000
Klagenfurt	" " " "	1294	5,000
Linz, Donau	" " " "	886	15,000
Salzburg	" " " "	1348	2,000
Vorarlberg	" " " "	1294	5,000
Vienna	" " " "	592	100,000

SHORT WAVE STATIONS

Vienna	OER2	Oesterr. Radio Verkehrs (Government)	6172	1,500
"	OER2	" " " "	11801	1,500

BELGIUM

[Receiving Sets, 838,713. Annual License Fee, 60 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Antwerp	ON4ER	*M. Decaluwe	{ 1465 } { 1492 }	130
Binche	*M. Laveine	1492	130
Brussels	I.N.R.	Institut National Belge de Radiodiffusion	620	15,000
"	" " " "	932	15,000
"	ON4RC	*M. Rombauts	1122	100
Chatelineau	ON4CE	*M. Lucas	1492	130
Cointe	ON4FC	*M. Lamboray	1500	65
Courtrai	*West-Vlaamsche Radio-Omroep	{ 1465 } { 1483 } { 1492 }	65
Liege	ON4RW	*M. Delvigne	1500	65
"	ON4EX	*M. Habran	1500	65
Ottomont	*M. Houben	1500	65
Schaerbeek	*M. Mestag	1122	65
Seraing	*M. Henrion	1500	100
Verviers	*M. Masson	1500	65
Vlaanderen	Radio Vlaanderen	{ 1483 } { 1492 }	130
Wallonia	*M. Tricote	1492	65
Ruyssedele	ORK	SHORT WAVE Institut National Belge de Radiodiffusion	10330	9,000

BULGARIA

[Receiving Sets, 20,000. Annual Set Tax, 500 to 600 Levas]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Sofia	Administration des P.T.T. (Government)	850	750
Stara Zagora	"	1402	2,000
Varna	"	1267	2,000
SHORT WAVE				
Sofia	LZA	Administration des P.T.T. (Government)	14970	1,500

DANZIG

[Receiving Sets, 29,000. Set Tax, 2.50 Guilders]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Danzig	PTB	*Administration des Postes et Telegraphes	1303	500

CZECHOSLOVAKIA

[Receiving Sets, 865,807. Set Tax, 120 Crowns]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Banska	Bystrica	(Radiojournal Government)	392	30,000
Bratislava	" " " "	1004	13,500
Brno	" " " "	922	32,000
Kosice	" " " "	1158	10,000
Moravska-Ostrava	" " " "	1113	11,200
Prague I	" " " "	638	120,000
Prague II	" " " "	1204	5,000

SHORT WAVE STATION

Prague	" " " "	30,000
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DENMARK

[Receiving Sets, 636,962. Set Tax, 10 Crowns]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Copenhagen	OXQ	Radioraadet (Government)	1176	10,000
Kalundborg	OXF	" " " "	240	60,000
Shamblebaek	OXO	" " " "	240	2,000

SHORT WAVE STATION

Skamleback	OXY	Radioraadet (Government)	6060	500
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ESTONIA

[Receiving Sets, 31,246. Set Tax, \$2.40 to \$4.00]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Tallinn	Riigi Ringhaaling (Government)	731	20,000
Tartu	" " " "	512	500
Turi	" " (CP)	50,000

FINLAND

[Receiving Sets, 163,000. Set Tax, 100 Finnish Marks]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Helsinki	OFA	Suomen Yleisradio (Government)	895	10,000
Lahti	OFB	" " " "	166	220,000
Jakobstad	OFC	" " " "	1500	200
Oulu	OFF	" " " "	431	10,000
Pori	OFD	" " " "	749	1,000
Sortavala	" " " "	749	200
Tampere	OFE	" " " "	1348	500
Turku	OFG	" " " "	1429	500
Vaasa	" " " "	1420	500
Viipuri	OFH	" " " "	527	10,000

FRANCE†

[Receiving Sets, 2,625,677. Set Tax, 15-200 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
GOVERNMENT STATIONS				
Radio-Paris	11 Rue Francois Ier, Paris	182	80,000
Tour Eiffel	Grand Palais, Porte C, Paris	1456	5,000
Paris P.T.T.	103 Rue de Grenelle, Paris	695	7,000
Radio P.T.T. Nord	36 Blvd. de la Liberte, Lille	1213	2,500 (Tests with 60,000)
Toulouse-Pyrenees	50 Rue Gambetta, Toulouse	776	1,000 (Tests with 120,000)

DIRECTORY OF EUROPEAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

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FRANCE†—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bordeaux-Lafayette	Hotel des Postes, Bordeaux	1492	2,500
Marseille-Provence	32 Rue Croix-de-Regnier, Marseille	749	2,500
Lyon-La Doua P.T.T.	56 Quai Jules Courmont, Lyon	648 (Tests with 90,000)	20,000
Limoges P.T.T.	Rue des Anglais, Limoges	913	1,500
Alpes Grenoble	1 Rue Hauquelin, Grenoble	583	15,000
Rennes-Bretagne	Hotel des Postes, Rennes	1040	40,000
Montpellier-Languedoc	9 Blvd. General Sarraill, Montpellier	1339	1,200
Strasbourg-Brumath	30 Rue du 22 Novembre, Strasbourg	859	80,000
Nice P.T.T.	Nice	1185	60,000
PRIVATE STATIONS				
*Poste Parisien	4 Rue du General Foy, Paris	959	60,000
*Radio L.L.	66 Rue de L'Universite, Paris	1429	800
*Radio-Vitus	90 Rue Damremont, Paris	1348	700
*Radio-Toulouse	51 Rue Alsace-Lorraine, Toulouse	895	8,000
*Radio-Sud-Ouest	54 Rue du Loup, Bordeaux	968	2,500
*Radio-Lyon	1 Rue du Plat, Lyon	1393	25,000
*Radio-Beziere	3 Rue Capus, Beziere	1429	300
*Radio-Agen	Rue Amouroux, Agen	1500	500
*Radio-Juan-les-Pins	Villa Bagatelle, Juan-les-Pins	1348	800
*Radio-Normandie	Villa la Grandiere, Fecamp	1500	700
*Radio-Montpellier	46 Rue de la Republique	1500	600
*Radio-Nimes	4 Rue Cremieux, Nimes	1492	700
SHORT WAVE STATIONS				
Radio Coloniale (Station d'Etat)	TPA4	98 bis Blvd. Hausmann, Paris	11720	12,000
"	TPA3	"	11880	12,000
"	TPA2	"	15243	12,000

†Practically all government and most privately-owned stations undergoing wave and power reallocations in 1936 and 1937.

GERMANY†

[Receiving Sets, 7,937,907. Set Tax, 2 Reichmark per Month]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Augsburg	Reichs-Rundfunk-Gesellschaft (Government)	240
Berlin	"	841	100,000
Bremen	"	1330	2,000
Breslau	"	950	100,000
Bayreuth	"	240
Danzig	"	1363	500
Dresden	"	1285	250
Hannover	"	1330	2,000
Frankfurt/Main	"	1195	25,000
Freiburg	"	1195	5,000
Hamburg	"	904	100,000
Halle	"	1340	2,000
Helmstedt	"	1011	100,000
Kaiserlautern	"	1195	500
Kassel	"	1195	500
Kiel	"	675	100,000
Koblenz	"	1195	2,000
Koenigsbrunn	"	134	6,000
Koenigsberg	"	1348	2,000
Leipzig	"	57	120,000

GERMANY—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Magdeburg	Reichs-Rundfunk-Gesellschaft (Government)	1330	500
Munich	"	740	100,000
Nurnberg	"	1267	2,000
Stettin	"	1330	2,000
Stuttgart	"	574	10,000
Trier	"	1195	2,000
Saarbruecken	"	1294	700
SHORT WAVE STATIONS				
Zeesen	DJP	Reichs-Rundfunk-Gesellschaft (Government)	11855	40,000
"	DJA	"	9560	40,000
"	DJB	"	15200	40,000
"	DJC	"	6020	40,000
"	DJD	"	11770	40,000
"	DJE	"	17760	40,000
"	DJR	"	15340	40,000
"	DJQ	"	15280	40,000
"	DJL	"	15770	40,000
"	DJN	"	9540	40,000
"	DJM	"	5079	40,000

†As of December 1, 1936.

GREAT BRITAIN

[Receiving Sets, 7,789,767. Set Tax, 10 Shillings]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Aberdeen	British Broadcasting Corporation	1285	1,000
Belfast	"	977	100,000
Bournemouth	"	1474	1,000
Burghead	"	767	60,000
Droitwich	"	200	150,000
Lisnagarvey	"	977	100,000
London National	"	1149	20,000
" Regional	"	877	70,000
Midland	"	"	1013	70,000
North National	"	1149	20,000
North Regional	"	668	70,000
Newcastle	"	1122	1,000
Plymouth	"	1474	300
Scottish Regional	"	767	70,000
Scottish National	"	1050	50,000
West National	"	1149	20,000
" Regional	"	804	70,000
SHORT WAVE STATIONS				
Daventry	GSL	British Broadcasting Corporation	6110	10,000
"	GSA	"	6050	10,000
"	GSB	"	9510	10,000
"	GSC	"	9580	10,000
"	GSD	"	11750	10,000
"	GSE	"	11860	10,000
"	GSE	"	15140	10,000
"	GSG	"	17790	10,000
"	GSH	"	21170	10,000
"	GSI	"	15260	10,000
"	GSJ	"	21130	10,000
"	GSK	"	11820	15,000
"	GSO	"	15180	15,000
"	GSP	"	15310	15,000

(Continued on Page 362)

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 (Continued from Page 361)

HUNGARY

[Receiving Sets, 355,069. Set Tax, \$8.82 (U. S.)]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Budapest	HAC	Magyar Telefonhírmondó es Radio (Government)	546	120,000
"	HAL	"	360	20,000
Magyaróvár	HAE2	"	1320	1,250
Miskolc	HAF3	"	1438	1,250
Nyiregyháza	HAE	"	1122	6,200
Pecs	HAF4	"	1465	1,250

SHORT WAVE STATIONS

Székesfehérvár	HAT4	Magyar Telefonhírmondó es Radio (Government)	9125	6,000
"	HAS3	"	15370	6,000

ICELAND

[Receiving Sets, 12,500. Set Tax, \$6.70]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Reykjavik	TFU	Ríkisutvarpid	208	16,000

SHORT WAVE STATIONS

Reykjavik	TFJ	Ríkisutvarpid	12235	7,000
"	TFK	"	9060	7,000
"	TFT	"	5058	7,000

IRISH FREE STATE

[Receiving Sets, 79,000. Set Tax, 10 Shillings]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Athlone	*Department of Post & Telegraph	565	100,000
Cork	6CK	" " " " "	1240	1,000
Dublin	2RN	" " " " "	1348	500

*Advertising from Irish industry only.

ITALY

[Receiving Sets, 600,000. Set Tax, 100 Lira]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bari I	IBA1	*Ente Italiano per le Audizioni Radiofoniche (Government-Controlled; also known as E.I.A.R.)	1059	20,000
Bari II	IBA2	"	1357	1,000
Bologna	IBO	"	1222	50,000
Bolzano	IBZ	"	536	10,000
Florence	IFI	"	610	20,000
Genoa	IGE	"	936	10,000
Milan I	IMI1	"	814	50,000
Milan II	IMI2	"	1357	4,000
Naples	INA	"	1104	1,500
Palermo	IPA	"	565	3,000
Rome I	IRO1	"	713	50,000
Rome III	IRO3	"	1258	1,000
Turin I	ITO1	"	1140	7,000
Turin II	ITO2	"	1357	200
Trieste	ITS	"	1140	10,000

SHORT WAVE STATION

Rome Prato Smeraldo	I2R01	E. I. R. A.	6085	25,000
"	I2R03	"	9635	25,000
"	I2R04	"	11810	25,000

LATVIA

[Receiving Sets, 88,000. 7-10-20-40 Lats.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Kuldiga	Department des P.T.T.	1104	50,000
Liepaja	" " "	1737	100
Madona	" " "	583	50,000
Riga	YLZ	" " "	1258	10,000

LITHUANIA

[Receiving Sets, 32,000. Set Tax, 2-3-4 Lts.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Kaunas	LYT	Direction Generales des Postes	153	7,000
Klaipeda	LGF	" " " "	565	10,000

LUXEMBOURG

[Receiving Sets, 20,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Luxembourg (Junglinster)	*Compagnie Luxembourgeoise de Radiodiffusion	230	200,000

NETHERLANDS

[Receiving Sets, 950,820. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bloemendaal	Gereformeerde Kerk	1220	100
Kootwijk	Hilversum I	P.T.T. Kootwijk	160	{ 10,000 120,000
Hilversum	Hilversum, II	N. S. F. Hilversum	995	{ 15,000 60,000
Scheveningen	PTT, The Hague	249	7,000
Eindhoven	PCJ	PHOHI Eindhoven	{ 15220 9590 }	23,000
Huizen	PHI	PHOHI Eindhoven	{ 17775 11730 }	20,000

NORWAY

[Receiving Sets, 214,773. Set Tax, 20 Kronen]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Aalesund	LKA	Norsk Rikskringkasting (Government)	253	10,000
Bergen	LKB	" " "	850	20,000
Bodo	LKD	" " "	850	10,000
Fredrikstad	LKF	" " "	776	1,000
Finnmark	LKI	" " "	360	10,000
Hamar	LKH	" " "	519	700
Kristiansand	LKK	" " "	1276	20,000
Narvik	" " "	1222	300
Notodden	LKN	" " "	1357	150
Oslo	LKO	" " "	260	60,000
Porsgrunn	LKP	" " "	850	1,000
Rjukan	LKR	" " "	1348	150
Stavanger	LKS	" " "	1276	10,000
Tromso	LKM	" " "	282	10,000
Trondelag	LKT	" " "	629	20,000
Jeløy	LKJI	Norsk Rikskringkasting	9530	1,000

SHORT WAVE STATION

Jeløy	LKJI	Norsk Rikskringkasting	9530	1,000
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POLAND

[Receiving Sets, 550,000. Set Tax, 1 to 3 Zlotys]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Cracow	*Polskie Radjo (Government)	1022	2,000
Katowice	" " "	753	12,000
Lodz	" " "	1339	2,000
Lwow	" " "	795	50,000
Poznan	" " "	863	16,000
Torun	SP5	" " "	986	16,000
Warsaw (Raszyn)	SPI	" " "	224	120,000
Warsaw II	SP8	" " "	1384	5,000
Wilno	SPIO	" " "	535	16,000
SHORT WAVE STATION				
Warsaw	SPW	Ministere des Postes & Telegraphes	13,535	10,000

PORTUGAL

[Receiving Sets, 40,409. Set Tax, 6 Escudos Monthly]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Lisbon	Emissora Nacional	Administration	629	20,000
"	CSW	"	5,000
"	CTIGL	Radio Club Portugues	1031	5,000
Oporto	Senora Radio*	1411	250

*Relaying the National program from Lisbon.

SHORT WAVE

Lisbon	CTIAA	Abilio Nunes dos Santos Junior	9665	1,000
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SOVIET RUSSIA

[Receiving Sets, 3,261,100. Set Tax 3-12-24 Roubles]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Achkhabad	RV19	Narkomsviaz (Soviet Government)	333	4,000
Alma-Ata	RV60	" " "	310	10,000
Alexandrovsk	RV38	" " "	662	2,000
Arkhangelsk	RV36	" " "	586	10,000
Astrakhan	RV35	" " "	598	10,000
Baku	RV8	" " "	200	10,000
Citita	RV52	" " "	556	20,000
Dnepropetrovsk	RV30	" " "	913	10,000
Erivan	RV21	" " "	380	10,000
Englelek	RV15	" " "	937	1,000
Frunse	RV6	" " "	608	2,500
Gumel	RV10	" " "	959	1,000
Gorki	RV12	" " "	565	10,000
Grassyi	RV23	" " "	676	1,000
Igarka	RV85	" " "	310	2,000
Ijevsk	RV78	" " "	767	1,000
Izobkardola	RV91	" " "	888	1,000
Irkutsk	RV14	" " "	187	20,000
Ivanovo	RV31	" " "	608	10,000
Kaluzin	RV71	" " "	959	2,500
Karagarda	RV46	" " "	600	1,000
Kaasar	RV17	" " "	886	10,000
Khabakv	RV4	" " "	232	10,000
"	RV20	" " "	1187	10,000
"	RV20	" " "	1187	10,000
Kiev	RV9	" " "	722

SOVIET RUSSIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Kuibyshev	RV16	Narkomsviaz (Soviet Government)	625	10,000
Khabarovsk	RV54	" " "	340	10,000
Krasnodar	RV33	" " "	1050	1,000
Krasnoiarsk	RV66	" " "	333	1,000
Kursk	RV58	" " "	804	2,500
Leningrad Kolpino	RV53	" " "	232	100,000
Leningrad	RV70	" " "	1040	10,000
Makhach-Kala	RV27	" " "	390	4,000
Minsk-Kolodistchi	RV10	" " "	208	35,000
Moscow	RCZ-RV43	" " "	271	100,000
Moscow Komintern	RV1	" " "	172	500,000
Moscow Stchelkovo	WZSPS RV49	" " "	401	100,000
Moscow	RV39	" " "	832	100,000
Murmansk	RV79	" " "	610	10,000
Naltchik	RV51	" " "	556	1,000
Novosibirsk	RV76	" " "	217	100,000
Odessa	RV13	" " "	968	10,000
Oirot-Toura	RV83	" " "	390	1,000
Ordshonikidse	RV64	" " "	749	10,000
Orenbourg	RV45	" " "	461	1,000
Omsk	RV44	" " "	472	1,000
Oufa	RV37	" " "	436	10,000
Oukhta	RV67	" " "	968	2,000
Penza	RV56	" " "	640	1,200
Piatigorsk	RV18	" " "	610	1,000
Petrosavodek	RV29	" " "	648	10,000
Rostov Don	RV12	" " "	355	20,000
Saratov	RV3	" " "	340	20,000
Saransk	RV65	" " "	734	1,000
Simferopol	RV73	" " "	859	10,000
Smolensk	RV24	" " "	364	10,000
Stalingrad	RV34	" " "	522	10,000
Stalino	RV26	" " "	776	10,000
Stalinabad	V47	" " "	421	2,000
Syktyvkar	RV41	" " "	472	1,000
Sverdlovsk	RV5	" " "	375	40,000
Tachkent	RV11	" " "	256	25,000
Tchernigov	RV86	" " "	1013	4,000
Tcheliabinsk	RV72	" " "	577	10,000
Tchelyokarsv	RV71	" " "	472	1,000
Tiraspol	RV57	" " "	1068	4,000
Turkuk	RV81	" " "	350	2,000
Tiflis	RV7	" " "	283	35,000
Ulan-Ude	RV63	" " "	350	10,000
Vinnitsa	RV75	" " "	1095	10,000
Vladivostok	RV32	" " "	635	10,000
"	RV28	" " "	635	300
Vladivostok	RV25	" " "	113	10,000

SHORT WAVE STATIONS

Khabarovsk	RV15	Narkomsviaz (Soviet Government)	1273	20,000
Moscow	RV59	" " "	12009	20,000
"	RAN	" " "	9600	20,000
"	RNE	" " "	5000	20,000

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(Continued from Page 363)

RUMANIA

[Receiving Sets, 158,704. Set Tax, \$3.03-\$6.06 (U. S.)]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Brasov	Societatea de Romano Radiofuziune	160	150,000
Bucharest	" " " "	823	12,000

SPAIN

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Barcelona	EAJ	*Union Radio S.A.	795	7,600
"	EAJ15	*Radio Association	1022	1,000
Madrid	EAJ7	Union Radio S.A.	1095	12,000
"	EAJ2	Radio Espana	731	3,000
San Sebastian	EAJ8	Union Radio	1258	3,000
Sevilla	EAJ5	Union Radio	731	5,000
Valencia	EAJ31	Estado Union	850	1,500

SHORT WAVE STATION

Madrid	EAQ	*Transradio Espanola	10000	20,000
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SWEDEN

[Receiving Sets, 834,143. Set Tax, 10 Swedish Kn.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Boden	SBE	Direction Generale des Telegraphes	392	600
Boras	SCA	Foreningen Boras Radiostation	1447	200
Eskilstuna	SCB	Eskilstuna Radioklubb	1240	200
Falun	SCC	Falu Radioklubb	1086	2,000
Gavle	SCD	Gavle Radioklubb	1483	200
Goteborg	SBB	Direction Generale des Telegraphes	941	10,000
Halmstad	SCE	Halmstads Radioklubb	1411	200
Halsingborg	SCG	Halsingborgs Radiobyggnadsforening	1384	200
Horby	SBH	Direction Generale des Telegraphes	1131	10,000
Hudiksvall	SBM	Direction Generale des Telegraphes	1402	1,000
Jonkoping	SCH	Jonkopings Radioklubb	1515	200
Kalmar	SCI	Kalmar Radioklubb	1447	200
Karlskrona	SCJ	Karlskrona Radioklubb	1530	200
Karlstad	SBK	Direction Generale des Telegraphes	1312	250
Kiruna	SCL	Kiruna Radioklubb	1258	200
Kristinehamn	SCM	Kristinehamns Radioklubb	1500	200
Malmberget	SCN	Malmberget-Gallivare Radioklubb	704	200
Malmo	SBC	Direction General des Telegraphes	1312	2,500
Motala	SBG	Direction Generale des Telegraphes	216	150,000
Norrkoping	SBI	Direction Generale des Telegraphes	1312	250
Orebro	SCV	Orebro Radioklubb	1240	200
Ornskoldsvik	SBN	Direction Generale des Telegraphes	1402	500
Ostersund	SBF	Direction Generale des Telegraphes	413.5	600

SWEDEN—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Saffle	SCP	Saffle Radioklubb	1240	400
Stockholm	SBA	Direction Generale des Telegraphes	704	55,000
Sundsvall	SBD	Direction Generale des Telegraphes	601	10,000
Trollhattan	SBJ	Direction Generale des Telegraphes	1312	250
Uddevalla	SCR	Foreningen Uddevalla Rundradio Station	1411	50
Umea	SBL	Direction Generale des Telegraphes	1402	1,000
Uppsala	SCT	Uppsala Radioklubb	1492	200
Varberg	SCU	Varbergs Radioklubb	1240	200

SWITZERLAND

[Receiving Sets, 439,356. Set Tax, 15 Swiss fr.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Beromunster	Societe Suisse de Radiodiffusion	556	100,000
Monte Ceneri	" " " "	1167	15,000
Sottens	" " " "	677	100,000

SHORT WAVE STATIONS

Prangins	HBL	Societe des Nations	9595	20,000
"	HBP	" " " "	7797	20,000
"	HBH	" " " "	18480	20,000

TURKEY

[Receiving Sets, 13,500]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Angora	TAE	Direction Generale des P.T.T. (Government)	230	7,000
Istanbul	TAL	" " " "	186	5,000

VATICAN CITY

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Vatican City	HVJ	Cite du Vatican	15121	11,000
"	"	"	5969	11,000

YUGOSLAVIA

[Receiving Sets, 81,385. Set Tax, \$6.84 (U. S.)]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Belgrade	Radio A. D. Akademia Nauka	686	2,500
Ljubljana	Radio Oddajna Postaja	527	6,300
Zagreb	Radiostanica	1086	700
SHORT WAVE STATIONS				
Belgrade	6100	1,000

A
Continuous
Performance

The 1937 YEARBOOK Number has the answers to your radio questions . . . But don't stop there . . .

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BROADCASTING

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WASHINGTON, D. C.

\$3.00 THE YEAR INCLUDING THE YEARBOOK NUMBER

DIRECTORY OF OCEANIC BROADCASTING STATIONS

(From Latest Data Available from Australian and New Zealand Governments)

* Denotes time is sold for advertising, according to best available information.

(Corrected to December 1, 1936)

AUSTRALIA

[Receiving Sets, 852,399*. Annual License Fee £ 1/1/—]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Adelaide	5CL	Government	730	2,000
"	5AD	*Advertiser Newspapers Ltd.	1,310	300
"	5DN	*Hume Broadcasters Ltd.	960	300
"	5KA	*Sport Radio Broadcasting Co. Ltd.	1,200	300
Albury	2AY	*Amalgamated Wireless (A'sia) Ltd.	1,480	100
Armidale	2AD	*Northern Broadcasters Ltd.	1,080	100
Ayr	4AY	*Ayr Broadcasters Pty. Ltd.	1,450	300
Ballarat	3BA	*Ballarat Broadcasters Pty. Ltd.	1,320	500
Bendigo	3BO	*Amalgamated Wireless (A'sia) Ltd.	970	200
Birchip	3MB	*Malle Broadcasters Pty. Ltd.	1,490	100
Brisbane	4QG	Government	800	2,500
"	4BC	*J. B. Chandler & Co.	1,120	1,000
"	4BH	*Broadcasters (Aust.) Ltd.	1,380	1,000
"	4BK	*Brisbane Broadcasting Pty. Ltd.	1,290	500
Broken Hill	2BH	*Radio Silver City Ltd.	1,330	100
Bundaberg	4BU	*Bundaberg Broadcasters Pty. Ltd.	1,480	100
Burnie	7BU	*Findlays Broadcasting Service	660	50
Cairns	4CA	*A. W. A.	1,390	100
Canberra	2CA	*A. J. Ryan Broadcasters Ltd.	1,050	500
Charleville	4VL	*Charleville Broadcasting Service Pty. Ltd.	1,430	50
Corowa	2CO	Government	670	7,500
Crystal Brook	5CK	Government	640	7,500
"	5PI	*Midlands Broadcasting Services Ltd.	1,040	2,000
Denilquin	2QN	*Denilquin Broadcasting Co. Ltd.	1,440	50
Dubbo	2DU	*Central Western Radio Service Ltd.	1,160	100
Geelong	3GL	*Geelong Broadcasters Pty. Ltd.	1,350	100
Goulburn	2GN	*Goulburn Broadcasting Co. Ltd.	1,390	200
Grafton	2GF	*Grafton Broadcasting Co. Ltd.	1,210	100
"	2NR	Government	700	7,000
Gunnedah	2MO	*M. J. Oliver	1,360	50
Hamilton	3HA	*Western Province Radio Pty. Ltd.	1,010	300
Horsham	2HS	*3DB Broadcasting Co.	1,370	50
Hobart	7ZL	Government	590	1,000
"	7HO	*Commercial Broadcasters Pty. Ltd.	800	100
Inverell	2IA	*Northern Broadcasters Ltd.	820	100
Ipswich	4IP	*Ipswich Broadcasting Co. Pty. Ltd.	1,410	50
Kalgoorlie	5KG	*Goldfields Broadcasters 1933 Ltd.	1,210	500
Katambora	2KA	*Radio Katambora Ltd.	1,100	100
Launceston	7NT	Government	710	7,000
"	7EA	*Finlay & Wills Broadcasters Pty. Ltd.	1,100	300
Leeton	2NS	*Radio Leeton Broadcasters Ltd.	1,310	50
Longreach	4L	*Central Western Broadcasting Co.	1,100	300
Manly	4MK	*Manly Broadcasting Co. Pty. Ltd.	1,150	100
Maryborough	4MB	*Maryborough Broadcasting Co. Pty. Ltd.	1,000	300
Melbourne	3AR	Government	750	1,700
"	3LO	Government	570	3,000
"	3AK	*Melbourne Broadcasters Pty. Ltd.	60	200
"	3AW	*3AW Broadcasting Co.	1,250	500
"	3BH	*3BH Broadcasting Co. Pty. Ltd.	1,300	500
"	3KZ	*3KZ Broadcasting Co. Pty. Ltd.	1,150	500
"	3LZ	*3LZ Broadcasting Services Pty. Ltd.	60	500
"	3XY	*3XY Broadcasting Co. Pty. Ltd.	1,400	500
Mt. Isa	MA	*Mt. Isa Broadcasters Pty. Ltd.	900	100
Murray Bridge	4M	*Murray Bridge Broadcasters Pty. Ltd.	1,110	100

AUSTRALIA (Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Newcastle	2NC	Government	1,230	2,000
"	2HD	*Airsales Broadcasting Co.	1,140	500
"	2KO	*Newcastle Broadcasting Co. Ltd.	1,410	500
Northam	6AM	*Northern Broadcasters Ltd.	980	2,000
Oakey	4AK	*Brisbane Broadcasting Pty. Ltd.	1,220	2,000
Orange	2GZ	*Country Broadcasting Services	990	2,000
Perth	6WF	Government	690	3,500
"	6IX	*W. A. Newspapers Ltd.	1,240	500
"	6ML	*W. A. Broadcasters Ltd.	1,130	500
"	6PR	*Nicholson's Ltd.	880	500
Port Moresby (Papua)	4PM	*A. W. A.	1,360	100
Renmark	5RM	*River Murray Broadcasters Ltd.	850	1,000
Rockhampton	4RK	Government	910	2,000
"	4RO	*Rockhampton Broadcasting Co.	1,330	50
Sale	3TR	*Gippsland Publicity Pty. Ltd.	1,240	500
"	3GI	Government	830	7,000
Shepparton	3WR	*Goulburn Valley & North Eastern Broadcasters Pty. Ltd.	1,260	500
Swan Hill	3SH	*Swan Hill Broadcasting Co.	1,080	100
Sydney	2BL	Government	740	3,000
"	2FC	Government	610	3,500
"	2CH	*Amalgamated Wireless (A'sia) Ltd.	1,190	1,000
"	2GB	*Theosophical Broadcasting Station	870	1,000
"	2KY	*2KY Broadcasting Station	1,020	1,000
"	2SM	*Catholic Broadcasting Co.	1,270	1,000
"	2UE	*Radio 2UE Sydney Ltd.	950	1,000
"	2UW	*Commonwealth Broadcasting Corp.	1,110	750
Tamworth	2TM	*Tamworth Radio Development Co.	1,300	50
Toowoomba	2GR	*Gold Radio Service Ltd.	1,000	500
Townsville	4TO	*Amalgamated Wireless (A'sia) Ltd.	1,170	200
Ulverstone	7UV	*Northern Tasmania Broadcasters Ltd.	1,460	300
Wagga	2WG	*Riverina Radio Broadcasting Co. Pty. Ltd.	1,150	1,000
Warwick	4WK	*Warwick Broadcasting Co. Pty. Ltd.	900	50
Wollongong	2WL	*Wollongong Broadcasting Co.	1,430	300
Warrambool	3YB	*W. & W. Broadcasters Pty. Ltd.	1,060	50
SHORT WAVE STATIONS				
Braybrook	VK3ME	Amalgamated Wireless Ltd.	9,508	5,000
Lyndhurst	3LR	Government	9,580	1,000
Pennant Hills	VK2ME	Amalgamated Wireless Ltd.	9,588	12,000

* As of August, 1936.

NEW ZEALAND

[Receiving Sets, 192,265*. Annual License Fee £ 1/5/—]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Auckland	1YA	Government	650	10,000
"	1YX	Government	890	75
"	1ZB	Commercial Station	1,000	300
"	1ZJ	Commercial Station	1,310	100
Balclutha	1ZK	Private & Club	1,310	10
Christchurch	1YA	Government	720	10,000
"	1ZM	W. J. Goss & Co. Ltd.	1,120	100
"	1YI	Government	1,200	200

(Continued on Page 366)

DIRECTORY OF AFRICAN BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

* Denotes time is sold for advertising, according to best available information.
(Corrected to December 1, 1936)

ALGERIA

[Receiving Sets, 41,344. Set Tax, 15 to 200 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Algiers	PTT	Gouvernement General de l'Algerie	944	12,500

CANARY ISLANDS

[Receiving Sets, 4,000. Set Tax, 5 to 50 Pesetas]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Las Palmas	EAJ50	*Inter-Radio Martin & Co.	1500	250

EGYPT

[Receiving Sets, 55,000. Set Tax, P.T.80 (About \$4.00)]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Alexandria	I	Egyptian State Broadcasting	1122	500
"	II	" " "	1429	500
*Assiut	" " "	731	100
Cairo	I	" " "	620	20,000
"	II	" " "	1348	100

* Relays Arabic programs only.

KENYA

[Receiving Sets, 1,152. Set Tax, 30 Shillings]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Nairobi	VQ7LO	Cable & Wireless Ltd.	857	1,500
SHORT WAVE STATIONS				
Nairobi	WQ7LO	Cable & Wireless Ltd.	6082	500

MADAGASCAR

[Receiving Sets, 370]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Tauarive	Administration des P.T.T.	6000	400

REUNION ISLAND

[Receiving Sets, 903]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
St. Denis	Administration des P.T.T.	6000	90

SPANISH MOROCCO

[Receiving Sets, 3,000]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ceuto	Government	1492	500

TUNISIA

[Receiving Sets, 15,500. Set Tax, 24 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Tunis	Radio-Kashoh	French Government	583	800
SHORT WAVE STATION				
Tunis	FT4AJ	Poste Experimental Prive de Tunis	7850	200

UNION OF SOUTH AFRICA

[Receiving Sets, 150,861. Set Tax, £1.0, Od to £1.15 Od]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bloemfontein	ZTE	South African Broadcasting Corp.	808.6	500
Capetown	ZTC	" " " "	600	10,000
Durban	ZTD	" " " "	749.6	1,000
Grahamstown	ZTY	" " " "	560	10,000
Johannesburg	ZTJ	" " " "	645	10,000
Pietermaritzburg	ZTM	" " " "	697.7	10,000
Pretoria	ZTP	" " " "	952.38	50
SHORT WAVE STATION				
Durban	" " " "	6148	50
Johannesburg	" " " "	6097.56	5,000

FRENCH MOROCCO

[Set Tax, 15 to 50 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Casablanca	CNO	Office Chefrieu des P.T.T.	983	25
Rabat	Radio Maroc	601	25,000
"	" " "	868	10,000
SHORT WAVE STATION				
Rabat	CNR	Office Chefrieu des P.T.T.	12830	10,000

DIRECTORY OF OCEANIC BROADCASTING STATIONS

* Denotes time is sold for advertising, according to best available information.
(Continued from Page 365)

NEW ZEALAND—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Dunedin	4YA	Government	790	10,000
"	4ZM	McCracken & Walls	1,010	100
"	4YO	Government	1,140	200
"	4ZB	Otago Radio Assn.	1,010	78
"	4ZL	Radio Service Ltd.	1,220	100
"	4ZO	Barnett's Radio Supplies	1,010	25
Gisborne	2ZJ	C. T. C. Hands	980	300
"	2ZM	Atwater Kent Radio Service	1,150	30
Greymouth	3ZR	West Coast Radio Society	940	250
Hastings	2ZL	John Holden	1,240	50
Invercargill	4ZP	R. T. Parsons	620	450

NEW ZEALAND—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Masterton	2ZD	W. D. Ansell	1,170	12
Manurewa	1ZM	W. W. Rodgers Ltd.	1,260	200
Napier	2ZH	C. B. Hansen	820	90
Nelson	2ZR	Radio Club	920	60
New Plymouth	2YB	Nth Taranaki Radio Society	760	100
Otago	4ZC	John I. Bilton	1,280	45
Palmerston	2ZO	J. V. Kyle	1,400	200
North	2ZF	The Manawatu Radio Club	960	250
Wairoa	2ZP	E. A. Perry	900	210
Wellington	2YA	Government	570	5,000
"	2YC	Government	840	200

* As of March 31, 1936.

DIRECTORY OF ASIATIC BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

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(Corrected to December 1, 1936)

BRITISH INDIA

[Receiving Sets, 30,000. Set Tax, 10 Rupees]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Allahabad	VUA	Agricultural Institute	1071	100
Bombay	VUB	All-India Radio	855	2,000
Calcutta	VUC	All-India Radio	810	2,000
Delhi	VUD	All-India Radio	875	20,000
Lahore	VUL	Y. M. C. A.	1200	100
Madras	VUM	Corporation of Madras	769	200
Peshawar	VUP	Government of the Northwest Frontier Province	1500	250
SHORT WAVE STATIONS				
Bombay	VUB	All-India Radio	9565	2,000
Calcutta	VUC	All-India Radio	6110	2,000

CHINA †

[No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Chinkiang	XGOZ	Provincial Government of Kiangsu	1110	1,000
Foochou	XGOL	Central Kuomintang Headquarters	1030	250
Hankow	XGOW	Municipality of Hankow	1010	5,000
Hangchow	XGOD	Provincial Government of Chekiang	990	1,000
Nanchang	XGOC	Commission on Military	1030	250
Nanking	XGOE	Provincial Government of Kwangsi	1290	1,000
Nanking	XGOA	Central Kuomintang Headquarters	660	75,000
Peiping	XGOJ	Central Kuomintang Headquarters	1200	500
"	XGOP	Ministry of Communications	950	280
*Shanghai	XHHV	You Lien	880	100
"	XHHN	Kuo Haw	1200	100
"	XHHY	Wang Wei Chih	1240	100
"	XHHQ	Sun Chung Yi	1280	80
"	XHHA	Foh Ying	840	150
"	XHHE	940	100
"	XHHR	Shih Ying	1340	100
"	XLHF	Wai Ling	1380	100
"	XHHJ	Yung Sen	1080	200
"	XHHL	Chung Hwa	1160	100
"	XHHB	Kien Wah	200	740
"	XMHC	Hwa Chao	700	50
Tientsin	XHKA	*Chinese Radio Laboratory	1050	100
"	XQKA	*Eastern Sales & Engineering Co.
Tsinan	XGOF	Provincial Government of Shantung	860	500

*Most of the Shanghai stations are supported by commercial houses in return for which publicity is given for their benefit. Other stations are devoted to educational and other activities.
†There are various additional low power stations throughout China.

HONGKONG

[Receiving Sets, 5,104. Set Tax, \$3.20 (U. S.)]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
HONG KONG	ZEK	Colonial Government	{ 286 } { 500 } { 640 } { 845 }	200
"	ZBW	"	845	2,000
SHORT WAVE STATIONS				
Hong Kong	ZBW	Colonial Government	{ 8750 } { 5110 }	250

JAPAN

[Receiving Sets, 2,593,386. Set Tax, 50 Sen Monthly]

JAPAN PROPER, CHOSEN (KOREA) & TAIWAN (FORMOSA)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Akita	JOUK	Nippon Hoso Kyokai (Japan Broadcasting Co.)	650	300
Asahigawa	JOCG	" " "	700	300
Fukui	JOFG	" " "	1020	300
Fukuoka	JOLK	" " "	910	500
Fusan, Chosen	JBAK	Chosen Hoso Kyokai	1030	150
Hakodate	JOVK	Nippon Hoso Kyokai	680	500
Hamamatsu	JODG	" " "	640	500
Hiroshima	JOFK	" " "	830	10,000
Kanazawa	JOJK	" " "	610	3,000
Keije	JODK	Chosen Hoso Kyokai	{ 610 } { 900 }	10,000
Kochi	JORK	Nippon Hoso Kyokai	720	500
Kokura	JOSK	" " "	740	1,000
Kumamoto	JOGK	" " "	790	10,000
Kyoto	JOOK	" " "	1070	300
Matsuye	JOTK	" " "	670	500
Mayebashi	JOBG	" " "	1000	500
Nagano	JONK	" " "	950	500
Nagasaki	JOAG	" " "	930	500
Nagoya	JOCK	" " "	{ 730 } { 990 }	10,000
Niigata	JOQK	" " "	920	500
Okayama	JOKK	" " "	630	500
Osaka	JOBK	" " "	{ 690 } { 940 }	10,000
Sapporo	JOIK	" " "	810	10,000
"	JOHK	" " "	770	10,000
Shizuoka	JOPK	" " "	780	500
Taiichu, Taiwan	JFCK	Taiwan Sotokufu Kotsukyoku	580	1,000
Taihoku, Taiwan	JPAK	" " "	670	10,000
Tainan, Taiwan	JFBK	" " "	720	1,000
Tokyo	JOAK	Nippon Hoso Kyokai	590 870	10,000
Tokushima	JOXK	" " "	980	500
SHORT WAVE STATIONS				
Tokyo	JVH	Nippon Hoso Kyokai	14600	20,000
"	JVM	" " "	10740	20,000
"	JOAK	" " "	6750	20,000

MANCHUKUO

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Dairen	MQAK	Manchuria Tel. & Tel. Co.	650	500
Harbin	MTFY	" " " " "	674	3,000
Hsinking	MTCY	" " " " "	560	1,000
Mukden	MTBY	" " " " "	890	1,000

STRAITS SETTLEMENTS AND FEDERATED MALAY STATES

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Kuala Lumpur	ZGE	Post & Telegraph Dept.	6135	180
Penang	ZHJ	Penang Wireless Society	6080	90
Singapore		Radio Service Co.	6012	90

(Continued on Page 368)

DIRECTORY OF ASIATIC BROADCASTING STATIONS

(From Latest Data Available at U. S. Department of Commerce and Other Official Sources)

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(Corrected to December 1, 1936)
(Continued from Page 367)

DUTCH EAST INDIES

[Receiving Sets, 36,037. Set Tax, 165 Florins Monthly]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
SHORT WAVE STATIONS				
Bandoeng	YDA5	Netherlands Indian Radio Broadcasting Company	2500	75
"	YDD2	"	1630	25
Batavia Centrum	YDD3	"	1585	50
"	YDA2	"	2385	150
Buitenzorg	YDA3	"	1640	25
Cheribon	YDA6	"	2870	15
Djocja	YDE5	"	2350	25
"	YDB3	"	1660	100
Malang	YDB6	"	1570	100
Pekalongan	YDA7	"	3270	15
Semarang	YDB2	"	2450	150
Semarang	YDE3	"	2710	15
Solo	YDB5	"	1595	25
"	YDE2	"	4810	100
Soekaboemi	YDA4	"	1550	25
Surabaya I	YDB	"	9650	1,000
"	YDB	"	11860	1,000
" II	YDB7	"	1530	75
"	YDE4	"	2415	75
Tjepoe	YDB4	"	1615	25
Tandjong Priok	YDA	"	6040	10,000
"	YDA	"	3040	10,000

CEYLON

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Colombo	VPB	Post & Telegraph Department	700	1,600

SIAM

[Receiving Sets, 27,288. 90c (U.S.) per Tube]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bangkok	HSPI	Administration des Postes et des Telegraphes	1200	2,500
Bangkok	HS7PJ	Administration des Postes et des Telegraphes	750	2,500

PHILIPPINE ISLANDS

[Receiving Sets 25,000]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Manila	KZRM	*Erlanger & Galinger Inc.	618.5	25,000
"	KZEG	" " " "	780	1,000
"	KZIB	*I. Beck Inc.	900	1,000

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James C. McNary

Joe A. Chambers

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CONSULTING RADIO ENGINEERS

VICTOR J. ANDREW — 7221 So. Francisco Ave., Chicago, Ill. Telephone: Prospect 8811.

STUART L. BAILEY — Jansky & Bailey, National Press Bldg., Washington, D. C. Telephone: Metropolitan 5411. Associates: C. M. Jansky Jr., M. M. Garrison, R. H. Culver, LaV. M. Poast, George M. Lohnes.

JOHN H. BARRON — Earle Bldg., Washington, D. C. Telephone: National 7757.

E. W. BRANCH — 715 Pafford St., Fort Worth, Tex. Telephone: 4-0855.

JOSEPH A. CHAMBERS — McNary & Chambers, National Press Bldg., Washington, D. C. Telephone: National 4048. Associate: James C. McNary.

DR. LOUIS COHEN — 303 Roosevelt St., Bethesda, Md. Telephone: Wisconsin 4354.

A. S. CLARKE — Clarke Radio Engineering Service, 1306 Sheridan St., Washington, D. C. Telephone: Randolph 3169.

COMMERCIAL RADIO EQUIPMENT Co. — 216 E. 74th St., Kansas City, Mo. Telephone: Jackson 5302. Manager: Everett L. Dillard.

A. EARL CULLUM JR. — 2935 No. Henderson Ave., Dallas, Tex. Telephone: 3-6039.

JOHN H. DE WITT — Radio Station WSM, Nashville, Tenn. Telephone: 6-7181.

DOOLITTLE & FALKNER Inc. — 7421 Loomis Blvd., Chicago, Ill. Telephone: Stewart 2810. (Manager: E. M. Doolittle.)

ALLEN B. DU MONT — 9 Bradford Way, Upper Montclair, N. J. Telephone: Montclair 2-8410.

EDWARDS & MARTIN — Union Guardian Bldg., Detroit, Mich. Telephone: Cadillac 4676. (Associates: S. W. Edwards and R. D. Martin.)

GRANT S. FEIKERT — Oregon State College, Corvallis, Ore.

EDGAR H. FELIX — 32 Rockland Place, New Rochelle, N. Y. Telephone: New Rochelle 5474.

WILLIAM G. H. FINCH — Palisades Ave. & 231st St., New York City.

WILLIAM L. FOSS — 815 Fifteenth St., N. W., Washington, D. C. Telephone: National 1823.

HOWARD S. FRAZIER — Hotel Philadelphia, Philadelphia, Pa. Telephone: Evergreen 9000.

GLENN D. GILLET — National Press Bldg., Washington, D. C. Telephone: National 3373. (Associates: Marcy Eager, William E. Plummer, Clyde H. Bond.)

PAUL F. GODLEY — 10 Marion Road, Montclair, N. J. Telephone: Montclair 2-7859.

DR. ALFRED N. GOLDSMITH — 44 Madison Ave., New York City. Telephone: Eldorado 5-0400.

FRED O. GRIMWOOD — 1810 Booneville Highway, P. O. Box 742, Evansville, Ind. Telephone: 2-5372.

W. P. HILLIARD — 2106 So. Calumet Ave., Chicago, Ill. Telephone: Calumet 5341.

JOHN V. L. HOGAN — 41 Park Row, New York City. Telephone: Cortlandt 7-9796.

W. G. HOLEY — 1348 Northview Ave., N. E., Atlanta, Ga. Telephone: Vernon 1267.

C. M. JANSKY Jr. — Jansky & Bailey, National Press Bldg., Washington, D. C. Telephone: National 5411. (Associates: Stuart L. Bailey, M. M. Garrison, R. H. Culver, LaV. M. Poast, George M. Lohnes.)

EDWARD H. LOFTIN — 1406 G St., N. W., Washington, D. C. Telephone: District 4105.

ROBERT H. MARRIOTT — 1470 E. 18th St., Brooklyn, N. Y. Telephone: Dewey 9-6506.

J. C. McNARY — McNary & Chambers, National Press Bldg., Washington, D. C. Telephone: National 4048. (Associate: Joseph A. Chambers.)

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PETERKIN RADIO LABORATORIES—13176 Manor Ave., Detroit, Mich. Telephone: Hogarth 9793. Director: Ernest P. Peterkin.

VAN NOSTRAND RADIO ENGINEERING SERVICE—339 Leland Terrace N. E., Atlanta, Ga. Telephone: Dearborn 4774. Manager: W. Van Nostrand.

WASHINGTON INSTITUTE OF TECHNOLOGY—McLachlan Bldg., Washington, D. C. Telephone: District 1518. Manager: G. H. Wintermute.

MISCELLANEOUS SERVICES AND ORGANIZATIONS

CERTIFIED CONTEST SERVICE—30 Rockefeller Plaza, New York City (radio contest service). Telephone: Circle 7-3495. Directors: Jack King, Miss Helen King.

CONTINENTAL RADIO CORP.—Affiliated with Scripps-Howard Newspapers, 230 Park Ave., New York City. President: Karl Bickel. Vice President: James C. Hanrahan. Telephone: Vanderbilt 3-6840. Branch Office: National Press Bldg., Wash-

ington, D. C. Telephone: National 7284. Manager: Jack Howard.

HARVEY & HOWE Inc.—919 N. Michigan Ave., Chicago, Ill. (home economics services). Telephone: Delaware 1155. Directors: W. S. Harvey Jr. and Eleanor Howe.

HEARST RADIO Inc.—Affiliated with Hearst Newspapers, 959 Eighth Ave., New York City. President: Joseph V. Connelly. Vice President and Director: E. J. Gough. Telephone: Columbus 5-7300.

DR. GEORGE W. HOOVER—Shoreham Bldg., Washington, D. C. (consultant on foods, drugs and cosmetics). Telephone: District 1169.

INSTITUTE OF PUBLIC RELATIONS—Graybar Bldg., New York. Telephone: Mohawk 4-9595. President and Managing Director: Bernard Lichtenberg.

JOHN A. LEITH—520 No. Michigan Ave., Chicago, Ill. (merchandising service). Telephone: State 5165.

MUZAK Inc.—229 Fourth Ave., New York City. Telephone: Algonquin 4-3300.

NATIONAL BETTER BUSINESS BUREAU—405 Lexington Ave., New York City. Telephone: Murray Hill 2-7900. General Manager: Edward L. Greene.

RINTOUL-STIEPOCK Inc.—51 E. 42nd St., New York City. (Sales promotion and other services to radio stations.) Telephone: Vanderbilt 3-4727. Directors: S. R. Rintoul, R. H. Stiepoek.

ALFRED ROBBINS ORGANIZATION—33 W. 42nd St., New York City (novelties and premiums). Telephone: Lackawanna 4-5766.

TELECOMMUNICATIONS REPORTS Inc.—National Press Bldg., Washington, D. C. (Weekly news letter covering FCC and other telephone and telegraph regulation activities). Telephone: District 2678. Editor: Roland Davies.

TREASURE CHEST PUBLICATIONS Inc.—62 W. 45th St., New York City (radio merchandising and premiums). Telephone: Murray Hill 2-6116. President: William J. Glassmacher. Vice President-Treasurer: George Shackley.

PROCEDURE OF APPLICATIONS FILED WITH FCC

1. Application received in the Commission by the Mail and Files Section and recorded briefly.
2. Routed to the License Section for administrative examination and recordation.
3. Routed to the Engineering Department for Engineering recommendation.
4. Routed to Transfer Desk in License Section for proper charge record.
5. Routed to the Law Department for legal recommendation.
6. Routed to Transfer Desk for further charge.
7. Routed to Minute Section for listing for Commission meeting.
8. After action by Commission, rerouted to License Section for issuance of authorization and filing.

There is kept in the License Section what is known as the Suspense File, in which an application may be held at any stage of routing through the Commission when it becomes necessary to correspond with the applicant regarding the application, and in which the information desired is not of sufficient importance to make necessary the return of the application.

If the application is granted without a hearing, it becomes subject to Paragraph 104.4 of the Commission's Rules of Practice and Procedure. This rule provides for a period of 30 days within which any person "aggrieved or whose interests are adversely affected by such grants" may obtain a hearing by adhering to certain procedures set forth in that paragraph. In other words, any application granted by the Commission without a hearing remains temporary for a period of 30 days. If no protest is made to the grant within 30 days, it becomes final.

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James E. Sauter
President

630 Fifth Ave. 247 Park Ave.

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OUR ONE THOUSAND WATTS OF HIGH FIDELITY HOWLING, COVERING THE RICHEST MINING AND AGRICULTURAL COUNTRY IN THE NORTHWEST, WILL MAKE YOU HOWL WITH SATISFACTION WHEN YOU COMPUTE VALUE RECEIVED FOR EVERY ADVERTISING DOLLAR SPENT WITH US

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Largest earth filled dam in the world

The Pioneer Line of Acetate and Wax Recording Equipment

Custom Built and Production Models for Every Use

Recording Equipment Manufacturing Co. offers a complete line of recording equipment ranging from the home recording type to the finest custom-built models that can be built.

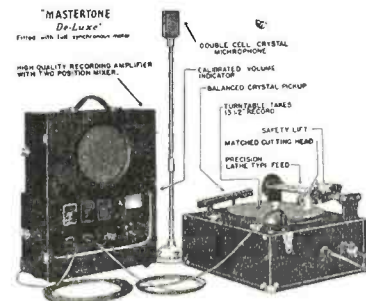
Engineered to meet exceptionally high performance standards, yet sold at prices that are most attractive both to users and dealers, the REMCO line has already established an enthusiastic following.



Custom-built units, such as that illustrated at the left, are the result of specialized experience in the design and construction of combination wax and acetate recorders. Precision built. Constant speed. No vibration. Records 33 1/3 or 78 RPM. 96, 110 or 125 lines to the inch. Reversible cutting head. Universal type cradle with adapter for any type of cutting head. Compact. Simple to operate.

4 Popular Portable Models

Illustrated at the right is the REMCO "Mastertone De-Luxe" unit, the supreme achievement in portable recording equipment for professional use. It is recommended for use in recording studios, radio stations, police departments, schools, etc., where quality recording and portability are essential. Among its many superior features are: Full Synchronous Motor, 78 RPM—Precision Overhead Lathe Type Feed—Built-in Pre-amplifier for microphone—12-in. Turntable—12 1/2 Watt Recording Amplifier—10-in. matched Loud speaker—Matched Cutting Head—Balanced Crystal Reproducing Arm.



Other Portable Models include the Babytone, the Babytone De-Luxe and the Mastertone. In addition we supply a complete line of records and accessories.

Write for Bulletins containing complete descriptions and prices.

Recording Equipment Mfg. Co.
6611 SUNSET BOULEVARD
HOLLYWOOD, CALIFORNIA

Directors of Broadcasting Activities of COLLEGES AND UNIVERSITIES OF THE UNITED STATES

(Compiled from questionnaires by U. S. Office of Education)

ALABAMA
ALABAMA COLLEGE, Montevallo—York Kidea.
HUNTINGDON COLLEGE, Montgomery—Mrs. W. W. Munro.
MARION INSTITUTE, Marion—Capt. D. M. Miller.

ARIZONA
UNIVERSITY OF ARIZONA, Tucson—M. P. VossKuller.

ARKANSAS
JOHN BROWN UNIVERSITY, Siloam Springs—Storm Whaley.
PHILANDER SMITH COLLEGE, Little Rock—Ruth Gilliam.

CALIFORNIA
CALIFORNIA INSTITUTE OF TECHNOLOGY, Pasadena—R. E. Untereiner.
CLAREMONT COLLEGE, Claremont—Robert J. Bernard.
HUMBOLDT STATE COLLEGE, Arcata—Eva Mathiesen.
LOYOLA UNIVERSITY OF LOS ANGELES—Martin H. Work.
MILLS COLLEGE, Oakland—Ernest A. Allen.

OCCEIDENTAL COLLEGE, Los Angeles—Dr. C. F. Lindsley.
PACIFIC SCHOOL OF RELIGION, Berkeley—H. F. Swartz.
PACIFIC UNION COLLEGE, Angwin—Charles E. Weniker.
PASADENA COLLEGE, Pasadena—Roy J. Stevens.
STANFORD UNIVERSITY, Stanford—David E. Faville.
UNIVERSITY OF CALIFORNIA, Berkeley—Hale S. Sparks.
UNIVERSITY OF SAN FRANCISCO, San Francisco—J. J. Gill.
UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles—Richard E. Huddleston.

COLORADO
COLORADO STATE COLLEGE (extension), Fort Collins—F. A. Anderson.
LAMONT SCHOOL OF MUSIC, Denver—Delphine Murphy.
UNIVERSITY OF DENVER, Denver—August M. Laird.

CONNECTICUT
CONNECTICUT STATE COLLEGE, Storrs—R. W. Ellis, chairman of committee; D. E. Noble, manager of station.
TEACHERS' COLLEGE OF CONNECTICUT, New Britain—Dr. M. A. Gunn.

DISTRICT OF COLUMBIA
GEORGE WASHINGTON UNIVERSITY, Washington—George Howland Cox.

FLORIDA
FLORIDA A. & M. COLLEGE, Tallahassee—Herbert R. Orr.
JOHN B. STETSON UNIVERSITY, Deland—Dr. Robt. I. Allen.
UNIVERSITY OF FLORIDA, Gainesville—Garland Powell.
UNIVERSITY OF MIAMI, Coral Gables—Franklin Harris.

GEORGIA
AGNES SCOTT COLLEGE, Decatur—J. R. McCain.
MERCER UNIVERSITY, Macon—Robert Bale, Maines Rawls.
OGLETHORPE UNIVERSITY, Atlanta—Dr. Thornwell Jacobs.
SOUTH GEORGIA TEACHERS COLLEGE, Collegeboro—Thomas B. Shoup.
WESLEYAN COLLEGE, Macon—J. M. Maerz.

HAWAII
UNIVERSITY OF HAWAII, Honolulu, T. H.—Dr. R. R. Scott.

ILLINOIS
AUGUSTA COLLEGE, Rock Island—J. Woodrow Magnuson.
CARTHAGE COLLEGE, Carthage—Elmer Hanke.
CHICAGO CONSERVATORY, Chicago—John Goldsworthy.
CHICAGO KENT COLLEGE OF LAW, Chicago—Edmund Webster Burke.
COLLEGE OF ST. FRANCIS, Joliet—Rose Anna Wokurka.
CONCORDIA THEOLOGICAL SEMINARY, Springfield—R. Neitzel.
ILLINOIS STATE NORMAL, Normal—Kenyon S. Fletcher.
LINCOLN COLLEGE, Lincoln—Dr. W. D. Copeland.
NORTHWESTERN UNIVERSITY, Evanston—Edward H. Stromberg.
QUINCY COLLEGE, Quincy—Rev. Lucien Trouy.
ROSBARY COLLEGE, River Forest—James Whipple.

SOUTHERN ILLINOIS STATE NORMAL, Carbondale—O. B. Young.
UNIVERSITY OF ILLINOIS, Urbana—Joseph F. Wright.
WHEATON COLLEGE, Wheaton—George V. Kirk.

INDIANA
BALL STATE TEACHERS COLLEGE, Muncie—Claude E. Palmer.
EVANSVILLE COLLEGE, Evansville—Dr. J. M. Blackbrim.
INDIANA STATE TEACHERS COLLEGE, Terre Haute—C. M. Morgan.
MARION COLLEGE, Marion—W. F. McCorin.
PURDUE UNIVERSITY, W. LaFayette—University Radio Committee.
SAINT MARY'S COLLEGE, Holy Cross—Marie Mullins, Sister M. Judith.
SAINT MARY OF THE WOODS COLLEGE, Saint Mary of the Woods—Charlotte I. Lee.
VALPARAISO UNIVERSITY, Valparaiso—Walter E. Bauer.
UNIVERSITY OF NOTRE DAME, South Bend—Rev. Eugene P. Burke.

IOWA
BUENA VISTA COLLEGE, Storm Lake—John Bloom.
COLUMBIA COLLEGE, Dubuque—Rev. V. J. Peters.
GRINNELL COLLEGE, Grinnell—Herschel Colbert.
IOWA STATE COLLEGE, Ames—W. I. Griffith.
LUTHER COLLEGE, Decorah—Oliver M. Eitwein.
SIMPSON COLLEGE, Indianola—John L. Horsley.
UNIVERSITY OF DUBUQUE, Dubuque—Rev. Samuel S. George.
UNIVERSITY OF IOWA, Iowa City—Bruce E. Mahan.
UPPER IOWA UNIVERSITY, Fayette—Virgil C. Welch.

KANSAS
BETHANY COLLEGE, Lindsborg—Dale Miller.
FRIEND'S UNIVERSITY, Wichita—Irene V. Baker.
HIGHLAND COLLEGE, Highland—Kludas Merriam.
KANSAS STATE COLLEGE, Manhattan—L. L. Longsdorf.
KANSAS STATE TEACHERS COLLEGE, Pittsburg—W. A. Brandenburg.
MCPHERSON COLLEGE, McPherson—J. L. Bowman.
STERLING COLLEGE, Sterling—H. H. Root.
UNIVERSITY OF WICHITA, Wichita—George D. Wilner.

KENTUCKY
EASTERN KENTUCKY STATE TEACHERS COLLEGE, Richmond—R. R. Richards.
UNIVERSITY OF KENTUCKY, Lexington—Elmer Sulzer.
WESTERN KENTUCKY STATE TEACHERS COLLEGE, Bowling Green—Dr. Earl A. Moore.

LOUISIANA
LOUISIANA POLYTECHNICAL INSTITUTE, Ruston—D. G. Armstrong.
LOUISIANA STATE UNIVERSITY, Baton Rouge—Dr. Harley Smith.
LOYOLA UNIVERSITY, New Orleans—Rev. O. L. Abell.
SOUTHWESTERN LOUISIANA INSTITUTE, LaFayette—G. J. Tinsley.
TULANE UNIVERSITY, New Orleans—George E. Simmons.

MAINE
UNIVERSITY OF MAINE, Orono—Charles E. Crossland.

MARYLAND
STATE TEACHERS COLLEGE, Towson—Eunice K. Crabtree.

MASSACHUSETTS
BOSTON COLLEGE, Newton—F. Malcolm Gager.
EMERSON COLLEGE, Boston—Arthur F. Edes.
HOLY CROSS COLLEGE, Worcester—L. C. Longuth.
INTERNATIONAL YMCA COLLEGE, Springfield—Donald Pernie.
MASSACHUSETTS STATE COLLEGE, Amherst—G. O. Olesen.
MOUNT HOLYOKE COLLEGE, South Hadley.
TEACHERS COLLEGE OF BOSTON, Boston—Joseph A. Hennessey.

MICHIGAN
BATTLE CREEK COLLEGE, Battle Creek—W. V. O'Connell.
KALAMAZOO COLLEGE, Kalamazoo—Paul Stoake.
MICHIGAN COLLEGE OF MINING AND TECHNOLOGY, Houghton—G. W. Swenson.
MICHIGAN STATE COLLEGE, East Lansing—Robert J. Coleman.
UNIVERSITY OF MICHIGAN, Ann Arbor—Waldo M. Abbot.
WAYNE UNIVERSITY, Detroit—Garnet R. Garrison.
WESTERN STATE TEACHERS COLLEGE, Kalamazoo—W. C. Marburger.

MINNESOTA
AUGSBURG COLLEGE, Minneapolis—Abner Batalden.
CONCORDIA COLLEGE, Moorhead—J. N. Brown.
HAMLINE UNIVERSITY, St. Paul—Anne Simley.
ST. OLAF COLLEGE, Northfield—Dr. Martin Hegland.
UNIVERSITY OF MINNESOTA, Minneapolis—Richard R. Price.

MISSOURI
CHRISTIAN COLLEGE, Columbia—Donald Thurman.
WILLIAM JEWELL COLLEGE, Liberty—John E. Davis.
ST. LOUIS UNIVERSITY, St. Louis—G. E. Rueppel.
STEPHENS COLLEGE, Columbia—Sherman P. Lawton.
UNIVERSITY OF KANSAS CITY, Kansas City—E. H. Newcomb.
UNIVERSITY OF MISSOURI, Columbia—Frank L. Martin.
WEBSTER COLLEGE, Webster Groves—Mrs. Anna Sankey.
WASHINGTON UNIVERSITY, St. Louis—Robert A. Willier.

NEBRASKA
HASTINGS COLLEGE, Hastings—Kenneth A. Browne.
NEBRASKA CENTRAL COLLEGE, Central City—O. W. Carroll.
NEBRASKA STATE NORMAL COLLEGE, Chadron—R. E. Yarnley.
NEBRASKA WESLEYAN UNIVERSITY, Lincoln—J. C. Jensen.
STATE TEACHERS COLLEGE, Kearney—D. Ralph Appleman.
UNIVERSITY OF NEBRASKA, Lincoln—T. C. Diera.
UNIVERSITY OF OMAHA, Omaha—Robert P. Cunningham.

NEW MEXICO
NEW MEXICO A. & M., State College—E. C. Hollinger.

NEW YORK
BROOKLYN COLLEGE, Brooklyn—Stanley Rypins.
CLARKSON COLLEGE, Potsdam—John L. Stiles.
COLLEGE OF THE CITY OF NEW YORK, New York—Fred B. Robinson.
CORNELL UNIVERSITY, Ithaca—Charles A. Taylor.
NEW YORK UNIVERSITY, New York City—Ned H. Dearborn.
RENSSELAER POLYTECHNIC INSTITUTE, Troy—Wynant J. Williams.
ST. BONAVENTURE COLLEGE, St. Bonaventure—Rev. Claude Kean.
ST. LAWRENCE UNIVERSITY, Canton—Richard C. Ellsworth.
UNIVERSITY OF ROCHESTER, New York—Dr. Howard Hanson.

NORTH CAROLINA
DUKE UNIVERSITY, Durham—H. R. Dwire.
GREENSBORO COLLEGE, Greensboro—L. L. Gobbel.
NORTH CAROLINA STATE COLLEGE, Raleigh—E. S. Knight.
UNIVERSITY OF NORTH CAROLINA'S WOMAN'S COLLEGE, Greensboro—C. W. Phillips.
UNIVERSITY OF NORTH CAROLINA, Chapel Hill—Frank M. Graham.

NORTH DAKOTA
NORTH DAKOTA AGRICULTURAL COLLEGE, Fargo—H. E. Hodgson.
STATE SCHOOL OF SCIENCE, Wahpeton—William DuVall.
UNIVERSITY OF NORTH DAKOTA, Grand Forks—J. V. Breitwieser.

OHIO
DENISON UNIVERSITY, Granville—Richard H. Howe.
MUSKINGUM COLLEGE, New Concord—W. H. Ewing.
OBERLIN COLLEGE, Oberlin—W. F. Bohn.
OHIO STATE UNIVERSITY, Columbus—R. C. Higgy.
OHIO UNIVERSITY, Athens—Darrel B. Green.
UNIVERSITY OF CINCINNATI, Cincinnati—V. H. Drufrner.
UNIVERSITY OF DAYTON, Dayton—Louis Rose.
UNIVERSITY OF TOLEDO, Toledo—C. J. Bushnell.
WITTENBERG COLLEGE, Springfield—W. H. Blough.

OKLAHOMA
EAST CENTRAL STATE TEACHERS COLLEGE, Ada—Everett C. Wilson.
OKLAHOMA COLLEGE FOR WOMEN, Chickasha—B. H. Mayall.
SOUTHEASTERN TEACHERS COLLEGE, Durant—Helen Kerr.
UNIVERSITY OF OKLAHOMA, Norman—Clyde L. Farrar.
UNIVERSITY OF TULSA, Tulsa—W. E. Morris, Jr.

OREGON
ALBANY COLLEGE, Albany—Alexander Hayes.
OREGON STATE COLLEGE, Corvallis—Luke L. Roberts.
WILLAMETTE UNIVERSITY, Salem—W. C. Jones.

PENNSYLVANIA
CARNEGIE INSTITUTE OF TECHNOLOGY, Pittsburgh—W. N. James.
DUQUESNE UNIVERSITY, Pittsburgh, George D. Pennington.
GROVE CITY COLLEGE, Grove City—Herbert W. Harmon.
MORAVIAN COLLEGE, Bethlehem—Cyril N. Hoger.
MT. ST. JOSEPH COLLEGE, Chestnut Hill—Regina Dolores.
MUHLBERG COLLEGE, Allentown—Carl W. Boyer.
STATE TEACHERS COLLEGE, Millersville—Sanders P. McComsey.
STATE TEACHERS COLLEGE, Shippenburg—H. L. Burkholder.
ST. THOMAS COLLEGE, Scranton—Dr. A. J. App.
SUSQUEHANNA UNIVERSITY, Selinsgrove—L. G. Gilbert.
TEMPLE UNIVERSITY, Philadelphia, J. T. George Joyce.

RHODE ISLAND
RHODE ISLAND STATE COLLEGE, Kingston—G. E. Adams.

SOUTH CAROLINA
ANDERSON COLLEGE, Anderson—Katharine Culyer.
CITADEL COLLEGE, Charleston—C. F. Myers, Jr.
ERSKINE COLLEGE, Due West—R. C. Grien.

SOUTH DAKOTA
NORTHERN STATE TEACHERS COLLEGE, Aberdeen—E. L. Bersagel.
SOUTH DAKOTA SCHOOL OF MINES, Rapid City—C. M. Rowe.
SOUTH DAKOTA STATE COLLEGE, Brookings—S. W. Jones.
YANKTON COLLEGE, Yankton—Robert W. Feyerharm.

TENNESSEE
CUMBERLAND UNIVERSITY, Lebanon—A. D. McCampbell.
KING COLLEGE, Bristol—Stuart Pratt.
MARYVILLE COLLEGE, Maryville—George D. Howell.
SOUTHWESTERN UNIVERSITY, Memphis—C. P. Lee.
TUSCULUM COLLEGE, Greenville—Dr. Charles A. Anderson.

TEXAS
ABILENE CHRISTIAN COLLEGE, Abilene—Don H. Morris.
AUSTIN COLLEGE, Sherman—George L. Landolt.
MCMURRY COLLEGE, Abilene—Mrs. Robert B. Wylie.
NORTH TEXAS STATE TEACHERS COLLEGE, Denton—W. J. McConnell.
SOUTHERN METHODIST UNIVERSITY, Dallas—Frank Rader.

(Continued on Page 377)

Colleges and Universities OFFERING COURSES IN RADIO BROADCASTING TECHNIQUE

(Compiled from questionnaires by U. S. Office of Education)

ABILENE CHRISTIAN COLLEGE, Abilene, Tex.—Course in radio speech includes announcing, radio dramatics, radio speaking and continuity writing. Conducts programs on various Texas stations. Director of broadcasting activities: Don H. Morris.

ANDERSON COLLEGE, Anderson, S. C.—Offers course in broadcasting technique in Speech Arts Department for advanced students of expression only, and cooperates with local station, WAIM, Anderson. Director of broadcasting activities: Miss Katherine Culver.

AUGUSTANA COLLEGE, Rock Island, Ill.—Offers two courses of two hours each in broadcasting technique as part of the curriculum of the School of Speech. Conducts programs on WHBF, Rock Island, and other stations. Director of broadcasting activities: J. Woodrow Magnuson.

JOHN BROWN UNIVERSITY, Siloam Springs, Ark.—Offers courses in art of broadcasting, including program planning, script writing, advertising, copyrights, musical rights, audience measurements, study of program policies of NBC, CBS, British Broadcasting Corp., etc. University owns and operates KUOA as a commercial station. Director of broadcasting activities: Storm Whaley.

CARROLL COLLEGE, Waukesha, Wis.—Training in radio speaking offered in course called Business and Professional Speaking. Lectures given over WTMJ, Milwaukee. Director of broadcasting activities: Vernon A. Utzinger.

CHICAGO THEOLOGICAL SEMINARY, Chicago—Offers course in radio speech; affiliated with University of Chicago and University Broadcasting Council.

CORNELL COLLEGE, Mt. Vernon, Ia.—Course in advanced play production offers a complete survey of modern production technique, including the production of plays for radio. Occasionally broadcasts musical and dramatic productions over WMT, Cedar Rapids.

CORNELL UNIVERSITY, Ithaca, N. Y.—Offers one two-hour course in script writing, delivery, etc., primarily for agricultural extension students. Stages various programs, chiefly farm programs, six days weekly over the university-owned station WESG and other stations. WESG, however, is operated under lease by *Elmira Star-Gazette* as a commercial station. Director of broadcasting activities: Charles A. Taylor.

UNIVERSITY OF DENVER, Denver, Colo.—Offers course in technique of broadcasting, continuity writing, etc. Director of broadcasting activities: Angus M. Laird.

DUQUESNE UNIVERSITY, Pittsburgh, Pa.—Offers course in radio elocution in School of Drama. Director of broadcasting activities: George D. Pennington.

EMERSON COLLEGE, Boston, Mass.—Offers courses in radio address, radio playwriting and radio voice; college has own studio for purposes of instruction and training but does not operate a radio station. Director of broadcasting activities: Arthur F. Edes.

UNIVERSITY OF FLORIDA, Gainesville, Fla.—Offers study in radio technique in Speech Department, with broadcasts over WRUF, university-owned station which is commercially operated. Director of broadcasting activities: Garland Powell.

GEORGE WASHINGTON UNIVERSITY, Washington, D. C.—In its Creative Writing course in English, plays are written for radio presentation and are produced under the auspices of the university's Center of Inter-American Studies. Director of broadcasting activities: George Howland Cox.

GROVE CITY COLLEGE, Grove City, Pa.—Although college owns and operates WSAJ, it does not offer courses in broadcasting technique but carries on an extra-curricular program of broadcasting designed to give experience and training in radio to its students.

HAMLIN UNIVERSITY, St. Paul, Minn.—Includes radio technique in courses in fundamentals of speech and dramatics, with writing and acting work on KSTP, St. Paul. Director of broadcasting activities: Anne Simley.

HASTINGS COLLEGE, Hastings, Neb.—Offers courses in theory and practice of radio speaking, including the study of microphone technique, voice and diction in radio speaking, preparation and arrangement of radio continuities and programs. Students engage in broadcasts over KMMJ, Clay Center, Neb. Director of broadcasting activities: Kenneth A. Browne.

UNIVERSITY OF HOUSTON, Houston, Tex.—Offers course in phases of speech particularly adaptable to the microphone. Director of broadcasting activities: Harvey W. Harris.

UNIVERSITY OF ILLINOIS, Urbana, Ill.—Offers non-credit course in continuity writing, dramatics and announcing technique. University owns and operates WILL, over which students present programs. Director of broadcasting activities: Joseph F. Wright.

ILLINOIS STATE NORMAL UNIVERSITY, Normal, Ill.—Will offer course in summer of 1937 on "radio in the schools," dealing with the opportunities and procedures for getting most out of radio broadcasts. Speech department offers course in radio speaking. Cooperates with local stations in presenting programs. Director of broadcasting activities: Kenyon S. Fletcher.

UNIVERSITY OF IOWA, Iowa City, Ia.—Offers courses in radio news writing in School of Journalism under Prof. Charles L. Sanders, in speech in radio broadcasting under Prof. H. Clay Harshbarger. University owns and operates WSUI, over which students stage educational and entertainment programs. Chairman of radio board: Bruce E. Mahan. Director—Announcer of WSUI: Carl Menzer.

IOWA STATE COLLEGE, Ames, Ia.—Offers courses in broadcasting as part of technical, journalism and public speaking courses, including continuity writing, news broadcasting, etc. College owns and operates WOI, over which students present programs. Director of broadcasting activities: W. I. Griffiths.

KANSAS STATE COLLEGE OF AGRICULTURE & APPLIED SCIENCE, Manhattan, Kan.—Course I: Radio speaking and announcing. Course II: Radio programs (handling of radio programs). Course III: Radio participation. After training in the first course, credit is given to the student for participation and presentation of materials. The Department of Industrial Journalism and Printing includes a radio writing class whose enrollment participates in the broadcasting of college news and sports. Students participate in broadcasts over college station, KSAC, carried an average of four hours daily. Program director: L. L. Longsdorf.

BOB JONES COLLEGE, Cleveland, Tenn.—Offers instruction in program planning and radio technique, including writing, announcing and participation in college's broadcasts over WDDO, Chattanooga. Director of broadcasting activities: Dr. Bob Jones, Jr.

LOUISIANA STATE UNIVERSITY, Baton Rouge, La.—Offers nine semester hours: three hours of microphone technique and voice improvement; three hours of writing and directing all kinds of scripts; three hours of practice in program production. Stages at least five weekly programs over WJBO, Baton Rouge, and occasionally over other stations, with students participating. Director of broadcasting activities: Dr. Harley Smith.

LOYOLA UNIVERSITY OF LOS ANGELES, Los Angeles—Offers course in Cinema and Broadcasting Technique, which includes voice placement, psychology of character portrayal and voice characterization. Conducts broadcasts over local stations. Director of broadcasting activities: Martin H. Work.

UNIVERSITY OF MAINE, Orono, Me.—Technique before microphone is covered as part of regular courses, but has no courses devoted entirely to broadcasting technique. Director of broadcasting activities: Charles E. Crossland.

MARQUETTE UNIVERSITY, Milwaukee, Wis.—Offers two hours a week of radio speech in its school of speech and conducts broadcasts over WTMJ and WISN, both in Milwaukee.

MCPHAIL SCHOOL OF MUSIC, Minneapolis, Minn.—Offers musical instruction as related to broadcasting; also courses in announcing and program building.

UNIVERSITY OF MICHIGAN, Ann Arbor, Mich.—Offers extensive list of courses in practically all phases of broadcasting, including advanced public speaking, radio reading and dramatics, broadcasting fundamentals, music instruction, radio and education; also many extension credit and non-credit courses which are broadcast over WJR and WWJ, in Detroit, by remote control from campus studio in Morris Hall, which is used as class workshop. Director of broadcasting activities: Waldo M. Abbot.


(Continued on page 378)

College Broadcasting Directors

(Continued from page 376)

TEXAS (Continued)
ST. MARY'S UNIVERSITY, San Antonio—William J. Hamm
TEXAS A. & M. College Station—Eugene P. Humbert
TEXAS CHRISTIAN UNIVERSITY, Fort Worth—Claude Sammis
UNIVERSITY OF HOUSTON, Houston—Harvey W. Harris
UNIVERSITY OF SAN ANTONIO, San Antonio—D. B. Harmon
UTAH
BRIGHAM YOUNG UNIVERSITY, Provo—H. R. Merrill
UTAH STATE AGRICULTURAL COLLEGE, Logan—C. L. Doosek
WESTMINSTER COLLEGE, Salt Lake City—H. W. Richard
VERMONT
UNIVERSITY OF VERMONT, Burlington—B. C. Douglas
VIRGINIA
HAMPDEN INSTITUTE, Hampton—George Kettano Jr.
LYNCHBURG COLLEGE, Lynchburg—Dr. J. Robert Sain
UNIVERSITY OF VIRGINIA, Charlottesville—G. B. Zehner
VIRGINIA POLYTECHNIC INSTITUTE, Blacksburg—R. D. Mitchell
VIRGINIA STATE COLLEGE, Petersburg—J. H. Johnston

WASHINGTON
SEATTLE PACIFIC COLLEGE, Seattle—Barton L. Beagle
WALLA WALLA COLLEGE, College Place—Merlin L. Neff
WASHINGTON STATE COLLEGE, Pullman—Frank F. Nalder
WEST VIRGINIA
STATE TEACHERS COLLEGE, Fairmont—Modora Mason
ST. NORBERT COLLEGE, De Pere—Rev. James A. Wanner
WEST LIBERTY STATE TEACHERS COLLEGE, West Liberty—Dr. Paul N. Egan
WISCONSIN
BELOIT COLLEGE, Beloit—James B. Gage
CARROLL COLLEGE, Waukesha—V. A. Utzinger
MILTON COLLEGE, Milton—C. W. Harrington
RIESEN COLLEGE, Ripon—J. Clark Graham
STATE TEACHERS COLLEGE, La Crosse—F. W. Leamer
STATE TEACHERS COLLEGE, Superior—L. W. Thorne
STATE TEACHERS COLLEGE, Whitewater—C. H. W. Wright
UNIVERSITY OF WISCONSIN, Madison—H. B. Mcarty



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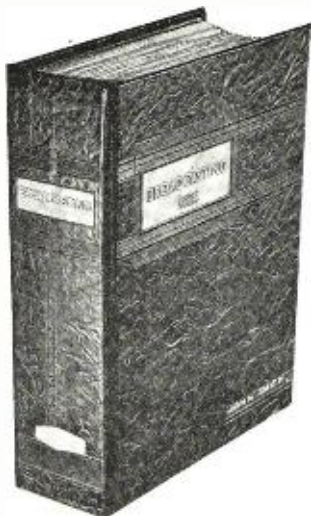
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College and University COURSES in RADIO TECHNIQUE

(Continued from page 377)

UNIVERSITY OF MINNESOTA, Minneapolis—Offers one evening extension class in radio script writing. Owns and operates WLB. Director of broadcasting: Richard R. Price.

UNIVERSITY OF MISSOURI, School of Journalism, Columbia, Mo.—Offers special courses in the broadcasting of news together with training for announcing; stages news broadcasts and special lectures over KFRU, Columbia. Dean: Frank L. Martin.

MUHLENBERG COLLEGE, Allentown, Pa.—Preparing a course in radio technique for early inclusion in curriculum; will deal with techniques of classroom broadcasting and script writing. Cooperates with WCBA-WSAN, Allentown, in presenting programs. Director of broadcasting activities: Dr. Carl W. Boyer.

NEW YORK UNIVERSITY, New York City—Offers various courses in broadcasting technique, cooperating with Federal Educational Radio Project. Director of broadcasting activities: Ned H. Dearborn.

NORTHWESTERN UNIVERSITY, Evanston, Ill.—Offers several courses in broadcasting technique, and its students broadcast over various Chicago stations and over networks on news, politics, books and vocational guidance. Director of broadcasting activities: Edward H. Stromberg.

UNIVERSITY OF NORTH DAKOTA, Grand Forks, N. D.—Offers non-credit course in announcing, continuity writing, pronunciation, voice training, program building. University owns station KFJM, Grand Forks, which is operated commercially and over which faculty and student groups present programs. Chairman of KFJM program committee: Dean J. V. Breitwieser.

OGLETHORPE UNIVERSITY, Atlanta, Ga.—Conducts a School of Radio Broadcasting in which credit courses in all phases of broadcasting, including radio theory, studio management, drama, music, writing, etc. are offered. Director of broadcasting activities: Dr. Thornwell Jacobs.

OHIO STATE UNIVERSITY, Columbus, O.—Offers courses in journalism in radio, public speaking and its relationship to radio, advertising in radio, and educational uses in radio. University owns and operates WOSU, Columbus. Director of broadcasting activities: R. C. Higgy.

UNIVERSITY OF OKLAHOMA, Norman, Okla.—Offers courses in program building and announcing, with practical experience over university-owned station WNAD. Director of broadcasting activities: Clyde L. Farrar.

UNIVERSITY OF OMAHA, Omaha, Neb.—Offers special work on announcing, production and continuity writing. Director of broadcasting activities: Robert Paul Cunningham.

OREGON STATE COLLEGE, Corvallis, Ore.—Offers course in radio speech, with microphone technique taught in studios of KOAC, owned by college, and with station broadcasting educational and entertainment programs 12 hours daily except Sunday. Manager of KOAC: Luke L. Roberts.

PACIFIC UNION COLLEGE, Angwin, Cal.—Offers a course in radio speaking which includes script writing and microphone technique. Director of broadcasting activities: Charles E. Weniger.

PURDUE UNIVERSITY, West Lafayette, Ind.—Offers non-credit course in radio technique, which is largely in the nature of a radio workshop, collaborating with WBA, University-owned station. Broadcasting activities directed by a university radio committee.

RENSELAEER POLYTECHNIC INSTITUTE, Troy, N. Y.—Offers work in connection with college-owned station, WHAZ, as an extra-curricular activity under supervision of the Department of English. Station is operated commercially and is used by faculty and students for public broadcasts Mondays, 6 p. m. to midnight. Director of broadcasting activities: Wynant J. Williams.

ROSARY COLLEGE, River Forest, Ill.—Offers one hour a week in radio writing, in which scripts are written by students, and one hour in radio speaking, in which time students are directed in producing scripts before the microphone. Director of broadcasting activities: James Whipple.

UNIVERSITY OF SAN ANTONIO, San Antonio, Tex.—Offers course in radio in education, covering use of present programs and facilities for educational purposes; also course in radio advertising, covering problems in commercial radio presentations. Conducts broadcasts over local stations. Director of broadcasting activities: D. B. Harmon.

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles, Cal.—Offers courses in radio production, broadcasting structure, radio dramatics, script writing and radio speech. Director of broadcasting activities: Richard E. Huddleston.

MILITARY COLLEGE OF SOUTHERN CAROLINA, Charleston, S. C.—Offers informal directions and explanations of radio and microphone techniques, each member of freshman class being instructed in use of microphone. Faculty and students broadcast over WCSC. Director of broadcasting activities: Maj. C. F. Myers, Jr.

SOUTH DAKOTA SCHOOL OF MINES, Rapid City, S. D.—Offers six-week course in broadcasting technique in conjunction with its advanced course in public speaking. College owns and operates WCAT, Rapid City. Director of broadcasting activities: C. M. Rowe.

STATE TEACHERS COLLEGE, Superior, Wis.—Offers a course in radio speaking given under the Department of Public Speaking. Director of Broadcasting activities: L. W. Thorpe.

STEPHENS COLLEGE, Columbia, Mo.—Offers three one-hour sections of a course in radio speaking and acting; two sections of a three-hour course in radio writing and production. Stages dramatic and religious broadcasts over KFRU, Columbia. Director of broadcasting activities: Sherman P. Lawton.

ST. LAWRENCE UNIVERSITY, Canton, N. Y.—Has radio workshop in which script writing and broadcasting is taught in connection with courses in English. University operates own radio station, WCAD, Canton.

ST. MARY'S COLLEGE, South Bend, Ind.—Offers courses in microphone technique, radio script writing, recording and, in the voice department of Music School, practical work in broadcasting. Cooperates with local stations in staging programs. Directors of broadcasting activities: Belle Marie Mullins and Sister M. Judith, C. S. C.

TRANSYLVANIA COLLEGE, Lexington, Ky.—Course in elementary broadcasting is scheduled to be offered in Department of Speech, English and Music during second semester. Conducts musical, dramatic and sports broadcasts over WLAP, Lexington.

TRINITY UNIVERSITY, Wabash, Ind.—Offers instruction in theory of microphone speaking, technique of voice and speech, with practice before the microphone required.

UTAH STATE AGRICULTURAL COLLEGE, Logan, Utah—Offers study in broadcasting technique, and conducts broadcasts over KSL, Salt Lake City. Director of broadcasting activities: C. L. Pocock.

WALLA WALLA COLLEGE, College Place, Wash.—Offers a two-credit course for three quarters of 12 weeks each on technique of voice before microphone, program construction, announcing and criticism of programs. College departments and students broadcast over local station. Director of broadcasting activities: Merlin L. Neff.

WASHINGTON STATE COLLEGE, Pullman, Wash.—School of Speech offers courses in radio broadcasting known as Speech 40 and 41 (Radio Broadcasting) given each semester. Students are prepared to present plays, readings, etc. over KWSC, owned by university. Director of broadcasting activities: Frank F. Nalder.

WAYNE UNIVERSITY, Detroit, Mich.—Offers four courses in radio technique: radio speech, preparation of radio programs, radio techniques and principles underlying effective radio broadcasting. Conducts *Wayne U School of the Air* on Michigan Radio Network, and student variety programs on WMBC, Detroit. Director of division of radio, Department of Speech: Garnet R. Garrison.

UNIVERSITY OF WISCONSIN, Madison, Wis.—Offers a course in radio speech which also affords the student training in radio writing and radio program presentation. University owns and operates station WHA. Director of broadcasting activities: H. B. McCarty.

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GENERAL

ANNUAL REPORT OF Columbia Broadcasting System for fiscal year ended Dec. 28, 1935. Columbia Broadcasting System. 1936.

BROADCASTING. National Broadcasting Co. 1935. 4 vols.

Radio in the home, and the broadcasting of literature, drama, art, music, religion, education, agriculture, and public affairs.

BROADCASTING AND A CHANGING CIVILISATION. By E. H. Robinson. John Lane, The Bodley Head Ltd. London. 1935.

Broadcasting as it affects the home, music, drama, sports, religion, and propaganda.

BROADCASTING AND BROADCAST ADVERTISING YEARBOOK NUMBER. Broadcasting Publications Inc., Washington, D. C. 1935-date.

Comprehensive reference handbook of directories and information relating to all phases of radio.

BROADCASTING AND PEACE. International Institute of Intellectual Co-operation. Paris. 1933.

Studies and projects for radio in the matter of international agreements.

BROADCASTING AND THE AMERICAN PUBLIC. Columbia Broadcasting System. 1936.

Forum on radio conducted by CBS, with discussions by eminent men. Treats of control, Federal Communications Commission, censorship, news broadcasts, politics.

BROADCASTING IN THE U. S. National Association of Broadcasters. 1933.

Advantages of American system of broadcasting. Includes outline for negative side of debate on question whether U. S. should adopt British system.

BUSINESS CENSUS REPORT ON BROADCAST STATIONS. U. S. Bureau of the Census. 1936.

Sectional reports and U. S. summary of net revenue, employment statistics, and pay rolls of the broadcasting stations in the U. S.

COMMERCIAL RADIO ADVERTISING. U. S. 72nd Congress, 1st Session. Senate Document No. 137. Govt. Printing Office. 1932.

Comprehensive report to the Senate by the Federal Radio Commission relative to use of radio facilities for advertising; also contains data on educational broadcasting, and summary of radio advertising in other countries.

COMMUNICATION AGENCIES AND SOCIAL LIFE. By M. M. Willey and S. A. Rice. McGraw-Hill Book Co. Inc. 1933.

A monograph published under the direction of The President's Research Committee on Social Trends. Chapter on broadcasting presents data on its growth and significance.

THE EDUCATIONAL ROLE OF BROADCASTING. International Institute of Intellectual Co-operation. Paris. 1935.

Studies by experts from many countries. International exchange of programs, recreational broadcasts, news bulletins, politics, history, social questions and music are among subjects discussed.

THE IMPORTANCE OF BROADCASTING. International Broadcasting Union. Geneva. 1932.

A study of the extent and varieties of the functions of radio.

MEN AND RADIO MUSIC. By P. W. Dykema. Radio Institute of the Audible Arts. 1935.

Possibilities of increasing love and appreciation of music in men.

MUSIC AS PRESENTED BY THE RADIO. By P. W. Dykema. Radio Institute of the Audible Arts. 1935.

Suggestions to listeners who desire to gain more from music.

THE PROBLEMS OF BROADCASTING. International Broadcasting Union. Geneva. 1931.

An account of five years of radio study.

THE PSYCHOLOGY OF RADIO. By Hadley Cantril and G. W. Allport. Harper & Bros. 1935.

An exhaustive study by leading psychologists of the new mental world created by radio. First section is an analysis of the general psychological and cultural factors that shape radio programs and determine response of listeners. Section 2 concerns experiments: voice and personality, sex differences in radio voices, speaker vs. loud-speaker, listening vs. reading, effective conditions for broadcasting. Part 3 summarizes and applies findings to present problems in radio.

RADIO. Ed. by Irvin Stewart. (The Annals of the American Academy of Political & Social Science. Supp. to vol. 142. 1929.)

A discussion by authorities of leading broadcasting and communication problems.

RADIO AND ITS FUTURE. Ed. by Martin Codel. Harper & Bros. 1930.

Chapters on all phases of radio communication by leaders in their respective fields.

RADIO AND THE FARMER. By E. deS. Brunner. Radio Institute of the Audible Arts. 1935.

Symposium on relation of radio to rural life. Includes list of national and state agricultural programs.

THE RADIO INDUSTRY: The story of its development, as told by leaders of the industry to the students of the Graduate School of Business Administration. Harvard University. A. W. Shaw Co. 1928.

Development of radio broadcasting and communication.

RADIO MUSIC FOR BOYS AND GIRLS. By P. W. Dykema. Radio Institute of the Audible Arts. 1935.

Suggestions for utilizing radio music more completely in development of youth.

RADIO PERSONALITIES. A pictorial and biographical annual. Ed. by Don Rockwell. Press Bureau Inc. 1935.

In addition to artists, it includes sections on radio executives, advertising agency executives, electrical transcription experts, program directors, production managers, script writers, publicity representatives, etc.

RADIO: THE FIFTH ESTATE. Ed. by Herman S. Hettinger. (Annals of the American Academy of Political & Social Science. v. 177. Jan. 1935.)

Compilation of studies by experts on broadcasting in general. Subject matter includes descriptions of radio in various countries, its services to the public, and its problems, such as advertising, press, freedom of speech, international relations.

RECENT SOCIAL TRENDS IN THE UNITED STATES. Report of the President's Research Committee on Social Trends. McGraw-Hill Book Co. Inc. 1933. 2 vols.

Contains a brief discussion of radio's development and its social significance. One section lists 150 social effects of radio.

REPORTS TO THE ADVISORY COUNCIL OF the National Broadcasting Co. together with a summary and detailed analysis of programs. 1927-date.

SOME FUNDAMENTAL ASPECTS OF RADIO BROADCASTING ECONOMICS. By H. S. Hettinger. (Reprint from Harvard Business Review, Autumn, 1935.)

Discussion of the economic problems of broadcasting, which divide themselves into those of structure, trade practice and government regulation.

SOME PUBLIC SERVICE BROADCASTING. By C. M. Koon. National Advisory Council on Radio in Education. Information Series No. 12. 1934.

Survey of radio programs and activities for public service.

THE STORY OF RADIO. By O. E. Dunlap. Dial Press. 1935.

A non-technical account of the rise of radio communication. New edition contains chapters on facsimile, short waves, American vs. European radio.

TELECOMMUNICATIONS: ECONOMICS AND REGULATION. By J. M. Herring and G. C. Gross. McGraw-Hill Book Co. Inc. 1936.

Comprehensive factual discussion of the development of communication agencies, sources of revenue, factors affecting costs, rate-making, etc. Description and

analysis of federal and state regulation.

TEN YEARS BEFORE THE MIKE. By Ted Husing. Farrar & Rinehart, Inc. 1935.

His experiences as a radio announcer.

THIS THING CALLED BROADCASTING. By A. N. Goldsmith & A. C. LeCarboursa. Henry Holt & Co. 1930.

A review of events, ideas, and personalities in radio make this a most popularly written history of broadcasting.

THE USE OF THE RADIO IN LEISURE TIME. By Lyman Bryson. Radio Institute of the Audible Arts. 1935.

The possible influence of radio for the listener's happiness.

WHO'S WHO IN RADIO: A Quarterly Review of American Broadcasting Personalities. Distinctive Radio Publications, Inc. 1935-36.

Radio artists, executives, directors, writers, and others.

WOMEN AND RADIO MUSIC. By P. W. Dykema. Radio Institute of the Audible Arts. 1935.

Radio music in relation to woman herself, her place in the home, and her influence on tastes of others.

BROADCAST ADVERTISING: GENERAL

THE ADVERTISER LOOKS AT RADIO. By Crossley Inc. Ass'n of National Advertisers Inc. 1930.

Audience, networks, programs, costs, listening data, etc., from advertiser's point of view.

(Continued on page 380)

The most complete handbook of its kind

Electric Communication and Electronics

Electrical Engineers' Handbook
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John Wiley & Sons, Inc., 440-4th Ave., New York

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(Continued from page 379)

THE ADVERTISING AGENCY LOOKS AT RADIO. Ed. by Neville O'Neill. D. Appleton & Co. 1932.

A discussion by agency executives of the important phases of radio advertising.

ADVERTISING FOR IMMEDIATE SALES. By John Caples. Harper & Bros. 1936.

Chapter on "Results from Radio" gives experiences of radio advertisers, and a summing up of best procedure for program production, merchandising, etc. Chapters on use of premiums, contests, and testimonials.

ADVERTISING MEDIA. By H. E. Agnew. D. Van Nostrand. 1932.

Evaluating various advertising media. Includes chapter on radio advertising.

ADVERTISING PROCEDURE. By Otto Kleppner. Prentice-Hall. 1933.

Chapter on planning the broadcast advertising campaign is of interest.

BROADCAST ADVERTISING: THE FOURTH DIMENSION. By Frank A. Arnold. John Wiley & Sons, Inc. Television edition. 1933.

Discussion of radio advertising, together with other aspects of broadcasting. Chapters on studios, radio and the law, television. Sample continuities given.

CAREERS IN ADVERTISING. Ed. by Alden James. Macmillan Co. 1932.

Includes chapters on radio advertising, organization of networks, sales staff, program production, station management, electrical transcriptions by authorities in their respective fields.

A DECADE OF RADIO ADVERTISING. By H. S. Hettlinger. University of Chicago Press. 1933.

A comprehensive survey of radio advertising. Detailed analyses of specific branches illustrated by charts and diagrams.

LET'S LOOK AT RADIO TOGETHER. National Broadcasting Co. 1935.

Detailed study of radio advertising, its relation to other advertising media, the audience and its responsiveness.

RADIO IN ADVERTISING. By O. E. Dunlap. Harper & Bros. 1931.

A full discussion of all aspects of radio advertising.

RETAIL ADVERTISING AND SALES PROMOTION. By C. M. Edwards & W. H. Howard. Prentice-Hall Inc. 1936.

Thorough discussion of the subject. Nearly 50 pages devoted to a detailed study of radio advertising in this connection.

STRAIGHT ACROSS THE BOARD. National Broadcasting Co. 1936.

No. 2 of the series "Let's Look at Radio Together" showing the growth of broadcast advertising; accompanied by many charts and tables.

USING RADIO IN SALES PROMOTION. By E. H. Felix. McGraw-Hill Book Co. Inc. 1927.

A comprehensive account of radio advertising.

BROADCAST ADVERTISING: STATISTICAL SERVICES

NAB REPORTS: Monthly Reports of Volume of Broadcast Advertising. National Association of Broadcasters.

Contains statistical tables on total broadcast advertising; advertising by major media; non-network advertising by power of station, geographical districts, type of rendition; radio advertising by type of sponsoring business; retail radio advertising over individual stations. Also a six months summary.

NATIONAL ADVERTISING RECORDS. Radio Section. National Advertising Records Inc. 1927-1936.

A monthly service containing records of all expenditures over national networks and spot radio broadcasting by individual companies and by industrial groups. Yearly summaries. (Purchased by, and combined with, Publishers' Information Service. 1936).

PUBLISHERS' INFORMATION BUREAU: Radio Section. Publishers' Information Bureau, Inc. 1931-1936.

A monthly service containing records of all expenditures over networks by individual companies and by individual groups.

PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS. Publishers' Information Bureau, Inc. 1936-date.

This Bureau purchased National Advertising Records in the fall of 1936 and is combining the two services.

RADIO ADVERTISING RATES AND DATA. Standard Rate and Data Service. 1929-date.

A monthly service containing rate and other important information regarding networks and all stations in the U. S. and Canada.

BROADCAST ADVERTISING: USERS AND USES

BROADCAST MERCHANDISING: A review. Aug. 1933-Jan. 1935. National Broadcasting Co. 1935.

Experience stories on broadcast merchandising.

NBC INDUSTRIAL STUDIES. National Broadcasting Co.

Automotive industry.
Building industry.
Clothing and dry goods industry.
Confectionery and soft drinks industry.

Drug industry.
Financial and insurance industry.
Food industry.
Garden industry.
House furnishings industry.
Jewelry and silverware industry.
Laundry soaps and cleansers industry.

Lubricants and petroleum industry.
Miscellaneous.

Paint and varnish industry.
Radio industry.
Shoe industry.
Tobacco industry.
Travel and hotel industry.

Exhaustive record of all network broadcast advertisers. Charts indicate advertising trends. Case histories give details of broadcasting by individual companies. Revised regularly.

NEWSPAPER, MAGAZINE AND BROADCAST EXPENDITURES. American Newspaper Publishers Assn.

Yearly summary, by industry.

RADIO BROADCASTING MANUAL. The Radio as a Publicity Medium for Retailers. Comp. by F. W. Spaeth. National Retail Dry Goods Assn. 1935.

Includes experience stories.

RADIO IN THE LOCAL MARKET. American Newspaper Publishers Assn. 1935.

A study of radio in comparison with the newspaper as a retail advertising medium.

RADIO PROGRAMS FOUND MOST PROFITABLE BY RETAILERS. Dartnell Corp. 1931.

Retail problem investigation.

A STUDY OF THE RELATIVE EFFECTIVENESS OF MAJOR ADVERTISING MEDIA. National Broadcasting Co. 1934.

Studies made by the Psychological Corporation among dealers. Summaries of answers given by type of industry.

A STUDY OF THE USE OF BROADCAST ADVERTISING BY DEPARTMENT STORES. National Broadcasting Co. 1935.

Case studies and other data on department stores' broadcast advertising.

A SURVEY OF 299 NATIONAL ADVERTISING BUDGETS. 1934-35. Association of National Advertisers. 1936.

Shows proportion of total budget used for broadcast advertising by various industries.

THE USE OF RADIO BY FINANCIAL ORGANIZATIONS. Metropolitan Life Insurance Co. 1933.

Summary of radio experiences of financial concerns.

BROADCAST TECHNIQUE

THE ART OF TEACHING BY RADIO. By C. M. Koon. Govt. Printing Office 1933.

Discussion of forms of programs, their preparation, technique in presentation.

BROADCAST ENGLISH, I, II, & III. By A. Lloyd James. British Broadcasting Corp. 1928-1936.

Recommendations to BBC announcers regarding words of doubtful pronunciation.

THE BROADCAST WORD. By Arthur Lloyd James. Kegan Paul, Trench, Trubner & Co., Ltd. London. 1935.

Author is the Hon. Secretary of the BBC Advisory Committee on Spoken English. Problems involved in broadcasting the English language.

THE EDUCATIONAL PROGRAM. By Merrill Denison. Radio Institute of the Audible Arts. 1935.

Technique of broadcasting an educational program.

THE EVIDENCE REGARDING BROADCAST SPEECH TRAINING. Central Council for School Broadcasting. British Broadcasting Corp. 1933.

Results and interpretations.

GATEWAY TO RADIO. By Ivan Firth & G. S. Erskine. Macaulay Co. 1934.

General account of production of radio programs. Includes chapters on the engineer, press relations, sales department, sponsors.

A HANDBOOK OF RADIO BROADCASTING. By Waldo Abbot. McGraw Hill Book Co. 1937.

Prepared for students and teachers of Broadcasting; covers all phases of broadcasting technique.

HOW TO WRITE FOR RADIO. By Katharine Seymour & J. T. W. Martini Longmans, Green & Co. 1931.

Detailed study illustrated by radio continuities. Includes chapters on sound-effects and production.

LEARN TO WRITE FOR BROADCASTING. By Claude Hulbert. Denis Archer London. 1932.

Radio writing, and the British Broadcasting Corp.

MAKING MICROPHONE FRIENDS. Columbia Broadcasting System. 1936.

Suggestions for radio speakers.

RADIO MANUAL: Suggestions to school and non-professional groups for the production of educational radio programs. U. S. Office of Education. Educational Radio Project. 1936.

RADIO SKETCHES AND HOW TO WRITE THEM. By Peter Dixon. Frederick A. Stokes Co. 1936.

Technique of radio writing. Main part of book devoted to radio scripts.

RADIO SPEECH. By S. P. Lawton. Expression Co. 1932.

The technique of radio speaking and writing, and analyses of actual broadcast speeches.

RADIO WRITING. By Peter Dixon. Century Co. 1931.

A general account. Includes six scripts which have been successful.

SO-O-O-O YOU'RE GOING ON THE AIR! By Robert West. Rodin Publishing Co. 1934.

A general account of broadcasting technique and production of radio programs.

TALKING ON THE RADIO. By O. E. Dunlap. Greenberg, Publisher, Inc. 1936.

How to write and broadcast a speech. Special emphasis on political talks. One chapter on "Practical Do's and Don't's."

VOICE AND PERSONALITY AS APPLIED TO RADIO BROADCASTING. By T. H. Pear. John Wiley & Sons, Inc. 1931.

Study, experiments, and conclusions by an English psychologist.

WRITING FOR BROADCASTING. By Cecil Whitaker-Wilson. A. & C. Black, Ltd. London. 1935.

Primarily on radio drama, including examples of plays written for radio. Chapters on talks, rehearsals, etc.

EDUCATION

AN APPRAISAL OF RADIO BROADCASTING IN THE LAND - GRANT COLLEGES AND STATE UNIVERSITIES. By T. F. Tyler. National Committee on Education by Radio. 1933.

Way in which broadcasting is administered by these institutions; radio equipment, costs, programs; opinions of 631 persons on radio broadcasting.

THE BROADCASTER AND THE LIBRARIAN. By F. K. W. Drury. National Advisory Council on Radio in Education. Information Series No. 3. 1931.

Aims to increase cooperation. Includes short chapter on broadcasting book talks.

(Continued on page 381)

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(Continued from page 380)

CHILDREN AND RADIO PROGRAMS. A Study of More Than Three Thousand Children in the N. Y. Metropolitan Area. By A. L. Eisenberg. Columbia University Press. 1936.

Radio-listening activities, programs, ratings, reactions, etc. Numerous charts.

CIVIC EDUCATION BY RADIO. By T. H. Reed. Radio Institute of the Audible Arts. 1936.

The problems and the possibilities of civic education through radio.

EDUCATION BY RADIO. Comp. by H. M. Muller. H. W. Wilson Co. 1932.

Detailed handbook including debate outlines, reprints, bibliographies, relating to subject: legislation should be enacted reserving to educational agencies at least 15% of all radio channels.

EDUCATION BY RADIO. Vols. 1-5. National Committee on Education by Radio. 1931-35.

News of special interest to education on the air. Excerpts from many sources on all subjects relating to education by radio.

EDUCATION ON THE AIR. Ed. by J. H. MacLachy. Ohio State University. 1930-date.

Yearbooks of the Institute for Education by Radio. Although primarily educational, many addresses and discussions treat problems of general interest to broadcasters. The 1935 edition was combined with the Proceedings of the National Advisory Council on Radio in Education.

THE FUTURE OF RADIO AND EDUCATIONAL BROADCASTING. By Levering Tyson & Judith Waller. National Advisory Council on Radio in Education. Information Series No. 14. 1934.

Discussions on the problems of educational radio by people long in the field.

THE PROBLEM OF THE INSTITUTIONALLY OWNED STATION. By C. M. Jansky Jr., R. C. Higgy, and Morse Salisbury. National Advisory Council on Radio in Education. Information Series No. 10. 1934.

Difficulties encountered and possible solutions.

RADIO AND CHILDREN. By S. M. Greenberg. Radio Institute of the Audible Arts. 1935.

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A Chronology of THE DEVELOPMENT OF RADIO AND BROADCASTING

- 640 B. C.—Thales of Miletus observed that amber after being rubbed acquired the electric property of attracting straws.
- 1650—Otto von Guericke invented the air pump and the first frictional electric machine.
- 1654—Robert Boyle observed that electric attraction may take place through a vacuum.
- 1676—Olaus Roemer discovered that light travels at a finite velocity.
- 1725—Stephen Gray discovered electrical conduction; he observed that electricity could be carried more than 500 feet along a hemp thread.
- 1733—Dufay noted that sealing wax rubbed with cat's fur was electrified, but the electrical effect was different from that produced by rubbing a glass rod with the fur. He named one "vitreous" and the other "resinous". The terms "positive" and "negative" were later introduced by Benjamin Franklin.
- 1745—The principle of the electrostatic condenser was discovered by Musschenbroeck of Leyden.
- 1749—Benjamin Franklin proved by means of his historic kite experiment in a thunder storm that lightning is an electrical phenomenon.
- 1780—Luigi Galvani discovered "animal" electricity or "galvanic" electricity as it was later called.
- 1794—Alessandro Volta invented the voltaic cell.
- 1825—Georg Ohm propounded the law named for him—Ohm's Law.
- 1827—The term "microphone" was coined by Sir Charles Wheatstone as the name of an acoustic device he built to amplify feeble sounds.
- 1831—Michael Faraday formulated the laws of electromagnetic induction, paving the way for the magneto and dynamo.
- 1831—Joseph Henry, of Princeton, N. J., discovered self-induction improved the electromagnet to lift 3,000 pounds and made the first electric bell.
- 1832—The idea of telegraphing was discussed by Samuel F. B. Morse.
- 1838—Professor K. A. Steinheil, of Munich, discovered the use of the earth-return later utilized in telegraph, telephone and wireless.
- 1847—Thomas Alva Edison was born on February 11 at Milan, O.
- 1849—John Ambrose Fleming was born on Nov. 29 in England.
- 1858—The first transatlantic cable was opened (August 16) with an exchange of greeting between President Buchanan and Queen Victoria.
- 1861—Philip Reis, of Germany, built a make-and-break platinum contact microphone with which musical sounds but not speech could be transmitted.
- 1865—An induction machine was constructed by Wilhelm Theodor Holtz.
- 1867—James Clerk Maxwell, of Cambridge University, outlined theoretically and predicted the action of electromagnetic waves.
- 1872—The first patent for a system of wireless telegraphy was granted on July 30 in the United States to Dr. Mahlon Loomis, of Washington, D. C. His drawing illustrated how setting up "disturbances in the atmosphere would cause electric waves to travel through the atmosphere and ground".
- 1874—Guglielmo Marconi was born at Bologna, Italy, April 25.
- 1875—The telephone was invented by Alexander Graham Bell.
- 1875—Thomas Alva Edison noted a strange electrical phenomenon he called "etheric force".
- 1877—Emile Berliner, of Washington, D. C., noted that the resistance of a loose electrical contact varies with pressure; he applied the principle to the design of a microphone.
- 1877—Edison patented the button or solid carbon type of voice transmitter for the telephone.
- 1878—Francis Blake designed a telephone transmitter employing a block of hard carbon and a vibrating diaphragm.
- 1878—Hughes, of London, built a sensitive inertia transmitter for the telephone and revived the name "microphone". He discovered the phenomena upon which the action of the coherer depends.
- 1880—J. and P. Curie, of France, discovered the piezo-electric effect of crystals.
- 1882—Professor Amos Dolbear, of Tufts College, was granted a United States patent (March) for a system of wireless telegraphy or as he stated, "electrical communication between two points certainly more than one-half mile apart."
- 1883—Edison discovered "the Edison effect", a phenomenon occurring inside an incandescent lamp. He observed that an electric current could be made to pass through the space between a heated filament and an adjacent cold metallic plate.
- 1884—Paul Nipkow, of Berlin, invented a scanning disk by means of which he hoped to send pictures over wires; it was later used in television.
- 1885—Edison developed an induction system of communication for use between railroad stations and trains. (Marconi Wireless Telegraph Co. purchased the patent in 1903.)
- 1885—Sir William Preece in England demonstrated that telephonic speech could be sent 440 yards by induction.
- 1886—Dolbear patented a wireless system employing two elevated insulated metallic plates.
- 1886—Professor Heinrich Hertz, German physicist, proved experimentally that electromagnetic waves as predicted by Maxwell could actually be sent through space with the speed of light. He demonstrated with the famous Hertz oscillator.
- 1890—Professor Edouard Branly, of Paris, developed the coherer as a detector of electromagnetic waves.
- 1890—C. Francis Jenkins, of Washington, D. C., began a search for new devices needed for success of Nipkow disk as a television scanner.
- 1891—Nikola Tesla experimented with high frequency currents and discovered the principle of the rotary magnetic field. He applied it in practical form to the development of the induction motor.
- 1892—Sir William Preece signaled between two points on the Bristol Channel by a system that employed both the principles of induction and conduction.
- 1892—Sir William Crookes predicted wireless telegraphy without wires would soon be possible.
- 1894—Sir Oliver Lodge at the British Association meeting demonstrated the efficiency of the Branly coherer as a detector of electromagnetic waves up to 150 yards.
- 1895—Guglielmo Marconi sent and received his first wireless signals across his father's estate at Bologna, Italy.
- 1896—Marconi filed application for the first British patent on wireless telegraphy. He sent signals across two miles at Salisbury Plain, England.
- 1897—Marconi receiving on a tug boat picked up wireless messages from Needles on the Isle of Wight, 18 miles distant.
- 1897—The Wireless Telegraph and Signal Co., Ltd., was incorporated in England as the first commercial organization of its kind (July). The name was changed to Marconi Wireless Telegraph Co., Ltd., in 1900.
- 1898—The first paid wireless messages were sent (June 3) from Needles, Isle of Wight.
- 1898 (July 20)—Marconi wireless reported the Kingstown regatta off Irish coast to Dublin newspaper from aboard the *SS Flying Huntress*.
- 1899 (March 27)—Marconi flashed the first wireless signals across the English Channel.
- 1899 (April 28)—*Steamer R. F. Mathews* collided with the East Goodwin Sands Lightship and sent the first wireless call for assistance.
- 1899 (April)—Wireless communication was established by the U. S. Army Signal Corps between Fire Island and Fire Island Lightship, a distance of 12 miles.
- 1899 (July)—Three British warships exchanged wireless messages at sea across 75 miles.
- 1900—Sir Oliver Heaviside and Professor Arthur E. Kennelly, of Harvard, suggested the theory of a "radio ceiling" now referred to as the Heaviside surface, a conducting medium that reflects radio waves from the upper levels of the atmosphere.
- 1900 (Feb. 18)—Germany's first commercial wireless station was opened on Borkum Island.
- 1900 (Feb. 28)—*S. S. Kaiser Wilhelm der Grosse* left port as the first seagoing passenger ship equipped with wireless service.
- 1900—Marconi filed application for his first historic patent No. 7777 covering a "tuned" or synchronized wireless system.
- 1900 (Nov. 2)—Belgium's first wireless station was installed at Lapanne.
- 1901 (Jan. 1)—The bark *Medora* was reported by wireless to be waterlogged on Ratel Bank and assistance was sent.
- 1901 (Feb. 11)—Marconi established wireless communication between Niton, Isle of Wight, and the Lizard station, 196 miles apart.
- 1901 (March)—Wireless service for the public was established between the five main islands of the Hawaiian group.
- 1901 (Sept. 28)—Professor Reginald Fessenden applied for a United States patent for radio-telephony utilizing an alternating current generator having a frequency of 50,000 cycles per second.
- 1901 (Dec. 12)—Marconi at Newfoundland intercepted the first transatlantic signal, the letter "S", transmitted from Poldhu, England.
- 1902 (Feb.)—Marconi on *S.S. Philadelphia* picked up messages from Poldhu, 2,099 miles distant.
- 1902 (June 25)—Marconi introduced the magnetic detector and conducted tests on board the Italian cruiser *Carlo Alberto*.
- 1902—Professor Reginald A. Fessenden introduced the electrolytic detector.
- 1902 (Dec. 17)—Marconi sent first west-east transatlantic wireless messages from Glace Bay to England.
- 1903—Electric arc transmitter as a means of propagating wireless waves was introduced by Valdemar Poulsen and William Duddell.
- 1903—President Theodore Roosevelt and King Edward of England exchanged greetings by wireless between Cape Cod and Poldhu.
- 1903—First ocean daily "newspaper" was printed on board *S.S. Campania*, with news supplied by wireless.
- 1903 (Aug. 4)—First International Radiotelegraphic Conference was held at Berlin.
- 1904 (Feb. 1)—CQD was adopted as the wireless distress call by the Marconi Company.
- 1904—Professor John Ambrose Fleming, of England, invented the two-element thermionic valve detector.
- 1904 (Aug. 15)—Great Britain passed a Wireless Telegraph Act.
- 1904—Wireless apparatus was featured at the St. Louis World's Fair.
- 1905—The *New York Times* received eye-witness wireless bulletins of naval battle off Port Arthur in Russo-Japanese war.
- 1906—E. Bellini and A. Tosi, of Italy, pioneered in radio direction-finder research.

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- 1906—Telefunken arc system of wireless was introduced in Germany and covered 25 miles.
- 1906—Dr. Lee de Forest invented the audion, a three-element vacuum tube, having a filament, plate and grid.
- 1906—Dunwoody discovered the rectifying properties of carborundum crystals and Greenleaf Pickard noted similar properties of silicon, replacing coherer as a detector of wireless waves.
- 1907 (Oct. 17)—Commercial wireless service was inaugurated between Clifden, Ireland, and Glace Bay, Nova Scotia.
- 1908 (Feb. 2)—S.S. *St. Cuthbert* afire off Sable Island was sighted by steamer *Cymric* from which a newspaper correspondent sent story by wireless to the *New York Times* and *Chicago Tribune*.
- 1908 (Feb. 3)—Marconi transatlantic wireless stations were opened to the public for transmission and reception of Marconigrams between England and Canada.
- 1908—International Radio Telegraphic Conference at Berlin suggested SOS as wireless distress call instead of CQD.
- 1909 (Jan. 23)—S.S. *Republic* collided with S.S. *Florida* off New York harbor, and Jack Binns, *Republic* wireless operator, flashed CQD that summoned rescuers proving the value of Marconi apparatus in time of disaster at sea.
- 1909—Marconi was awarded the Noble Prize in physics.
- 1910 (Jan. 13)—Enrico Caruso and Emmy Destinn singing backstage of the Metropolitan Opera House, broadcast through De Forest radiophone and were heard by operator on S.S. *Avon* at sea and by wireless amateurs in Connecticut.
- 1910—Marconi flashed wireless messages from Ireland to Buenos Aires.
- 1910—S.S. *Principessa Mafalda* intercepted messages from Clifden, Ireland, 4,000 miles by day and 6,700 miles at night.
- 1910 (Apr. 23)—Marconi transatlantic America-Europe service opened.
- 1910 (June 24)—United States approved an Act requiring certain passenger ships to carry wireless equipment and operators.
- 1911 (July 1)—Department of Commerce organized a radio division to enforce the wireless act of June 24, 1910.
- 1911—Radiotelephony spanned 350 miles between Nauen, Germany, and Vienna, Austria.
- 1912—Frederick A. Kolster, of Bureau of Standards, developed a decrementer to make direct measurements of wireless waves.
- 1912—United Wireless Co. absorbed by American Marconi Co.
- 1912 (Feb.)—Marconi Company acquired the Bellini-Tosi patents, including the direction finder.
- 1912 (April 14)—S.S. *Titanic* disaster proved the value of wireless at sea; 705 lives were saved. Jack Phillips and Harold Bride were the wireless men.
- 1912—United States Naval radio station, NAA, opened at Arlington, Va.
- 1912 (July 5)—International Radio Telegraphic Conference in London approved regulations to secure uniformity of practice in radio communication service.
- 1912 (July 23)—An Act was approved by the United States extending the Act of June 24, 1910, to cover cargo vessels and required auxiliary source of power, efficient communication between wireless room and bridge, and two or more skilled wireless operators in charge of apparatus on certain passenger ships.
- 1912 (Aug. 13)—United States approved Act licensing wireless operators and transmitting stations, including amateurs.
- 1913 (June)—Radio Telegraph Act of Canada was passed by Parliament.
- 1913—Station POZ, Nauen, Germany, flashed a message 1,550 miles.
- 1913 (Sept.)—Prince Albert, ruler of the principality of Monaco, steamed into New York harbor on his yacht *Hirondelle* equipped with a wireless piano heard by amateurs as far distant as the Great Lakes.
- 1913 (Oct. 11)—S.S. *Volturmo* afire at set flashed an SOS and ten ships rushed to her side.
- 1913 (Nov. 12)—Safety at Sea Conference was held in London; wireless received major consideration.
- 1913 (Nov. 24)—Tests of wireless were conducted on Delaware, Lackawanna & Western Railroad between Hoboken and Buffalo.
- 1914—Direct communication was established between WSL, Sayville, L. I., and POZ, Nauen, Germany; also between Tuckerton, N. J., and Elvise.
- 1914 (Sept. 24)—California-Honolulu wireless service was opened by Marconi Wireless Telegraph Company of America.
- 1914—Validity and priority of Marconi's patents were upheld in the United States District Court, Eastern District of New York, in a decision handed down by Judge Van Vechten Veeder.
- 1914—Nauen, Germany, flashes warning to *Kronprinzessin Cecilie*, 850 miles off the Irish Coast, to rush to a neutral port with its cargo of \$10,000,000 in gold. The ship anchored at Bar Harbor a few days later.
- 1914 (Oct. 6)—Edwin H. Armstrong was granted a patent on the regenerative or feed-back circuit.
- 1915 (May 22)—Marconi sailing from New York to Rome, summoned by the King because of Italy's entry into World War predicted "visible telephony".
- 1915—Radio compass was developed by Dr. F. A. Kolster of U. S. Bureau of Standards.
- 1915 (July 27)—Wireless communication was established between United States and Japan through relay via Honolulu.
- 1915 (July 28)—Radio telephone successful between Arlington, Va., and Paris, 3,700 miles away. Hawaii also heard the voices in these tests conducted by American Telephone & Telegraph Company.
- 1916 (Nov. 5)—President Wilson and Mikado of Japan exchanged radiograms at opening of trans-pacific circuit.
- 1916 (Nov.)—DeForest experimental radiophone station was opened at High Bridge, N. Y.
- 1916 (Nov.)—Station 2ZK, New Rochelle, N. Y., operated by George C. Cannon and Charles V. Logwood broadcast music between 9 and 10 p. m., daily except Sunday.
- 1917—Dr. E. F. W. Alexanderson designed a 200-kilowatt high frequency alternator, facilitating world-wide wireless.
- 1918—A. Hoxie, General Electric engineer, installed a high-speed wireless recorder to copy messages from France at Otter Cliffs, Maine.
- 1918 (April)—A high power station LCM, was opened at Stavanger, Norway.
- 1918—Between 2,500 and 3,000 vessels in British Merchant Marine were now equipped with wireless transmitters and receivers.
- 1918 (July 31)—United States Government took over all wireless land stations in the country, with exception of a few high power transmitters remaining under control of commercial organizations.
- 1918 (Sept. 22)—Wireless messages from Carnarvon, Wales, were heard at Sydney, Australia, 12,000 miles distant.
- 1918 (Nov.)—Signing of the Armistice ending World War was announced by wireless flashes from Germany and France.
- 1919—The vacuum tube highly developed by World War necessities began to replace the old spark and arc transmitters.
- 1919—President Wilson on way to Peace Conference in Paris maintained contact with America by wireless from S.S. *George Washington*.
- 1919—U. S. Navy's flying NC-boats used radio and direction finders on historic transatlantic flight.
- 1919 (Aug. 24)—United States Signal Corps broadcast service of Trinity Church at Third and D Streets, Washington, D. C.
- 1919—British dirigible R-34 crossed Atlantic equipped with a vacuum tube transmitter.
- 1919—England and Canada linked by vacuum tube radiophone transmitters.
- 1919—President Wilson returning from Peace Conference on board S.S. *George Washington*, addressed the crew on July 4 and an attempt was made to broadcast his speech to shore, but was unsuccessful.
- 1919—Radio Corporation of America was organized, acquiring the interests of the Marconi Wireless Telegraph Company of America and radio activities of the General Electric Company in plans for an American world-wide radio system.
- 1920 (Feb. 29)—United States government returned the high power stations under its control during the World War, and the first commercial long distance radio communication between the United States and foreign countries was inaugurated by the Radio Corporation of America.
- 1920—A tract of land covering ten square miles was acquired at Rocky Point and Riverhead, L. I., for the construction of a Radio Central conceived for world-wide communication under direction of RCA.
- 1920—Installation of 200-kilowatt Alexanderson high frequency alternators for international communication began at Bolinas, Calif., Marion, Mass., and Kahuku, Hawaii.
- 1920 (Aug. 20)—Station WWJ, Detroit, owned by *Detroit News*, operated a radiophone. (Regular broadcasting license issued Oct. 13, 1921.)
- 1920 (Nov. 2)—Radio broadcasting begins with KDKA, Pittsburgh (Westinghouse Co.), sending out the Harding-Cox election returns.
- 1921—President Harding formally opens Radio Central on Long Island addressing a radiogram to all nations.
- 1921—Paul Godley, American amateur at Androssan, Scotland, intercepted 27 American radio amateurs using power outputs ranging from 50 to 1,000 watts.
- 1921—Alexanderson's 200-kilowatt alternator system installed at Tuckerton, N. J.
- 1921 (July 2)—Dempsey-Carpenter fight was broadcast from Boyle's Thirty Acres in Jersey City through a temporarily installed transmitter at Hoboken, N. J. Major J. Andrew White was the announcer. This event gave broadcasting a tremendous boost.
- 1921—Nobel Prize for physics awarded Professor Edouard Branly for his radio research work and invention of coherer.
- 1921 (Aug. 30)—American Radio Relay League held its first annual convention at Chicago.
- 1921 (Sept. 27)—Station WBZ went on the air at Springfield, Mass.
- 1921 (Oct. 1)—Station WJZ officially opened at Newark, N. J., as first regular broadcaster in metropolitan area featuring World Series bulletins.
- 1921 (Nov. 11)—President Harding's address at burial of the Unknown Soldier at Arlington was broadcast.
- 1921 (Nov. 11)—Station KYW was introduced on the air at Chicago by Westinghouse Co.
- 1921 (Dec. 15)—Station WDY opened at Roselle Park, N. J. (Remained on the air as a broadcaster until merged with WJZ).
- 1922—Two-way radio conversation, first of its kind, was established between Deal Beach, N. J., and S.S. *America* 400 miles at sea.
- 1922 (Feb. 20)—Station WGY, Schenectady, went on the air.
- 1922 (Feb. 27)—First annual Radio Conference relating to broadcasting was held at Washington, D. C., at call of Secretary of Commerce Herbert Hoover.
- 1922 (June)—Marconi came to America in his yacht *Ellettra* and at a meeting of the Institute of Radio Engineers demonstrated his short wave radio beam and reflectors.
- 1922 (July 25)—The American Telephone & Telegraph Company abandoned its broadcasting station WBAY.

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- 1922 (Aug. 16) — Station WEA F went on the air atop the Western Electric Bldg., West Street, New York.
- 1922 — The superheterodyne as a broadcast receiver was demonstrated by its inventor, Edwin H. Armstrong.
- 1922 (Sept. 7) — Station WEA F, New York, broadcast the first commercially sponsored program of the Queensborough Corporation, a real estate organization.
- 1922 (Oct. 25) — High-powered vacuum tube transmitters for the first time handled traffic between New York, England and Germany.
- 1922 (Oct. 28) — Princeton-Chicago football game went on the air as the first broadcast from the grid-iron.
- 1922 (Nov. 11) — Remote control pickup of opera *Aida* at the Kingsbridge Armory, New York, was the first program of its kind.
- 1922 (Nov. 22) — The New York Philharmonic Orchestra broadcast for the first time.
- 1922 — Development of a 20-kilowatt vacuum tube for transmitters was announced by Dr. Irving Langmuir, Schenectady.
- 1923 (Jan. 4) — The first "chain" broadcast featured a telephone tieup between WEA F, New York, and WNAC, Boston.
- 1923 (March) — Invention of the neutrodyne circuit was described by Professor L. A. Hazeltine, at Radio Club of America.
- 1923 — A picture of President Harding was sent by the C. Francis Jenkins television system between Washington and Philadelphia.
- 1923 (March 4) — Station KDPM, Cleveland, O., picked up short waves from KDKA, Pittsburgh, and presented the first rebroadcast program.
- 1923 (March 20) — Second Annual Radio Conference was held at Washington, D. C., to discuss broadcasting problems.
- 1923 (May 15) — Station WJZ moved from Newark, N. J., to Aeolian Hall on 42nd Street, New York.
- 1923 (June) — The first multiple station hookup by wire featured WEA F, New York; WGY, Schenectady; KDKA, Pittsburgh, and KYW, Chicago.
- 1923 — President Warren G. Harding spoke from St. Louis as he began a western tour and three stations were in the network—WJZ, New York; WCAP, Washington, and KSD, St. Louis.
- 1923 (Aug. 1) — Station WRC was opened at Washington, D. C., by Radio Corporation of America.
- 1923 (Nov. 11) — Woodrow Wilson's Armistice Day address, his only public address after retiring from the White House, was broadcast by WEA F, New York.
- 1923 (Dec. 4) — Opening of Congress broadcast for first time.
- 1924 (Jan. 9) — Station KGO, Oakland, Cal., made its debut on the air, owned by General Electric.
- 1924 (Feb. 5) — English listeners heard a program short-waved from KDKA rebroadcast for first time in London.
- 1924 (Feb. 6) — Woodrow Wilson's funeral services at National Cathedral, Washington, D. C., broadcast with WEA F as New York outlet.
- 1924 (Feb. 23) — Calcutta, India, eavesdropped on a KDKA program rebroadcast from London.
- 1924 (May 30) — Marconi utilizing short waves talks by radiophone from his yacht *Elettra* off England to Australia.
- 1924 — National Republican convention at Cleveland and National Democratic convention at New York were broadcast for first time over nation-wide networks.
- 1924 (July) — British government through arrangements with Marconi Company announced plans to link the Empire by a beam radio system.
- 1924 — Marconi described his short-wave beam system in a lecture before the Royal Society of Arts in London.
- 1924 (Sept.) — Marconi on his yacht used the 32-meter wave for a radiophone conversation with Syria, 2,100 miles away.
- 1924 (Oct.) — Equipped with wireless the *Zeppelin ZR-3* (later renamed *Los Angeles*) crossed the Atlantic.
- 1924 (Oct.) — Third National Radio Conference pertaining to broadcasting was held in Washington, D. C.
- 1924 (Oct. 11) — Cape Town, Africa, intercepted a program from KDKA with sufficient strength to rebroadcast.
- 1924 (Nov. 30) — Facsimile radio from London to New York carried pictures of President Coolidge, Prince of Wales and Premier Stanley Baldwin across Atlantic in 20 minutes, using the Ranger System.
- 1924 — Station WJZ rebroadcast first international program relayed on 1,600 meter wave from Coventry, England, to Houlton, Me., from where it was fed by wire lines to the New York transmitter.
- 1924 (Dec. 15) — Station KOA, Denver, Colo., went on the air, owned by General Electric Co.
- 1925 — Commercial companies applied for short wave licenses as transatlantic traffic was shifted more and more from long waves to 20 to 105 meters.
- 1925 — Development of high power broadcast transmitters lead to moving of stations to suburbs or sections some distance from metropolitan areas. KDKA, Pittsburgh, and WGY, Schenectady, tested 50-kilowatt installations.
- 1925 — Coolidge inaugural was broadcast by 24 stations in transcontinental network.
- 1925 (April) — John Logie Baird, Scottish television experimenter, demonstrated radio shadowgraphs at Selfridge store in London.
- 1925 (May 7) — Photoradio developed by Capt. R. H. Ranger of RCA, transmitted facsimile messages, maps and pictures from New York to Honolulu.
- 1925 — Stations WJZ, New York, and WRC, Washington, rebroadcast for the first time the gong of Big Ben atop the House of Parliament, London, as it struck midnight.
- 1925 — Alternating current tubes were introduced, making possible the all-electric receiver for the home.
- 1925 — Heaviside-Kennelly theory of the so-called "radio mirror" was confirmed by the United States Radio Research Laboratories, Bellevue, D. C.
- 1926 (Jan. 1) — John McCormack and Lucrezia Bori made their radio debuts over WJZ in a broadcast that inspired other artists of distinction to go on the air.
- 1926 — S.S. *Antinoe* in distress at sea flashed an SOS and the S.S. *President Roosevelt* rushed to the aid through a blinding blizzard guided to the scene by a radio compass.
- 1926 (Feb. 23) — President Coolidge signed the Dill-White Radio Bill, that created the Federal Radio Commission and ended chaos caused by a wild growth of broadcasting.
- 1926 (April 20) — Picturegram of a check was flashed by photoradio from London to New York where it was honored and cashed.
- 1926 (May) — Richard E. Byrd and Floyd Bennett in plane *Josephine Ford* flew over North Pole from Spitzbergen equipped with a short-wave transmitter to contact the base.
- 1926 (May) — Dirigible *Norge* soared across the Arctic and broadcast the first messages direct from the North Pole.
- 1926 (Sept. 23) — Dempsey-Tunney fight was broadcast to all parts of the world with Major J. Andrew White announcing.
- 1926 — World Series was broadcast for first time by WJZ's nationwide hookup.
- 1926 (Nov. 1) — National Broadcasting Company was organized, with WEA F and WJZ as key stations and Merlin Hall Aylesworth, as president. Headquarters were established at 711 Fifth Ave., New York.
- 1926 (Dec. 15) — Dr. E. F. W. Alexander demonstrated his multiple light-brush television system and projector at St. Louis.
- 1927 (Jan. 1) — The first regularly established coast-to-coast hookup requiring 4,000 miles of wire was used to broadcast football game in Bowl of Roses, Pasadena, Cal.
- 1927 (Jan. 7) — Radiotelephone circuit or "talk-bridge" of American Telephone & Telegraph Co. was opened between New York and London with Adolph S. Ochs, publisher of the *New York Times*, talking with Geoffrey Dawson, editor of the *London Times*.
- 1927 (Jan. 21) — First coast-to-coast broadcast of an opera featured Faust from the Chicago Civic Opera Auditorium.
- 1927 (Feb. 22) — First coast-to-coast Presidential broadcast from the floor of Congress featured Calvin Coolidge's Washington Birthday address at joint session of Congress.
- 1927 (March 2) — Federal Radio Commission appointed by President Coolidge: Rear Admiral W. H. G. Bullard, John F. Dillon, Judge E. O. Sykes, O. H. Caldwell and Henry A. Bellows.
- 1927 (April 7) — Wire television was demonstrated between Washington and New York, and radio-vision between Whippany, N. J., and New York, by Bell Telephone Laboratories.
- 1927 — Arrival of Charles A. Lindbergh in United States after his historic flight to Paris was broadcast by largest network of stations ever assembled up to this time.
- 1927 (Sept. 18) — Columbia Broadcasting System went on the air with a basic network of 16 stations. Major J. Andrew White was president.
- 1927 (Oct. 17) — Marconi in lecture at Institute of Radio Engineers in New York predicted that short waves were destined to play a vital role in television.
- 1927 (Dec. 30) — Radiomarine Corporation of America was organized to operate a radio service for ships at sea.
- 1928 (Feb. 8) — John L. Baird televised Mrs. Mia Howe in London and the image was seen at Hartsdale, N. Y., as the first transatlantic television.
- 1928 (March 7) — Passengers on S.S. *Berengaria* saw face of Dora Selvy televised by John L. Baird 1,000 miles away in London.
- 1928 (July 12) — Television of outdoor scenes without the use of artificial lights was demonstrated by the Bell Telephone Laboratories.
- 1928 (Aug. 11) — Herbert Hoover was officially notified of his nomination for the presidency while 107 stations were linked with the microphones at Palo Alto, Cal.
- 1928 (Sept. 11) — *The Queen's Messenger*, a one-act melodrama, was televised at "The House of Magic", Schenectady, N. Y.
- 1929 (Jan. 3) — William S. Paley elected President of the Columbia Broadcasting System.
- 1929 (Feb. 1) — Band concert in Queens Hall, London, was broadcast in the United States as the first scheduled international rebroadcast.
- 1929 (June) — Westminster Abbey Thanksgiving service for recovery of King George was rebroadcast in the United States.
- 1929 — Screen grid tubes were developed for radio receiving sets.
- 1929 (June 27) — Television in color was demonstrated by the Bell Telephone Laboratories by wire from one end of a room to the other.
- 1929 (Aug. 15) — Brokerage offices were established on several ocean liners supplied Wall Street service by wireless.
- 1929 (Nov. 18) — Dr. V. K. Zworykin demonstrated his kinescope or cathode ray television receiver before a meeting of the Institute of Radio Engineers at Rochester, N. Y.
- 1929 (Nov. 29) — A short wave flash from Little America, Antarctica, announced that Byrd and several companions had flown over the South Pole.
- 1929 (Dec. 20) — First international program from Germany was rebroadcast in the United States.

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- 1929 (Dec. 25)—Christmas Day was celebrated for the first time by an international exchange of radio programs between the United States, England, Germany and Holland.
- 1930 (Jan. 1)—King George V welcomed delegates to the London Naval Conference and was heard in his first world-wide broadcast.
- 1930 (March 11)—Arrival of Byrd Antarctic Expedition at Dunedin, New Zealand, and two-way conversation between members of the expedition and friends in New York heard in a rebroadcast throughout the United States.
- 1930 (April 9)—Two-way wire television in which speakers at the ends of a 3-mile circuit saw each other as they conversed was demonstrated by the Bell Telephone Laboratories.
- 1930—The pentode tubes for radio receivers were introduced.
- 1930 (May 22)—Dr. E. F. W. Alexanderson demonstrated television on a 6-foot screen in Proctor's Theater, Schenectady.
- 1930 (June)—S.S. America off Fastnet Island, approximately 3,000 miles from New York, intercepted facsimile messages from the United States.
- 1930 (June)—Plans were announced for a \$250,000,000 Radio City to be built on Manhattan Island.
- 1930 (June 10)—John Hays Hammond Jr. announced his invention of a television eye for airplanes enabling pilots to "see" through fog and darkness to make safe landings.
- 1930 (June 30)—First round-the-world broadcast, Schenectady to Holland, relayed to Java, Australia, and back to point of origin in less than a second.
- 1930 (July 30)—Experimental television transmitter W2XBS opened by National Broadcasting Company in New York.
- 1930 (Dec. 6)—Direct radio communication established between the United States and China by opening of San Francisco-Shanghai circuit.
- 1930 (Dec. 25)—Premier Hama-guchi, of Japan, was heard in first American rebroadcast from the Orient.
- 1931 (Jan. 1)—Premier Mussolini of Italy, speaking over short waves from Rome was heard for the first time by American radio audience.
- 1931 (Jan. 11)—Caesium photoelectric cells designed to "see red" were introduced by the Bell Telephone Laboratories to clarify television images.
- 1931 (Feb. 12)—Pope Pius XI addressed the world in an international broadcast inaugurating the Vatican City station HVJ, marking the first time the Pope's voice was heard in America.
- 1931 (March 31)—Micro-rays (18 cm.) carried voices across the English Channel between Dover and Calais.
- 1931 (April 26)—Television station W2XCR went on the air in New York.
- 1931 (June 3)—English Derby was televised for the first time by John L. Baird at Epsom Downs.
- 1931 (June)—Empire State Building, world's highest skyscraper, was selected as the site for an RCA television station using ultra-short waves.
- 1931 (July 21)—Experimental television station W2XAB opened by Columbia Broadcasting System in New York.
- 1931 (Aug. 21)—Vienna Philharmonic Orchestra was heard in its first American rebroadcast by WJZ.
- 1931 (Sept. 13)—Mahatma Gandhi, "India's man of destiny", explained the political plight in an American rebroadcast from London.
- 1931 (Sept. 24)—U. A. Sanabria demonstrated television on a 10-foot screen at the Radio-Electrical World's Fair in New York.
- 1931 (Oct. 15)—BROADCASTING Magazine founded as trade publication of radio broadcasting industry.
- 1931 (Dec. 12)—Fifteen nations and insular possessions participated in world-wide tribute to Marconi on thirtieth anniversary of first transatlantic signal.
- 1931 (Dec. 25)—Hansel and Gretel was broadcast from the Metropolitan Opera House as the first radio presentation from the stage of that institution. The combined networks of WEAf and WJZ were linked with the microphones.
- 1932 (Feb. 22)—International tributes to George Washington on bicentennial of his birth were heard throughout the United States by radio.
- 1932 (March)—Radio broadcasting facilities were mobilized to aid in search for kidnapers of Charles A. Lindbergh Jr., to flash news bulletins and to appeal to the kidnapers.
- 1932 (March 13)—German Presidential election returns—Paul von Hindenburg vs. Adolph Hitler—were rebroadcast in the United States.
- 1932 (May 14)—Numerous cities and ships at sea joined in radio tributes to Samuel F. B. Morse, inventor of the telegraph.
- 1932 (May 23)—Four stations were linked together by wires in Cuba to form the island's first broadcasting network.
- 1932 (June)—Republican and Democratic National conventions were broadcast, coast-to-coast.
- 1932 (Aug. 17)—Professor Auguste Piccard broadcast to America by short wave before taking off in balloon for trip into stratosphere, and on his return to earth he described his record-breaking 10-mile ascent from Switzerland.
- 1932 (Sept. 22)—William Beebe in his airtight bathysphere broadcast as he was lowered 2,200 feet into the ocean off Bermuda.
- 1932 (Nov. 9)—Governor Franklin D. Roosevelt made his first radio address as President-elect, thanking the electorate.
- 1932 (Dec. 10)—First program direct from Java was clearly rebroadcast in the United States.
- 1933 (March 4)—President Roosevelt's inaugural broadcast internationally by record-breaking hookup.
- 1933 (March 12)—President Roosevelt broadcast his first "fireside chat" on banking moratorium.
- 1933 (April 4)—Dirigible Akron disaster off New Jersey coast was described on radio by Lieut. Commander Herbert V. Wiley, only surviving officer.
- 1933 (May 7)—President Roosevelt broadcast his second "fireside chat" on progress of his administration.
- 1933 (July 24)—President Roosevelt's third "fireside chat" dealt with his stewardship and farm relief.
- 1933 (Oct. 22)—President Roosevelt's fourth "fireside chat" covered his stewardship to date.
- 1933 (Nov. 11)—New studios of National Broadcasting Company in Radio City dedicated.
- 1933 (Nov. 20)—Broadcasters maintained two-way communication with U. S. Army stratosphere balloon while listeners throughout the country eavesdropped.
- 1934 (May 1)—WLW, Cincinnati, begins operating with 500,000 watts power, being licensed for 50,000 watts regularly and 450,000 watts experimentally.
- 1934 (July 11)—Federal Communications Commission organized to succeed Federal Radio Commission, and also to regulate wire telephony and telegraphy. Members: Eugene O. Sykes; Thad H. Brown, Paul A. Walker, Norman S. Case, Irvin Stewart, George Henry Payne, Hampson Gary.
- 1934 (July 28)—U. S. Army's stratosphere balloonists staged a dramatic broadcast by two-way communication until they were forced to throw radio equipment overboard to lighten the load after climb to 61,000 feet.
- 1934 (Sept. 26)—King George and Queen Mary broadcast internationally at launching of S.S. Queen Mary.
- 1934 (Sept. 30)—President Roosevelt's sixth "fireside chat" dealt with progress of his administration and future plans.
- 1934 (Sept. 30)—Mutual Broadcasting System starts as cooperative four-station hookup (WOR, WGN, WLW, WXYZ), carrying first commercial program.
- 1934 (Oct. 9)—Supreme Court of the United States upheld Dr. Lee de Forest as inventor of regenerative or "feed-back" circuit.
- 1934 (Nov. 29)—England's royal wedding, Prince George and Princess Marina of Greece, was heard by radio round the earth.
- 1935 (Feb. 1)—Television Committee of British Government after a study of various systems suggested England establish television as a public service without delay.
- 1935 (March 11)—Former Rep. Anning S. Prall appointed chairman of FCC, succeeding E. O. Sykes and replacing Hampson Gary.
- 1935 (April 25)—Guglielmo Marconi's 61st birthday celebrated on radio in a broadcast featuring salutes from ships at sea, from Admiral R. E. Byrd at Antarctica and from Graf Zeppelin over South Atlantic.
- 1935 (April 28)—President Roosevelt's seventh "fireside chat" covered relief problems.
- 1935 (May 7)—Plans to spend \$1,000,000 for field television tests were announced by RCA, President David Sarnoff; tests to start from Empire State Bldg., New York, early in 1936.
- 1935 (May 22)—President Roosevelt delivered his message vetoing Patman bonus bill at joint session of Congress at which radio microphones were permitted.
- 1935 (July 2)—Sounds of Mt. Vesuvius, Italy, broadcast to America for first time through microphone extended over the crater's rim.
- 1935 (Sept. 3)—Scripps-Howard Newspapers enter broadcasting field with acquisition of WFBE (now WCPO) in Cincinnati, planning to acquire other affiliates.
- 1935 (Sept. 13)—Haile Selassie, Emperor of Ethiopia, broadcast a special message on Italo-Ethiopian situation from Addis Ababa to listeners in the United States.
- 1935 (Oct. 2)—Premier Mussolini's broadcast to Italian nation on Italo-Ethiopian situation was rebroadcast throughout the United States.
- 1935 (Oct. 27)—Most comprehensive international program, "Youth Sings Across Borders", was rebroadcast throughout America with pickups from thirty-one countries.
- 1935 (Nov. 6)—A static-less radio system based on frequency modulation instead of amplitude modulation, was demonstrated on 2½ meter wave by Major E. H. Armstrong at Institute of Radio Engineers, New York.
- 1935 (Nov. 11)—Radio maintained two-way communication with Capt. A. W. Stevens and Capt. Orvil A. Anderson on 72,000 feet climb into stratosphere throughout 8-hour flight, broadcast via NBC.
- 1935 (Dec. 7)—Hollywood studios of NBC dedicated.
- 1935 (Dec. 18)—Federal Radio Education Committee of 40 leaders in broadcasting and educational fields named by FCC to coordinate educational and cultural programs.
- 1935 (Dec. 27)—Lenox Riley Lohr elected president of NBC, succeeding M. H. Aylesworth.
- 1935 (Dec. 31)—Warner Brothers withdraw from ASCAP music pool, resulting in split catalogue and turmoil in broadcasting over music clearance; ASCAP dictates acceptance of five-year contracts to Dec. 31, 1940, on percentage basis.
- 1936 (Jan. 3)—President Roosevelt addressed joint session of Congress called for 9 p. m. in order that nation might listen by radio.
- 1936 (Feb. 26)—Hearst expands activities in broadcasting field by purchasing four stations: K TSA, San Antonio; WACO, Waco; KNOW, Austin; KOMA, Oklahoma City. Elliott Roosevelt, son of the President, named vice president of Hearst Radio Inc.

(Continued on page 388)

CHRONOLOGY OF THE DEVELOPMENT OF RADIO

(Continued from page 387)

- 1936 (March 1)—King Edward VIII broadcasts first message to British Empire since death of his father King George V on Jan. 21, which also was flashed around world by radio.
- 1936 (March 1)—First television wire circuit, called a "see line", links Berlin and Leipzig; images carried over 186-mile wire opened to public view at "looking in" centers in Germany.
- 1936 (March 11)—Anning S. Prall reappointed chairman of FCC by President Roosevelt.
- 1936 (March 19)—KNX, Hollywood, purchased by CBS for \$1,300,000 in biggest station deal in history; transfer subsequently approved by FCC.
- 1936 (March)—Radio stations, networks and amateurs perform meritorious public service in flood disasters hitting eastern and midwestern areas.
- 1936 (March 24)—WHO, Des Moines, files application with FCC for 500,000 watts, the first of numerous such applications later filed.
- 1936 (March 31)—CBS reports record gross income of \$17,637,804 for 1935, with net profit of \$3,228,194.
- 1936 (April 24)—American Newspaper Publishers Association drops fight on radio and adopts cooperative attitude, concluding in report that functions of newspapers and radio are so closely allied that future welfare of country depends upon continuance of both media as "free institutions."
- 1936 (April 24)—Television outdoors demonstrated by RCA at Camden, N. J., with local firemen as actors before Zworykin Iconoscope camera. Broadcast was on 6 meters over distance of one mile.
- 1936 (April 27)—NAB board of directors approves plan for Bureau of Copyrights within association to rid industry of dependence upon ASCAP and other copyright groups; approves plan for public domain and transcription library and eventual per piece system of payment of copyright fees.
- 1936 (April 30)—New form of electrical "wave guide" transmission of ultra-high frequency radio waves through a hollow pipe (coaxial cable) reported by Bell Laboratories and Massachusetts Institute of Technology, opening new prospects for network television.
- 1936 (May 1)—Zeppelin *Hindenburg* broadcasts to United States and Germany on first Atlantic crossing.
- 1936 (May 22)—CBS announces plans to establish headquarters in Hollywood after acquisition of KNX. Subsequently names Donald Thornburgh as vice president in charge.
- 1936 (May 26)—Cooperative radio committee, called Joint Committee on Radio Research, formed by Association of National Advertisers, American Association of Advertising Agencies and National Association of Broadcasters, with Paul F. Peter as secretary.
- 1936 (May 27)—British superliner *Queen Mary* broadcasts scheduled programs to U. S. networks on maiden voyage to United States.
- 1936 (June)—Record-breaking hookups carry political conventions: Republicans at Cleveland June 9, Democrats at Philadelphia June 23.
- 1936 (June 4)—Public television demonstrations started in Los Angeles by Don Lee Broadcasting System; system developed by Harry R. Lubcke, director of television, utilizes 300-line images framed 24 times per second.
- 1936 (June 5)—Davis Amendment to Communications Act, requiring distribution of facilities by quotas, repealed as President Roosevelt signs bill passed by Congress.
- 1936 (June 16)—President Roosevelt reasserts faith in American system of broadcasting and opposes monopoly in radio in letter to *BROADCASTING Magazine* on occasion of 14th annual NAB convention in Chicago, July 6-8.
- 1936 (June 15-23)—FCC holds hearings on uses of short and ultra-shortwaves for television, "apex" broadcasting and other services.
- 1936 (June 29)—RCA starts field tests of television from Empire State Bldg., New York City, working under special appropriation of \$1,000,000 for purpose. Secret system is first demonstrated, using live artists and films, to radio manufacturers July 7.
- 1936 (July 31)—Warner Brothers return to ASCAP, ending six months of copyright turmoil, and simultaneously dismiss some 200 infringement suits against stations and others seeking about \$4,000,000 in damages.
- 1936 (August)—Olympic Games at Berlin are broadcast internationally through elaborate shortwave system and 40-nation switchboard. U. S. networks send own announcers to cover events. German attempts to televise games meet with poor results.
- 1936 (Aug. 11)—Philco Radio & Television Corp. demonstrates its television system in Philadelphia, transmitting live subjects and films over seven-mile span, with 345-line pictures framed 30 times per second interlaced to produce 60 framings per second; pictures 9½ x 7½ inches in dimension.
- 1936 (Sept. 6)—President Roosevelt in eighth "fireside chat" discusses drought situation.
- 1936 (Sept.-Oct.)—Radio used extensively in Roosevelt-Landon political campaign, with estimated \$2,000,000 or more spent for network and station time. Hookups and stations cover elections thoroughly Nov. 3.
- 1936 (Sept. 25)—M. H. Aylesworth resigns as vice chairman of NBC, terminating entire affiliation with network which he helped organize and served as first president.
- 1936 (Oct. 5-21)—FCC holds public hearings on proposals for superpower and changes in broadcast allocations.
- 1936 (Nov. 1-15)—NBC observes tenth anniversary of its founding on Nov. 15, 1926, with gala celebrations featured by demonstrations of RCA television, visits of 35 radio officials from European countries, Nov. 9 banquet with 1,600 attending and various feature broadcasts. RCA-NBC officials hail television as big development of next decade, after demonstrating Empire State Bldg. transmissions of live and film subjects with 343-line images framed 30 times per second and interlaced to produce 60 framings. Images shown on 12 and 9 inch Kinescope tubes were 7¼ x 10½ inches and 5½ x 7¼ inches, respectively.
- 1936 (Nov. 2)—Canadian Broadcasting Corporation succeeds Canadian Radio Broadcasting Commission as regulator of radio in Canada. Gladstone Murray, Canadian-born executive of British Broadcasting Corp., named general manager.
- 1936 (Nov. 2)—Television broadcasts start in London on daily except Sunday schedule, 9-10 a. m. and 3-4 p. m., with E. M. I. and Baird systems alternating.
- 1936 (Nov. 7)—Father Charles E. Coughlin announces retirement from radio in final broadcast over independent network due to failure of his National Union for Social Justice to affect elections; had been regular broadcaster since 1929.
- 1936 (Dec. 1)—Field tests of A. T. & T. coaxial cable between New York and Philadelphia tested with success.
- 1936 (Dec. 11)—Former King Edward VIII broadcasts farewell address to world via BBC and Empire Short wave system, and is rebroadcast in United States and rest of world to what is believed to be largest world audience ever to listen to a single speech.
- 1936 (Dec. 29)—Mutual Broadcasting System, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations.

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A consolidation of your sales problems with our advertising experience in Industrial Radio and Commercial Broadcasting fields may also prove to be the beginning of a "colorful" campaign. Any one of our 20 completely equipped branch offices is ready to show our place in your picture. Address inquiries to . . .

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A specialized weekly Washington News Letter covering the telephone, telegraph and radio communications fields and containing a complete and authentic record of the activities [other than broadcasting] of the Federal Communications Commission and Congress.

Write for sample issue and further information.



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 1158 National Press Building Washington, D. C.

FOUR SHORT YEARS AGO....

KOMA

went on the air with

- *New Call Letters*
- *New Equipment*
- *New Studios*
- *New Organization*



That was October 28, 1932. At that time we made resolutions, and kept them, to give our listeners the best in radio entertainment. KOMA has always maintained "It's the Program That Gets the Listener, and That it's the Listeners that Get the Client." And so on October 1st, we hung out the SRO sign (5 P.M. to 11 P.M.).

That proves we have the clients, so we must have the listeners.

On May 15, 1930 KOMA joined the Columbia Broadcasting System as a member of

their Southwestern Group. Since that time the most impressive CBS programs have been carried over KOMA.

A well-balanced program diet of good clean entertainment, educational features, news, sports, drama, etc., have kept KOMA's audiences supplied with all that they could desire in the way of radio entertainment.

A glance at our list of accounts will tell you a beautiful story of the way KOMA is accepted by Oklahoma merchants.

We'll be pleased to tell you more.

5,000
WATTS

K O M A

1480
KILOCYCLES

OKLAHOMA CITY, OKLAHOMA

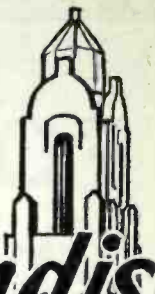
"The Most Powerful Full Time Station in Oklahoma"

NATIONAL REPRESENTATIVE

HEARST RADIO

New York • Chicago • San Francisco • Los Angeles

Showmanship that SELLS your Merchandise



Special broadcast backstage preceding the performance of George White's "Scandals." KXBY showmanship is always timely.



A red-hot interview with Helen Morgan in her dressing rooms preceding the "Scandals." KXBY covers active interests.



Walt Lochman, baseball announcer, pulls mail for Wheaties. And Kansas City people eat the "Breakfast of Champions."



Walt Lochman and Wheaties Day at the baseball game. The largest Sunday crowd of a season marked by big attendance.



Broadcasting the Metropolitan Singers, Kansas City's famed negro choir. Two programs per week.



Walt's Sports Review for the Minneapolis Brewing Co. Pictured here with Ed Cochrane, sports editor of the Journal-Post.



Super-showmanship draws crowds for "Grandstand Gossip" following the baseball game. Broadcast at the ball park for Seidlitz Paint & Varnish Company.



Regular nightly broadcasts from the Steuben Club Rathskeller. A favorite Kansas City night spot that is different . . . everybody sings.



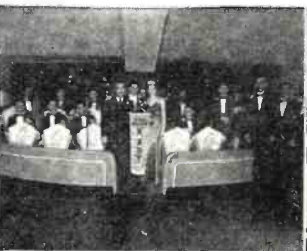
KXBY is the only station to broadcast from Kansas City's Union Station. Daily interviews with travelers, and special broadcasts to cover feature events.



KXBY caught Bob Burns at the Airport and later gave a dinner for him at the Muehlebach Hotel. Both events were broadcast. KXBY and celebrities are synonymous.



KXBY broadcasts every important personality and feature at Kansas City's "Jubilesta" celebration to dedicate the new Municipal Auditorium. Ted Weenis (above)—and such celebrities as Veloz & Yolanda, Rubinoff, One Eved Connelley, Bob Burns and others.



Buddy Fisher's new night club is the finest in the middle west, featuring his band, glee club, and talent from Hollywood and Broadway. KXBY covered the opening, and also air his entertainment every afternoon and evening.



KXBY scoops the town on election night; first on all flashes and returns. First time in local radio history. KXBY broadcasts direct from the election commissioner's office as ballot boxes were received. National returns direct from the Journal-Post. Sponsored by Rothschilds.



The only radio station with an exhibition booth in the Industrial Hall during week of Jubilesta Exposition at the Municipal Auditorium. This exhibit served as a temporary studio and was also presented at the Kansas City Auto Show. Actual broadcasts aroused public interest.



And all sports—baseball and basketball, American Association Hockey, Big Six, Missouri University and Rockhurst College football, plus special wire games. Boxing and wrestling. Daily broadcasts from Kansas City Athletic Club. There is a waiting list for sponsorship of sports events.

Proof of KXBY Showmanship

These candid camera shots show why KXBY is the most talked-about station in Kansas City. They show how KXBY capitalizes on current interests . . . producing unusual and entertaining broadcasts in a way that makes people TALK about the programs; talk about the advertisers who sponsor them—and buy their merchandise.

A Radio Survey of Kansas City

Shows that local listeners respond to this type of showmanship. 69% of the voters agreed that KXBY had made more progress than any other local station . . . 81% of the voters regularly follow a KXBY exclusive feature . . . a KXBY announcer received 12 times as many votes as the second ranking announcer . . . and a KXBY feature was voted the most popular local broadcast. Write for your copy of this Survey report.

190 National and Local Advertisers Used KXBY from May 1 to Dec. 1, 1936

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RADIO STATION K-X-B-Y

FULL TIME—REGIONAL

S. Q. NOEL, President and General Manager

*The Sports Station
of the Middle West*
KANSAS CITY, MO.

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